

# MICHIGAN TRADESMAN

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Forty-first Year

GRAND RAPIDS, WEDNESDAY, MARCH 26, 1924

Number 2114

## CHARACTER



HERE are ten thousand questions of business that no outsider can settle, upon which any suggestion of his would deserve nothing but contempt; but the great principles with which I started, the eternal obligations of honesty and integrity and decency; the responsibility of the individual; the supremacy of moral character; the universal application of the ten commandments, in industry as well as in private life—these are principles that apply everywhere, to the business and professional man alike; to the man who plans the work and pays for it, and to the man whose hands execute the plans and receive the pay. We are human beings before we are founders or workmen. We are all responsible to a higher than human tribunal. No one of us can at last deceive or defeat eternal justice. And we do well to remember that, after all is said and done, in the final roundup, character is the only thing that counts. That we must strengthen and not weaken! The debt of strength is to help turn weakness into strength! Our salvation as a people lies not in increased dividends or larger wages, but in a new sense of personal honor and in a quickened conscience. Not in new fashioned machinery, but in old-fashioned virtues, lies our salvation as a people!—virtues as old as humanity, as lasting as God!

REV. MARION D. SHUTTER, D. D.

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## SEAL BRAND COFFEE -- And "The Brook"

They both sing the same song:



"Men may come  
and men may go  
But I go on forever."

But with "Seal Brand" it is other brands that come and go, while it goes steadily on. It moves just as swiftly, too—off your shelves.

If you are located in a large town, or in a small one where our Agency isn't already established, write us for particulars.

**Chase & Sanborn**  
Chicago

## To The Grocer!

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

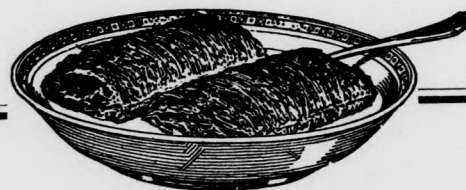
Broken Biscuits do not please the housewife. They also hurt your business as well as ours.

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.



# Hart Brand Canned Foods

### FRUITS

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

### VEGETABLES

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

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

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

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

Put the Summer Garden in Your Winter Pantry.

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

**Michigan Canned Foods for Michigan People**

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

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## 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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### PRICES GETTING IN LINE.

Wholesale prices of food, according to the Bureau of Labor Statistics, were unchanged during February, while retail prices declined 1 per cent. For three successive months retail food prices have receded, but a decline is usual at this time of the year. In spite of recent recessions retail food prices are about 3.5 per cent. higher than they were at this time both a year ago and two years ago. Wholesale prices of foodstuffs, however, are only about 1.5 per cent. above their level of a year ago, and wholesale prices of all commodities are about 3.2 per cent. lower than at this time in 1923.

In this connection it is worth noting that the commodities whose prices have been "out of line" since the big break in 1920 are the only ones which are now higher than they were twelve months ago. Prices of farm products, foods, and metals have been below the general average for all commodities. During the past year they have registered a slight net advance, while such groups as housefurnishings, cloths, and clothing, building materials, and fuel and lighting, whose prices have been far above the general average, have declined. This points to a correction in price maladjustments, while the general level shows little variation.

### TEN MILLION BALE CROP.

The Department of Agriculture can point with pride this year to the accuracy of its estimate of the cotton crop. Its final forecast last December was for a crop of 10,081,000 bales, and the last ginings report shows a total of 10,159,000 bales. The official guessers this year came as close to the actual yield as is humanly possible and have thus retrieved in considerable measure the slips which have been made on several occasions during the past two years.

The final crop figures and recent data of consumption help to explain

why cotton did not go to 40 cents or over, as some traders were predicting last autumn. When cotton touched 37 cents in November, it was assumed by many traders that the crop would be nearer to 9,000,000 than 10,000,000 bales. Their estimate proved to be too low and the high prices then prevailing also proved a deterrent to consumption. Last month cotton consumption was 12 per cent. less than in January, 1924, and 10 per cent. less than in February, 1923. One offsetting factor, however, was a gain of more than a third in exports, as compared with the same month a year ago. The prevailing opinion in the trade at present is that cotton has "made its bottom." A trading market has prevailed during the past week, with prices holding fairly steady.

A critic of the McNary-Haugen Bill, which plans to fix the price of farm products, thinks that consumers should pay more attention to the measure than they have done, because at no point in this measure do they get a "look in." The bill provides that when the price of wheat, corn, cotton, wool, livestock, and livestock products is below the general level for all commodities, the Government is to buy up the exportable surplus and dump it abroad in foreign markets for whatever it will bring. But if the Government is to insure the producer against a price which is below the average relation to the general price level, asks this critic, ought it not in all justice also to insure the consumer against a price above that level? As he sees it, the Government should be no respecter of persons. If it buys up the surplus domestic wheat and sells it at a loss when the price is too low for the producer, it ought also to buy foreign wheat and sell it at a loss when it is too high for the consumer.

Senator Borah is given to intuitions. In Washington there are men who will swear he can hear the corn grow and the political grass roots murmur. He has a hunch just now that Congress had better get back to work, dissolve itself as a grand jury and enter upon its somewhat neglected job of legislation. The Idahoan warns his colleagues that elections are won and lost by legislation, or the lack of it, just as surely as they are by scandals, enquiries and investigations. Pointing out that time grows short and the campaign is at hand, he urges the nation would welcome a change of bill in the Senate program. He is saying in the Senate what many have been saying outside. There are indications that the country is getting tired of the show in Washington. He senses the reaction others have predicted. If Congress is wise it will do more than listen. It will heed.

### CANNED FOODS MARKET.

The lack of interest in future packs is more or less of a mystery to canners and brokers who are also at a loss to understand why there should not be a broader and a healthier demand for current packs. In both fields the market is a disappointment and the usual expansion in business at this season is slow in occurring. Distributors have been on a hand-to-mouth basis for some time and are disinclined to change their buying policy. They have records of their stocks and memorandums of their shortages. The latter are filled from time to time but not beyond immediate needs and it is hard to get the buyer interested in anything not on his "want" list. The indifference to accumulate stocks causes some irregularity in prices, even though in vegetables and in fruits there is a growing apparent shortage in many items. In conjunction with the outlook for no overproduction in 1924 present stocks would seem to be good property but there is no speculative trend to absorb offerings for a later market.

### PRETTY SMALL BUSINESS.

The Federal Trade Commission says that Kirk & Co. have for years been selling seven brands of "castile" soap, not one of which contained a drop of olive oil. Pure frauds, if the Commission tells the truth in its complaint. The fats used as a substitute for olive oil were all cheaper and poorer. In no sense did they really take its place.

If this case is won by the Federal Trade Commission, it will result in nothing further than an order to cease and desist. But what of the thousands of buyers all over the United States who bought Kirk's Castile Soap under the impression that they were getting the real thing with its olive oil content? It would seem as if they ought to have some come-back, for every one of them was defrauded if the Federal Trade Commission knows what it is talking about.

Pursuit of the elusive vitamin has fascinated scientists for a decade, or ever since the presence of these mysterious vital elements in food came to be known. The report that Dr. Walter H. Eddy, of Columbia College, has isolated a vitamin is one of great interest in scientific circles. At present a diversified diet insures a supply of vitamins of the various classes, but it does so by a haphazard method of planning meals which is far too unscientific to meet the requirements of modern students of food values. When the work of study and isolation has been completed it will be possible to plan a perfectly correct diet, which will not only insure good health but will also remedy conditions brought about by careless feeding.

### WEATHER AND MARKETS.

It is often said that the farmer's business is peculiarly a gamble because of his dependence on the weather. Dry goods and clothing merchants can also recite instances in which the weather has been to them a source of profit or loss. If they could only know in advance whether the coming spring is to be early or late, or whether it will be a cool or warm one, they could govern their buying accordingly. Present methods of buying little and buying often reduce the retailers' risk from the weather, but not the manufacturers' or wholesalers'. There is no scientific method of forecasting whether we are to have a backward spring or an unusually warm summer or a hard winter, and even the prediction of the weather a day ahead is subject to a wide margin of error.

Yet business is saved from many losses by the daily weather forecasts, as every one knows, but few realize that the mere compilation of weather records is also useful to business. The Weather Bureau states that the manufacturer of snow removing apparatus has used its records of snowfall to learn where its most promising markets were likely to be found. A manufacturer of windmills that needed little wind for their operation asked for a report on sections where wind velocity was below normal and where other types could not be marketed successfully.

Time's inevitable changes have deeply marked Central Europe. The Chancellor of Germany, paying an official visit to Vienna, receives a welcome that is distinctly cool, if not actually unfriendly. And yet two short years ago the Austrians were ready to move mountains of war settlements to bring about the union of their country with Germany. The union was regarded not only as inescapable but as the only salvation for Austria; otherwise, according to the prophets, Austria was doomed to extinction. The Austrian people were hard-bitten by the war; their finances, their industry, their trade, their political life, were in chaos. Any suggested remedy was jumped at. The German element propagandized for the union, largely upon the theory that it would prove a wedge to break through the iron ring of the treaties. The remedy could not be applied. But the League of Nations' plan revived Austria. With the passing of general despondency, the need of remedies passed. The supposed love of Austrians for Germans cooled. Germany is no longer regarded as the big brother, and Austria wants nothing less than the friendship of Germany.

The way the employes dress and act is a good measure of the quality of the store. And that fact cuts both ways.

## SHOULD MEET THE ISSUE.

### Independent Grocers Should Favor Their Friends.

Manufacturers who sell chain stores direct at jobber's discounts and discriminate against independent retail grocers are as follows:

Swift and Company  
Proctor & Gamble  
Sun Maid Raisin Growers  
Carnation Milk Products Co.  
Wm. Underwood & Co.  
John Duncan Son's Co.  
Burnham & Morrill  
Bon Ami Co.  
Libby, McNeill & Libby.  
Hills Bros., N. Y. (dates)  
Diamond Crystal Salt Co.  
N. K. Fairbanks Co.  
The Shinola Co.  
Jas. S. Kirk & Co.  
Pompeian Olive Oil.  
Wm. Wrigley Co.  
American Chicle Co.  
Tillamook Cheese Co.  
Hersheys Cocoa Co.  
Red Wing Grape Juice Co.  
Ball Brothers Glass Co.  
Keer Glass Manufacturing Co.  
S. O. S. Manufacturing Co.  
Scat Manufacturing Co.  
Scott Paper Co.  
Van Camp's Sea Food Co.  
Van Camp Packing Co.

Since there is, at present, an insistent demand by the chain store systems for recognition of their collective buying power to sell them direct at the jobber's discount, and since a few weak-kneed manufacturers have acceded to this demand, independent retail grocers should decide at this time to rise up in protest.

It seems to be the case of the "survival of the fittest" and whom the manufacturers shall recognize—the independent retail grocers who constitute the vast majority of the organized retail grocers of the country or those represented in the chain store organizations.

It has been said that prohibition was brought about at first by a well-organized minority. These chain store systems are well organized all right and are meeting every three months to perfect their organization, but statistics have shown that only 20 per cent. of the retail grocery business in the country is done by chain stores and that the other 80 per cent. is done by the independent retail grocers.

The manufacturers who lack determination in adhering to the well-defined methods of distribution which have been in existence for years and years in disregarding the rights of the vast majority, discriminate against them by giving the chains a big handicap over them ranging 10 to 12 per cent.

They should be taught a lesson—one they will not soon forget. They should be promptly shown the error of their ways and forced to recede from their present position.

There is nothing which affects the average food manufacturer like loss of trade. When policies have been adopted that are absolutely antagonistic, very unfair and discriminatory in their nature, it is time for the larger retailers and independent grocers to rise up and take concerted action—

throw out their goods and refuse to sell them.

Let such manufacturers bask in the sunshine of the chain store smiles and take a chance on how much the chain will do for them. The independent retail grocers, acting in concert on a matter of this kind, can make or break any manufacturer, no matter how popular his goods.

Radical action must be taken to cure those manufacturers who discriminate in favor of the chains. It should be administered to them in large, copious doses. Do not contaminate your stocks with their outlaw products. Leave them severely alone. Do not interfere in their flirtation with the chain store bevy. Ostracize them and their products in a way that will bring them to their senses. Eliminate them from your neighborhood by featuring the sale of their competitors' products to the consumers who trade with you.

It is the man behind the counter who sells the goods; he is nearest to the consumer. The people have every confidence in him. And it is easy enough for him to ostracize the products which these manufacturers feel the chain stores are such an important factor in featuring.

Independent retail grocers should assert themselves in a way that can never be misunderstood. Let them prove to those who have deserted them and now discriminate against them that they must be considered, the 80 per cent., rather than the 20 per cent. who constitute the chain store minority in the distribution of manufactured food products. There is nothing that changes the demeanor of a manufacturer or his sales department like a sharp falling off of sales. By selling the other fellow's products exclusively you can cause many of these manufacturers listed above to recede and withdraw from their price discrimination in favor of chain stores.

### One Merchant's Way of Meeting Chain Stores.

In my thirty-eight years of experience in the retail grocery business, I have naturally had every opportunity to observe during that period the evolution in the retail food distribution. I have seen in that period a change in the personnel which even in the present generation has evidenced marked evolution in this respect.

Is the trouble with the retail grocery business the fact that the independent retailer has not recognized the change in style? Is he living in the past? Is he abreast of the times? In my opinion it is just as absurd for the retail grocer to attempt to do business to-day with the same methods of twenty years ago as it is for that retail grocer to attempt to illuminate his store with the old oil lamp of the same period, instead of the up-to-date high-powered Mazda lamp of to-day.

Retail grocers must awaken to the fact that this is an age of style, and the housewife is just as scrupulous about the condition of the store she trades in as the style of the hat she wears. Last year's hat has no appeal to her, neither has the unclean, untidy grocery store, with its unkempt, neglected, dirty windows any attrac-

tion, other than one of urgent necessity.

The chain store, to the wideawake retail grocer, is more of a blessing than a curse. It has awakened him to the acres of diamonds so long neglected at his very door step. It has aroused in him a desire to be a merchant and not a mechanical food distributor.

The retail grocer who complains vehemently against the inroads of the chain store is usually he who fails to recognize the necessity of promoting the welfare of his business through better merchandising methods.

Experience has taught me that the energetic retail grocer entertains little, if any, fear of the chain store. As a matter of fact, I, personally, would not hesitate to have the biggest chain store in the city next to me, predicated on the idea that if I am as good a merchant as the manager of their store is, and if I cannot turn into capital the one great advantage that I possess, and which they lack—personal ownership, and the little personality that goes with it, then I am more to be pitied, and they less to be censured.

Any independent retailer who has a desire to be a grocery merchant can hold his trade and business against any chain store.

I am mighty glad to say that the grocers of my city are alive to this situation. We don't ask subsidization or protection—all we ask is the right of competition.

We have in my city an organization of which I have the honor of being treasurer, an organization that is ably fighting chain store expansion, and we are doing it through methods that we consider fundamentally sound.

In chain store competition there are three important factors:

1. Clean, attractive stores with better merchandising methods.
2. Competitive publicity.
3. Last, and least, competitive prices.

Our first step in successfully launching this organization was to make the retail grocer realize that his first requisite in competing with chain stores was to clean up his store and improve his methods of merchandising. This was so strongly and ably presented that practically every worthwhile grocer of Wilmington cleaned up his store inside and out, painting the outside attractively in a combination of green and white colors. This was all done at each individual retail grocer's expense. All the unnecessary advertising matter—some of which had been hanging for years, was cleaned out. Windows that had been neglected and in some instances reserved for the mid-summer congress of flies were cleaned up, lighted up and decorated each week with the attractive specials offered through the association.

Each week educational pamphlets were religiously sent to each member.

Every weekly letter that goes out is just as important, and teaches just as strong a lesson as these examples. Results of this educational work have been incalculable.

The growth of corporation chain stores, in the opinion of many, has been in no small measure due to lack of independent competitive publicity.

When we stop to consider that the selling ability of the chain store rests in newspaper advertising, and realizing that these organizations have been prolific advertisers, so much so that they have saturated the public mind with the one thought—that they are the economic channels of food distribution, we are confronted with the fact that lack of publicity on the independent retailers' part is a contributory cause for public neglect.

It is also a well-established fact, proven by investigation in my own city, that the independent retailers that advertised were the retailers who suffered less, as a matter of fact, did not suffer at all, and to express the truth, increased their business notwithstanding that they had next door chain store competition.

Realizing the importance of competitive publicity, our association carries an average of two to four columns in three daily papers three times a week. That our investment along this line proved to be correct is evidenced by the fact that the independent retail grocers of our city, members of the Trinity Stores Association, have up to the present time showed an increased business averaging approximately 18 per cent., and figures would indicate, as they stand to-day, an increased business among the independent retailers through this plan of approximately one-half million dollars for the year.

As to price competition, we don't consider we are competing with anyone. Our association names its sale price regardless of what our competitors do. We make no attempt to undersell the other fellow. Our thought being entirely that the best merchants with the best price and strongest appeal will receive public favor. We consider that our organization offers advantages to the public that the corporation chains deny. We are not only a price organization, but a service organization as well, affording the public telephone and delivery service and small credit accommodation where it is held to short term.

I might say in conclusion that the members of our association, their wives and clerks meet once a month, and these meetings are purely educational, the program comprising educational talks, interspersed with practical demonstration.

The purpose of this organization is purely an educational one. It is a corporation without capital stock. Mechanically it is an advertising selling organization, promoted for the purpose of making good grocers better merchants. It is not an evolution, but rather to my mind a progression in trade.

Harry W. Frazier.

It is a good thing to sit down and figure out plans for future weeks and months, but don't get to dreaming and forget that it is action that counts.

Show cards are salesmen and put information into the customers' minds whether they want it and are looking for it or not.

If opportunities do not seem to come your way it is not that opportunities are scarce, but that you fail to recognize them when you see them.

**KNOW YOUR OWN TOWN.****Some Reasons Why Battle Creek Is Prosperous.**

Battle Creek, March 25—Hundreds of years before the first white man set foot on the soil of Michigan, Battle Creek was the rendezvous for the Indians when gathering for the war path or the hunt. It was to Battle Creek, then known by the Indian name Wau-pakisco (the meeting of the waters), that the warriors and the hunters hastened.

On a slight eminence overlooking the confluence of the two rivers and the Burnham brook, now covered over, was one of the camping grounds of the Aborigines, and even after the first settlers came to Battle Creek, more than eight hundred Indians have camped on the ground adjacent to where the Nichols hospital now stands.

As the Michigan Central and the Grand Trunk railroads are the main trunk lines of travel, this was also the Indians' grand trunk road, or famous Indian trail, worn wide and deep by long centuries of travel. When Michigan was made a territory this trail became the Territorial Road, and is known as M-17, the state trunk road between Detroit and Chicago. The Grant store faces on this highway, so rich in historic associations which the present generation would do well to preserve.

While it is true that geography and topography have a great deal to do with the growth and progress of cities, yet these are not the most important factors; the character of its citizens is what tells. Battle Creek's first settlers were people of Pilgrim stock, having strong religious convictions, and possessed of intelligence, energy and initiative, and who, in the words of President Coolidge, belonged to themselves, lived within their income and feared no man. These plain living and straight thinking men and women, gave a mold and impetus to local affairs in those early days, which imparted a soul or personality to the city and started her on the way to her present condition of prosperity and affluence. The memory of these pioneers should be cherished and preserved. Would that more of our citizens might emulate the example of Charles H. Wheelock in this respect.

One of the first activities was the digging of a mill race, by Sands McCamly in the spring of 1835. The race was finished and the water turned on in November of the same year, and the first two Battle Creek industries started, viz: a grist mill and a saw mill.

The Nichols and Shepard Company, established in 1848, was the next industry to give employment to Battle Creek citizens.

Four years later, in 1852, the Seventh Day Adventist denomination established its headquarters here and moved the Review and Herald Publishing Company from Rochester, N. Y.

In 1866, the Battle Creek Sanitarium had its beginnings under the name of the Health Reform Institute in a small two-storied frame structure, located near where the present magnificent main building stands.

Comparatively few of our citizens appreciate the important part these three pioneer institutions played in inaugurating the steady growth of Battle Creek which has continued until now when we have one of the best cities in the country with a population of 39,160, 36,559 of whom are native born American citizens.

We have 8,216 homes, 31 churches, 21 schools with an enrollment of 5,872 students. The school property and equipment is valued at \$2,643,958.79. The total number of teachers is 245. There are 14 principals and 147 teachers in the elementary schools, 21 teachers in the Junior high, and 34 teachers in the Senior high school.

The average salary of the entire

staff in the elementary schools is \$1,500 per year.

We have 6 hospitals, 3 libraries having 46,839 volumes, 6 hotels, 4 banks with 38,258 savings accounts and total deposits on December 31, 1923, of \$24,600,793.15. Jno. I. Gibson.

**End of Creamery Trouble at Allegan.**

Allegan, March 24—The sale of the Overton Creamery Co. plant to the Pet Milk Co. is now an actual fact, one of the last steps being taken when checks were mailed to all farmers who had money due them for milk since January. The matter of paying the members of the old Allegan County Milk Producers Association will require some time, as the money was paid into the court upon a ruling by Judge Orien S. Cross. Members of the Association must call upon Wm. H. Stickel, who is clerk of the Circuit Court, who has been authorized by the court to make the payments. The reason for the court action ordering the payments made as stated is that the Association had begun suit in Circuit Court to recover for milk sold by its members to the creamery last August and the suit not having been on the docket and noticed for trial made the decision the only way to make payment. In all \$40,600 will be paid to the farmers for milk furnished. Of this sum the Pet Milk Co. paid \$20,000 and the business men of the city \$20,600. Allegan people and the farmers feel like rejoicing over the happy and satisfactory solution of this long-drawn out and unfortunate affair. The Pet Milk Co., formerly the Helvetia Milk Co., was organized in 1885 and was the originator of the milk canning business. The company now has four condensers in Michigan—Coopersville, Wayland, Allegan and Hudson. It also has thirteen condenseries in other places. Farmers here are assured of having a good market for their milk, and what is also sure, will receive pay for it promptly.

The business men of Allegan are certainly to be congratulated for their liberality in seeing that the farmers were paid, and the Pet Milk Co. has justified their confidence in the people in and around Allegan by its contribution of \$20,000 to bring about a clean settlement of the financial entanglement of the creamery company, which was compelled to humbly bow the knee to an organization of farmers conducted along labor union lines by a crafty schemer. It cost \$267,000 to build and equip the Overton condenser and the Pet Milk Co. is to pay \$207,000 for the property. It is reported the new company will spend about \$60,000 as soon as the daily volume of milk will warrant it to install machinery on the third floor to can milk here, thus doing away with the necessity of sending the milk elsewhere for that purpose.

**Corporations Wound Up.**

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Inter City Safety Service Bust Line, Inc., Birmingham. Ford Decorating Co., Battle Creek. -- Ames-Bonner Co., Toledo, Ohio. The Crown Cork & Seal Co. of Baltimore, Detroit. Morton Products Co., Chicago, Ill.—Port Huron. B. & B. Drug Co., Detroit. Jackson-Lansing Brick Co., Jackson. Court House Realty Co., Detroit. Sodus Basket Co., Sodus. Osseo Oil & Gas Co., Osseo. Seiberling Rubber Co., Wilmington, Del.-Detroit.

An unpleasant voice, in person or over the telephone, is a hindrance to sales. See what you can do to make your voice agreeable. Take vocal lessons if necessary.

# Fighting the Bug-a-boo.

## No. 3

Dear John—Following the talk you and I had in January, I have been doing some real thinking and I am glad to tell you that I am feeling very much better than I did then.

In the first place, I realize that you and I both have taken too much for granted and have not done enough thinking for ourselves.

So I laid off for a week the first of the month and made a trip around to the different towns and cities and some of the big ones, too, and visited these objectionable stores, largely owned by foreign corporations.

And say, John, you would be surprised to find that it is the old game which has always been worked by a certain class of storekeepers. One store was getting 20 cents more a dozen for oranges than we were. Another store was selling a line of canned goods for 22 cents per can, while you and I are selling them at 15 cents per can. So you see it is not hard to understand how they can sell some things at a little cut.

John, these fellows do keep their stores painted better than we do and looking a little brighter. And while the women of our town are very loyal to home folks and do patronize us in preference to foreign corporations, I have come to the conclusion that I don't blame them for going somewhere else to trade when our stores have been so dark while others are kept looking so bright and cheery.

So I went to work and painted up my store and made it look as nice and clean as I could and put the bright packages on the shelves and things that are sold more often in a convenient place, so the women will not have to wait so long. You ought to see my store now.

And better than this, you ought to see the way the town people take hold of my new idea. Why John, I was so busy last week that I hardly had time to even think, and I am all through with this blue stuff.

And I am also through with those manufacturers who are selling the chain stores cheaper than they do us. I have been working for them without being on the pay roll long enough and their goods will occupy no more conspicuous places on my shelves. But I am going to display prominently the goods of those producers who are co-operating with the community stores.

Now, John, don't do any more kicking about conditions, but come on over to our town the first day you get a chance and see how the new idea works out. And also learn how the women of your town will stick by you if you will give them half a chance by keeping your store nice and bright.

All we have to do now is to merchandise. Our customers want to trade with us and will trade with us if we only take the trouble to show them the difference in the values of the goods we are selling.

Good-bye and good luck.

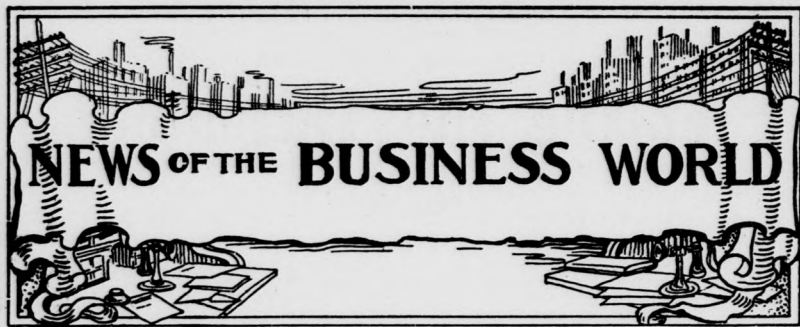
Peter.

## WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers.



### Movement of Merchants.

Detroit—M. Leberman recently opened a tailor shop at 8820 Twelfth street.

Baldwin—Alfred Wallace succeeds C. C. Davis in the grocery and bakery business.

Detroit—Lenhoff's, furniture, 6518 Woodward avenue, will open for business April 1.

Detroit—Ben Grant, tailor, has moved from 6534 Hamilton avenue to 6527 Hamilton.

Detroit—Wright & Parker have opened another grocery store at 8433 Linwood avenue.

Detroit—R. Roemeryer has opened a millinery store at 27 East Grand River avenue.

Detroit—The Cut Rate Meat Market, 10314 Twelfth street, has discontinued business.

Detroit—Jacob Cichy has sold his billiard hall at 5507 Chene street to Adam Zimkiewicz.

Detroit—Paul Gawronski has bought the meat market of Joseph Swiglinski, 4710 St. Aubin avenue.

Detroit—The Detroit Motorbus Co. has increased its capital stock from \$1,500,000 to \$3,000,000.

Detroit—John Platka has bought the meat market of Wm. H. Ford, 19828 Ralston avenue.

Milford—The Farmers State Savings Bank has decreased its capital stock from \$50,000 to \$25,000.

Detroit—Carroll's Millinery, 6510 Woodward avenue, was completely destroyed by fire March 19.

Detroit—A. Takser has purchased the Forest grocery, 609 East Forest, from Herman Hoffenberg.

Detroit—Burt Peters is the new owner of the Edith Sarantos Confectionery, 8438 Ferndale avenue.

Samuel P. Keller is the new baker at 6422 Gratiot avenue. He bought the bakery from Max Schiller.

Chesaning—The Farmers Meat & Produce Co. has decreased its capital stock from \$30,000 to \$5,340.

Detroit—Jos. Breitman is now conducting the delicatessen of Harry Feingold, 4179 Hastings street.

Detroit—Wm. Spiegel's confectionery at 5912 Twelfth street is now in the hands of Merritt G. Silmsier.

Detroit—Clara Esser has sold one-half interest in her fruit stand at 3913 Woodward avenue to Vita Delisi.

Detroit—Hyman Solomons' meat market, 1054 West Baltimore avenue, has been sold to Michael Schneider.

Detroit—Gertrude C. and J. Melvin Early has sold the Early Drug Co., 4200 Joy road, to Harry E. L'Hote, Jr.

Detroit—Beckman's Furs, 149 Bagley avenue, will soon be located in its new store at 1244 Washington boulevard.

Detroit—Marcelina Boguslaw has bought the grocery and meat market of Mary Perkowski, 7716 Michigan avenue.

Detroit—D. C. Decker has bought the grocery and confectionery stock at 5940 Helen avenue from Albert Zuehlk.

Hamtramck—The variety store at 9600 Jos. Campau avenue has been sold to Ben Kahn. Samuel Jacobs is the seller.

Detroit—The New York Economy Store, J. Medwell, proprietor, closed March 17. It was located at 8936 Oakland avenue.

Grand Haven—The Peerless Novelty Co. has changed its capital stock from \$1,000 and 25,000 shares no par value to \$75,000.

Detroit—The Draheim-Neville Furniture Co., 9747 Grand River avenue, has changed its name to the Draheim Furniture Co.

Detroit—John Faris has sold his grocery and meat market to Eva M. Belleau. The store is at 5603 Trumbull avenue.

Detroit—The latest addition to Detroit's book stores is the Little Blue Book store, 2031 Woodward avenue, J. Engel, manager.

Pontiac—The Oakland County Finance Co., 606 Pontiac Bank building, has increased its capital stock from \$100,000 to \$200,000.

Grand Rapids—The Rex Radio Sales Corporation, 504 William Alden Smith building, has increased its capital stock from \$10,000 to \$50,000.

Detroit—The Family Shoe store, 3147 Grand River avenue, Geo. W. Combs, manager, will discontinue business March 29.

Detroit—Jacob Cherov will open a grocery at 5400 Rivard street, in the location formerly occupied by Barney Ablecop's grocery.

Detroit—The meat market at 9929 Linwood avenue is now known as Kerr market. Frank Kerr bought it from Jacob Denenberg.

Detroit—The delicatessen and confectionery at 2468 Brush street has changed hands. Fanny Zirin sold it to Sophie Sherman.

Detroit—The grocery store at 911 West Ferry street is being run by D. W. Robertson, who bought it from Margaret S. McIntyre.

Detroit—Anthony Burghardt and Alex Tremonte have sold their soft drink business at 4257 McDougall avenue to Emil Ardito.

Detroit—The American Grocery Co., 2126 Clifford street, closed recently. The proprietors were L. F. Youssephany and Philip Abdo.

Detroit—The stock of Nathan Rose, tailor, 150 West Larned street, was

badly damaged by fire March 19. The loss has not been announced.

Detroit—Fenton & Garbaring, auto dealers at 2611 Philadelphia avenue, will open their main showroom at 8451 Linwood avenue about April 1.

Detroit—Wm. A. Vaillancourt and wife have purchased the confectionery stock at 11805 Grand River avenue from Wm. R. English and wife.

Detroit—Wm. H. Brewer, shoe dealer at 3312 Gratiot avenue has filed a petition in bankruptcy with assets of \$6,010 and liabilities of \$6,566.60.

Detroit—Bernard Burghardt has purchased the confectionery business of L. B. Sharpe, 5502 Baldwin avenue. The change took place March 21.

Detroit—Louis H. Carlson has sold his share in the Lady Madison Perfumers, makers of toilet goods, to his partners, Edw. L. Fitzpatrick and wife.

Detroit—Lena Dittelback has bought the share of her deceased partner, Thomas Sedley, in Mason's Candies, 4218 Dix avenue. The sale took place March 19.

Detroit—The Continental Meat market, 12820 East Jefferson avenue, has been sold to Charles Zyczynski. Joe M. Michalski and wife formerly conducted it.

Detroit—Dwyer & Urban, millinery goods, 150 West Larned street, suffered a loss in a fire which gutted the annex of the Larned building March 19.

Detroit—P. L. Saylor and others have bought the Reynolds Pharmacy, 10452 Mack avenue, from Bruce Reynolds and will convert it into Saylor Drug Store No. 4.

Lincoln—The Lincoln Farm Produce Exchange has been incorporated with an authorized capital stock of \$25,000, \$6,000 of which has been subscribed and paid in in cash.

Detroit—A. Harry Roberts, with Burnham, Stoepel & Co., dry goods jobbers for more than twenty years, died at his home March 20. He retired eleven years ago.

Detroit—The stock and fixtures of the Adams Flower Shop, 6516 Woodward avenue, suffered a severe loss in a fire on March 18. Adam Besenger is the manager.

Detroit—Fire and water caused considerable damage to the stock and fixtures of Wolf Brothers Co., men's and women's furnishes at 561-67 Michigan avenue, March 23.

Detroit—The Chamberlain Grocery and Fruit Market, 8868 Chamberlain avenue, has been sold to Bella Shulman. Nat Jacobson and Ben Rosen were the owners.

Detroit—The Flach Hardware, 1108 West Warren avenue, has moved to 11812 Linwood avenue. C. W. Flach, manager, announces that he will open in his new location April 1.

Detroit—The Peoples' Market, 4300 Dix avenue, groceries and meat, is being run by the Schlawett Brothers, who bought the business from Anton Stefanic a short time ago.

Detroit—John Zenchenko has bought the stock and fixtures of the music store at 2421 Hastings street at a mortgage sale. Louis Mtichnick was the proprietor.

Detroit—M. Pinkowski and Frank

Kliknowski are the new proprietors of the grocery store at 1515 East Canfield avenue, having bought it from Louis W. Gladych and wife.

Detroit—Benedetto Renda and Angelo Grava are the new owners of the grocery stock and meat market at 601 Elmwood avenue, which they purchased from Sam Bono and Andrew Ferrara.

Detroit—The Boulevard Sample Furniture Co., 2994 East Grand boulevard, has been sold to David Betman and Benjamin Wolf as Betman & Wolf. Esrel Keller and Ben Wolf were the owners.

Detroit—Fire that started in the Detroit Drug Co.'s warehouse in the same block did some damage to the stock of Lenhoff's, Inc., furniture store at 6518 Woodward avenue. The store has not yet opened for business.

Detroit—The Detroit Drug Co.'s main store and warehouse at 6500 Woodward avenue were entirely destroyed in a spectacular fire March 18. The loss, which is estimated at from \$80,000 to \$100,000, was covered by insurance.

Coldwater—The Citizens Co-Operative Ice Co. has been incorporated to market ice and ice products, with an authorized capital stock of \$3,000 preferred, of which amount \$2,190 has been subscribed, \$460 paid in in cash and \$1,000 in property.

Howell—The Howell Foundry Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$25,000, \$12,500 of which has been subscribed and \$5,000 paid in in cash.

Schoolcraft—The Schoolcraft Lumber & Coal Co., with business offices at Three Rivers, has been incorporated to conduct a wholesale and retail business with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Clare—Davy's has been incorporated to deal in dry goods, clothing, carpets, house furnishings, musical instruments, etc., with an authorized capital stock of \$50,000, of which amount \$36,000 has been subscribed, \$7,000 paid in in cash and \$29,000 in property.

Detroit—Martin J. Maloney, grocer at 2200 Brooklyn avenue, died March 17. Mr. Maloney was one of Detroit's veteran grocers and was very active in grocers' organizations. He was an ex-President of both the National Retail Grocers' Association and the Detroit Retail Grocers' Association.

East Jordan—East Jordan suffered a severe fire loss early Sunday when the large grocery store of Houghton & Kowalski, on the west side, was destroyed. The building was a landmark, being the old South Arm store, famous in lumber days and formerly owned by the East Jordan Lumber Co.

Grand Rapids—The Western Michigan Packing Co., R. F. D. 5, has been incorporated to conduct a general packing house, slaughter house for hogs, sheep, cattle and to manufacture and sell food products, with an authorized capital stock of \$25,000, of which amount \$3,500 has been subscribed and paid in, \$200 in cash and \$3,300 in property.

**Essential Features of the Grocery Staples.**

**Sugar**—Local jobbers hold cane granulated at 9.30c. Supplies of beet granulated are exhausted.

**Tea**—The demand for tea during the past week has been mainly for small lots. A good many people, however, are buying and the result is a good general trade. Stocks in most distributor's hands are low. Prices show no change anywhere, but the general situation is firm.

**Coffee**—The future market on Rio and Santos green coffee in a large way showed some temperamental declines during the week. The spot market, however, continued firm, with prices on all grades of Rio and Santos fully maintained on last week's basis. The past week has showed practically no change, though at the close lack of demand caused some weakness. Milds are quite firm and a strong undertone without, however, any material change since the last report.

**Canned Fruits**—An almost complete cleanup of all grades of California fruit is predicted. Even now some packers are not able to quote on standard yellow clings, while offerings of seconds are also light. Choice is in the largest surplus. The spot market is improving to put it more in line with the Coast. Apricots are doing better also. Pineapple is in better jobbing demand, but the market remains unsettled, with a wide range in quotations.

**Canned Fish**—The situation in Maine sardines has gotten a little irregular, as cut prices have appeared for the first time in many months. Here and there some holder seems anxious to clean up. The general demand for Maine sardines is light on account of the high prices. There has been no change in California sardines or imported brands. Salmon is very dull. Buyers are beginning to talk futures, but indications are that they will not buy unless prices are lower than last year. There is only a routine demand for pink and red Alaska. Large shrimp are scarce and firm. There would be a good demand if there were good stocks. Crab meat is weak at the moment and dull. Lobster dull and unchanged. White tuna meat is firm and wanted.

**Canned Vegetables**—The demand for spot tomatoes is not heavy and is more for moderate sized blocks than for carload lots. Jobbers are not overloaded with the smaller sizes from the tri-States and are buying for replacement but not generally for later use. No. 2s and No. 3s are steady at factory prices, with no free sellers among canners. California No. 2½s are irregularly priced according to the ideas of the holders. In Eastern and Western gallons there is such an indifferent call that some weakness is apparent. So far the trade has neglected futures. Jobbers are being forced by shortages of peas to be on the open market more or less of the time and in competition with each other for all grades, which are in no surplus, there is a strong market which is carrying prices higher. Trading is limited to resales. Futures are taken where they can be found, but the average canner, no matter in what district he is located, has booked up as much business as he

thinks he can handle and he is not clamoring for contracts. This puts the market in favor of the packer. The market on corn is quiet. Fancy corn is so sparingly offered that a strong undertone is to be noted, while standards are in no surplus and are not being sacrificed, since there is a good jobbing demand.

**Dried Fruits**—Oregon prunes have remained firm here and at the source. There has been a less urgent demand for replacement, but the chain stores are well stocked and they have begun to move goods in a big way at retail and the public is responding to the inducement of attractive prices for large fruit. It is an unsettled question what the switching of trade from California to Oregon prunes will mean during the balance of the season. The moderate stocks of California 20s, 30s and 40s are held firm, but 50-60s are unsettled. Apricots are held at recent advances and with unsold stocks reduced to a moderate block in California, packers look for a good clearance. Raisins are selling more steadily than other lines without much fluctuation in the volume of the turnover. Package lines on the spot are scarce. Peaches are in no surplus and are taken in moderate volume for ordinary jobbing requirements. Pears are scarce and are decidedly firm. Currants are quiet, but the market is gradually improving.

**Salt Fish**—A good demand for mackerel is reported by almost all holders who have any kind of stock. There is no special pressure to sell and the situation is steady. Consumptive demand for salt fish is very fair, but nothing extraordinary on account of Lent.

**Syrup and Molasses**—The main feature of this market during the past week has been the heavy demand for medium grades of molasses. So far the business in sweets has shown no effect of the on-coming spring. Other grades of molasses are in fair demand. As to syrup, sugar syrup is in fair demand, with steady prices. No change for the week. Compound syrup is not quite so active and the prices are firm.

**Beans and Peas**—There has been no particular change in the situation in dried beans during the past week. Stocks in most hands are comparatively light. The prices on marrow, pea beans and California limas are unchanged. Red kidney beans are easier. Yellow split peas declined about 25c during the week. Other dried peas unchanged.

**Cheese**—Cheese is in fair supply and the demand is light. Prices have declined to some extent and we look for a better demand as the Lenten season continues.

**Provisions**—The market on smoked meats and provisions is about the same as last week, with prices, however, a trifle advanced.

**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 \$2 per 100 lb. sack.

**Bananas**—9@9½c per lb.

**Beets**—New from Texas, \$2.35 per bu.

**Butter**—The market is about steady, with supplies normal for this season. The demand is light and prices are very likely to settle lower before the market adjusts itself. Local jobbers hold extra fresh at 44c in 60 lb. tubs; fancy in 30 lb. tubs, 46c; prints, 47c. They pay 20c for packing stock.

**Cabbage**—\$4 per 100 lbs. for old; \$5 for new.

**Carrots**—\$1.75 per bu. for old; \$2.25 per bu. for new from Texas.

**Cauliflower**—California, \$3 per doz. heads.

**Celery**—75c@\$1 per bunch for Florida; crates of 4 to 6 doz., \$4.50.

**Cucumbers**—Hot house command \$2.75 for fancy and \$2 for choice.

**Eggs**—Eggs are coming in plentifully and are very fine in quality. The price is lower than it was this time last year. Some are packing for storage. However, most of the buyers will pack their wants during the month of April, which is the storing season. Local dealers pay 21½c to-day.

**Egg Plant**—\$3.50 per doz.

**Garlic**—35c per string for Italian.

**Grape Fruit**—Fancy Florida now sell as follows:

36	-----	\$3.00
46	-----	3.25
54	-----	3.50
64 and 70	-----	3.75

**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 --\$5.00

Leaf, per pound ----- 14c

**Lemons**—The market is now on the following basis:

300 Sunkist ----- \$5.75

300 Red Ball ----- 5.25

360 Red Ball ----- 4.75

**Onions**—Spanish, \$3 per crate; home grown, \$2.25 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**—\$2 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**—85c per doz. bunches for hot house.

**Spinach**—\$2 per bu.

**Sweet Potatoes** — Delaware kiln dried fetch \$3.50 per hamper.

**Tomatoes**—Southern grown \$1.25 per 5 lb. basket.

**Turnips**—\$1.50 per bu.

John H. Jones, proprietor of Jones' Grocery & Meat Market at Bronson, says: "The Tradesman is essential to anyone in business. It is a great asset to any business."

**Who Pays High Taxes?**

A general income tax, according to the economists, is not shifted. In their view the attempts to justify the reduction of taxes on large incomes on the ground that such taxes are passed on to the recipients of smaller incomes are ill-advised. On the other hand, they maintain that the political champions of high surtaxes who tell their constituents that these taxes "stay put" may likewise give a false impression to the small taxpayers. The very fact that such taxes do "stay put" may result in the small taxpayer having to carry a heavy burden in another way. Secretary Mellon has well pointed out that high surtaxes may curb the adventurous spirit in business. As every one knows, some business enterprises, such as the developing of new markets, or the devising of new methods of production or of new articles, always involve considerable risk, and such risks must be compensated by rewards above the average so as to offset possible losses. High taxes prevent full compensation for such risks and cause capital to play safe. As a result, business expansion is hampered, the chance of getting cheaper goods is diminished, and wage levels remain lower than they would be otherwise.

It was only one of the multitude of small headlines which dot the pages of the daily newspaper, but it said much and implied more. "Man Real Factor in War" it ran. The point was that Brigadier General Dunn had told the association of military schools and colleges that the immense development of mechanical military devices had not removed man from his dominant position in war. Not the machine, but the man behind the machine, is the commanding factor. The same thing is true in industry. Despite the doleful prognostications of observers who see man being mastered by the creatures of his invention, somehow man still goes marching on, scrapping the machinery of yesterday for the bigger and better machinery of to-day. There is something peculiarly cowardly in being afraid of one's own achievements.

Roosevelt medals have been fitly awarded to Justice Holmes, Elihu Root, and Dr. Eliot. The bestowal does not imply the perfect concord between Roosevelt's mind and all the public acts or private opinions of the distinguished men who are honored. But each man, as a citizen, has served his country well and has thus realized the ideals which Theodore Roosevelt in practice and in precept, kept before his countrymen. It is well that those principles should receive emphasis in an hour when public confidence in chosen leaders has been severely shaken and the people are asking who is to be trusted when so many reputations are tarnished, if not in permanent eclipse.

Try to make your relations with clerks such that yours will be a store where the best clerks will want to work.

See that you make good on promised deliveries, having the goods there on time and delivered in good condition.

## THE ENGLISH SPARROW.

### Squire Signal Takes Issue With Old Timer.

Onaway, March 25—Each week as soon as I receive the Tradesman I immediately turn to the pages containing the articles written by Old Timer. They are usually interesting from an educational standpoint, contain many good thoughts and expressions and display talent as a writer suggestive of a conscientious spirit and a tendency to stand for what is right.

The writings also prove the value of a wide experience and close attention to all matters pertaining to the best things in life. It is, therefore, hard to start this article in opposition to the splendid plea he makes under date of March 1, entitled "The War For Sparrow Extermination Here Again." Every sentence uttered in the article may be morally true; let us hope so; but for some reason it has been ordained that the English sparrow is an awful nuisance and a menace to the welfare of the community; and this belief has many supporters, the reasons for which I wish to set forth.

With all due respect for the sincerity of Old Timer's statement in the sentence, "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." I wish to take issue and assure him that there are many followers of God who are prejudiced against the English sparrow.

Perhaps it would be well to caution the writer to not judge too harshly, lest ye be judged; opinions differ sometimes you know.

If it is wrong to dispose of certain birds that we have decided are a nuisance, why would not the same rule apply to other animals which have been declared nuisances, of which there are many? Rats, for instance.

Instead of the time having arrived for the destruction of English sparrows, it has legally expired, as the open season for which a bounty is offered covers the months of December, January and February, the intent of the law being to prevent any possibility of other varieties of birds being mistaken for English sparrows. Most cities and villages have ordinances prohibiting the use of firearms, air guns and sling shots, so, except by trapping, it would be necessary to go into the country to make war on sparrows. But the city is their home and where they really become a nuisance.

There is a difference between the truth and the whole truth in Old Timer's protection of English sparrows; if he was sworn to tell the truth it would reveal that "not half has ever been told." Let us see. Admitting all the good things which have been said, man or animal would be a terrible object if we could not select some of his good qualities; but if man or beast have too many bad qualities the good ones count for naught and he must be gracefully disposed of, penalized and dealt with accordingly.

Our little farmlet within the city limits contains three acres of ground with a grove of natural trees along the entire front; maple, beech, basswood, elm, birch and ironwood. Not satisfied with this, we have added some evergreens, catalpa and locust. We have also numerous fruit trees and small fruits. We have tried to encourage the birds to make their homes with us by adding numerous bird houses for the beautiful wrens and the flocks of martins and have succeeded fairly well. But, what have we had to contend with? Already those cursed, pestiferous (with out a question mark) English sparrows have taken possession of the houses and filled them with rub-

bish. Not being able to get into the wren houses, they stand guard awaiting the arrival of the wrens to try and prevent them from nesting. They attack every variety of bird we have and either destroy or try to destroy their nests; robins, king birds, phoebes, wrens, martin; in fact, declare war on them all.

We sleep in a tent the year-round and already the din of battle has commenced. At daylight it is a constant "cheap, cheap, cheap" of the sparrows and our trees are a harboring place for them. We have actually seen them pounce into a robin's nest, drive the robin away and during the scrimmage spill the eggs, smashing them at our very feet. The robin may eat cherries, but he is welcome to his fill from our trees. His song early or late is preferable to the rasping "cheap, cheap" English sparrow. The robin knows enough to migrate when the tourist season closes and he is a welcome visitor upon his return. Not so with the sparrow; he outgrows his welcome; hangs around all winter, bespattering the roofs and porches; filling the awnings and eave-troughs with his rubbish and droppings. "Cheap, cheap" from morning until night and no variation. Yes, he's a cheap rig, too cheap to be even listed in Sears-Roebuck's catalogue. If he would mind his own business and leave other birds alone we might tolerate him; but if he prevents the breeding and propagation of more desirable birds let us oust him if possible (which is doubtful), in spite of some of his good qualities.

If man commits a crime he is imprisoned or executed. If capital punishment is wrong, instead of killing all these little pests of sparrows which Old Timer is defending, we might imprison them and send them to him to feed and protect. Good riddance on our part and we will take chances on results from crop damage.

We note that about a thousand of these little darlings (?) swoop down and get practically all the grain thrown to chickens; their absence would prove quite a saving there. Of course, they must live and the automobile, in replacing the horse, has compelled the devilish little sparrow to forage more persistently than ever. I doubt their ability or inclination to make an honest living where there is a possibility of stealing it.

I believe in the protection of bird life. We even keep our cat in captivity during feeding hours of the birds, protect the bird nests by banding the trees with wire or tree tangle, but if it were possible to train a cat to catch English sparrows, I would devote a lot of time to it and train every cat in the neighborhood. But, no danger. Mr. sparrow is too wise to be caught by a cat; he's as wise as he is devilish; it is the innocent little useful wren which usually gets caught.

It is plain to be seen that our tastes differ on the sparrow question. If it was the last bird on earth we might tolerate him but he would be a bitter pill even at that; his reputation would make the tolerance anything but pleasant companionship. Squire Signal.

### Items From the Cloverland of Michigan.

Sault Ste. Marie, March 25—Mike Hotton, Mayor of Shelldrake, was a business visitor here last week. From what he says about the little town back in the woods, twenty-five miles away from the railroad, Shelldrake is the place so often mentioned over the radio as the isolated shut-in place up in the Northland, where the inhabitants get so much out of the air route. Mike has a powerful radio and enjoys a twenty-four hour service, so that he is where he can get it all. In the evening the folks gather at the hall and rather enjoy the isolation and look forward to the pleasant evenings to take in the fine programmes which are offered to all who care to listen in.

L. Kelley, formerly with the Pittsburgh Supply Co., has accepted a posi-

tion as salesman for the Tapert Specialty Co., with headquarters at the Soo.

Brown & Baldwin, the well-known grocers, have purchased the grocery stock of Alex Bush and will distribute same at their Ashmun street branch. They have three groceries and are doing a nice business.

Charles De Paule, the proprietor of the Dreamland theater, has purchased a half interest in the Temple and the Strand theaters from George Cook, making one management of the three moving picture houses.

A one armed man tried to talk French, but he could only learn half of it.

The many friends of Joseph France, one of our prominent business men, were shocked to learn of his sudden death last Wednesday. While writing up an order at his establishment, he was stricken with apoplexy and passed away instantly. Mr. France was born in Trecastle, Ontario, July 31, 1854. He spent his childhood days on the parental farm, later moving with his family to Detroit, where he remained for about twenty years. He entered the employ of H. Dean and learned the decorating business, remaining with that firm twenty years, when in 1900 he moved with his family to Sault Ste. Marie, entering business here on his own account, in which he was very successful. He was a member of the Masonic order, also the Methodist church. He is survived by his widow, one son, Dr. Wesley France, professor at the Ohio State University, at Columbus; one daughter, Bertha, teacher in the public schools at Yonkers, N. Y.; one brother, John A. France, of this city; a half brother, John B. Colwell, of Columbus, Ohio, and one sister, Mrs. William Jordan, of Rochester, Mich. Funeral services were held from the residence Saturday afternoon in charge of the Knights Templar.

The first signs of spring are being visible as the automobile service between the Soo and Brimley opened up last week on the summer schedule.

Albert Lehman, the lumberman from DeTour, was a business visitor here last week.

The ferry service between the two Soos started on Saturday, which is somewhat earlier than last year, which will make more business for the American merchants.

James Raefale, the well-known grocer, returned last week from a business trip to Detroit.

A missionary says that the people of Korea are ruined by superstitions. And lots of them in this country spit on the bait. William G. Tapert.

### Electric Franchise Defeated By the Stay-at-Homes.

Boyne City, March 25—Boyne City is gradually working out of the winter conditions. Highways which have been good for travel as long as temperatures remained below freezing have become almost impassible for any kind of traffic. Clear weather and the high sun of the Equinox have made bare those places where the snow is blown through, while the parts of the roads that are shaded or drifted are a bottomless nest of soft snow. Some places the snow is five to six feet deep.

The county commissioners are making strenuous efforts to open the roads to our neighboring towns. It is reported that the road to Charlevoix is open by way of East Jordan, but that the North road by way of Horton Bay is impassible. The road to Boyne Falls is blocked by deep drifts in several places. The roads have been rolled all winter, as plowing with constant snowfall and drifting is impractical.

Streets and pavements in town are mostly bare and the ubiquitous flivver is daily more in evidence. A couple of weeks more will see a normal resumption of traffic of all kinds and our

isolation from our sister towns will be at an end until next Christmas.

The town sure needs a clean up. The accumulated litter of three months covers the streets and side walks. Litter and dirt have been covered by the constant snowfall. It looks worse than a washday kitchen. But it will all be cleaned up soon and we will get our new spring suit on, ready to welcome those who we are sure planning to take advantage of our perennial invitation to bring the folks and come and stay awhile and have a good time.

The people who wanted to give the Boyne City Electric Co. the job of furnishing the juice that is to brighten our homes and run our factories for the next twenty years forgot that the only way to go on record in an effective way is to go to the polls and vote. The franchise received a good majority, but not enough to sustain the Council's ordinance. It has been more or less amusing to witness the gyrations of those who thought that what they thought was going to have any effect on the result of the ballot. Many rumors are afloat as to how long the company will continue to grind out the current and distribute to customers while they have been denied the use of the streets. In other words, Pat has been told to quit and get out and now everybody is afraid that the stubborn cuss will get mad and quit. A good many years ago, we had a similar experience. Going along a wood laced path, we threw a club at a bird that was a nice bird, minding its own business. We had done the same thing before many times with no bad effects for the bird; but that time we killed it. We have thrown no clubs since that were not meant to strike. Our citizens are in much the same position. They have just realized what a fine bird they have and are wondering if the blow is mortal. Maxy.

### New Effects in Pongee.

The children's dress trade, the makers of women's house dresses and the mail order concerns are said to be supplying most of the demand for pongee at the moment. Blouse manufacturers and retailers are also active to some extent. The market continues quiet, with importers buying nominally. The spot price of 12 momme is about 64½ cents. Sellers here are bringing out new effects in imported and domestic pongee. These comprise small or large checks, overplaid or other patterns on natural grounds. It is believed that still further steps in the way of making novelty pongees of this order will be taken.

Better controversy than apathy in religious matters. A striking illustration of the truth of this statement is found in the report of the 1923 church census, which shows that two denominations in which creeds have been the center of bitter strife have made extraordinary gains and a third has made its usual gain in the face of continual controversy. The Baptists and the Presbyterians are the two that have apparently profited most by open discussion of their troubles, while the Episcopal church reported a normal increase. It is interesting that America leads the world in the number of faiths, thus giving everybody an opportunity to affiliate with a religious organization of some kind.

The way your clerks treat customers is the measure of what the latter say for or against the store as they go on their way. You may be sure they say something.



**AN UNTENABLE POSITION.**

**Unfortunate Utterance of Methodist High Brows.**

Grandville, March 25—It is reported that members of the Methodist council of cities have adopted as a part of a memorial to their general conference the declaration: "We inform the Government that our church can take no part in any movement toward war."

Now that declaration includes a good deal, and if carried to a conclusion would cripple the fighting power of the Republic very considerably. How long since the Methodist church has arrived at the conclusion that all war is sacrilegious and that truly good men can take no part in such contests?

We would ask if this declaration means that all the wars in which the United States has taken part were unjust and inexcusable.

Of course we should have to begin with our first war for independence and follow along down the line through a succession of wars ending to date with our war against Germany.

The idea engendered by this declaration is that all wars are wrong. Do Methodists believe this? Would they have continued in subjection to Britain's king and like the idea of our being to-day subjects of the mother country? Was George Washington wrong when he accepted the command of the American army and fought through nearly eight years for a principle as old as the world? If he erred on the side of a wicked outbreak, then we register one vote for the Methodist declaration.

Again, how about the War of 1812? Was it the place of the Americans to submit to the British press gangs and accede to the injustice of the cry, "Once a citizen, always a citizen?"

The Mexican war follows and is the least defensible of the list. After this came the great Civil War, in which the fate of the Nation hung in the balance. Ought we not to have resisted the secessionists and permitted the sundering of the American Union?

These questions come up. Did the Methodist council take them into consideration when they declared that the Church would take no part in any new war? Is not the Church a part of the Republic? Are not its interests the same as those of any other class of citizens? If not, why not? It remained for America after the Revolution to proclaim freedom for every religious denomination under the sun. This being true, has the Methodist church no obligations in this matter?

The Spanish war, though of short duration, was characterized by many gallant deeds of our sailors and soldiers. What part of that war would the Methodist wipe off the escutcheon of our flag?

Last but not least came our war with Germany, to be known for all time as the kaiser's war, because he precipitated it after long preparation. Is there any part of that war as carried on by our people that the Methodist church would have wiped off the schedule? If there is we should be glad to have the particulars.

The United States has engaged in six wars since its birth. What one of these would our Methodist friends give a black mark as unjustifiable?

There were many good Methodist brothers in the Continental army of Washington, men who believed their cause was just and prayed to God for its success. The same may be said of the second war with England. And then coming to the Civil War, when the integrity of the Nation was assailed by armed rebels, what could the Nation do but fight? Would it not have been not only cowardly but criminal to do otherwise?

If it was wrong for the Nation to maintain its existence by force of arms, how, then, can we account for so many grand men of piety—Methodists at that—entering into the conflict so whole heartedly? Who has not read of Parson Brownlow, a Southern Methodist, who espoused the cause

of the Union and risked life itself in defense of principle?

Then there was that noble patriot, Bishop McCabe, in good standing in the Methodist church, entering heart and soul into the war as a chaplain of the Union army. He was made a prisoner and passed many weeks behind the walls of Libby prison in Richmond.

Michigan furnishes a notable example of a Methodist warrior in the person of Washington Gardiner, who was I believe at one time Commissioner of Pensions at Washington, and for a number of years a Michigan representative in Congress.

And then, after all this, to have a Methodist body solemnly declare to the Government "That our church can take no part in any movement toward war," is enough to dash the shades of Washington and Lincoln into outer darkness.

The idea sought to be conveyed by this Methodical declaration is that all wars are wrong, and that no Christian should ever take part in one or uphold his Government at such a crisis.

It is up to the Methodist council to point out the wrongs we committed when we declared our independence from Britain. Also to designate the wrong our Government perpetrated when it took cognizance of British aggression on the seas in 1812. The Spanish war was in defense of our honor, and to avenge the murder of our seamen aboard the Maine. It is a singular fact that the President who sustained that war was a Methodist, the lamented McKinley.

That there are times when war is justified cannot be gainsaid and every honest Methodist will, no doubt, hasten to disavow the unpatriotic action of the high brows who placed Methodists in a false light in the world.

Old Timer.

**Program For the Jackson Convention.**

Lansing, March 25—The final formal meeting of the program committee for our convention at Jackson, May 6 and 7, was held at the Jackson Club rooms March 17, and we are communicating to our members a few of the high lights of the convention, which are of the greatest interest at this time.

One fact to be borne in mind is that Jackson, as well as the majority of all other towns in this area, are on Eastern standard time, and all mention of the program will be made with that idea in mind. This should be understood by our members in reading our announcements.

The Jackson City Club will be a most delightful place to hold our convention. Our members will be interested to know that the Canopus Club—a noon-day luncheon organization—hold their regular luncheons on Tuesday noon of each week. All of our members who have arrived at that time will have the pleasure of getting their lunch at the Jackson Club with the members of the local Canopus Club. The cost to our members will be the usual price of a noon-day lunch. All other local affairs for the 6th and 7th have been abandoned, so far as the club house is concerned, so that the Michigan Retail Dry Goods Association will have full swing. These arrangements have been very carefully worked out by a committee of which F. F. Ingram, of the L. H. Field Co., of Jackson, is the chairman.

The Jackson City Club rooms are amply large enough for our convention. The fine lounging rooms, committee rooms and small dining rooms are splendid places for committee work. Mr. Cook will have a complete display of standardized store forms and everything is all set for a good big family reunion of our members.

The experience meeting and smoker will be an executive session. By this we mean that only members and wives will be invited to be present. The price of the tickets for the experience meeting and smoker dinner will be announced later.

Outside of the question box feature,

an inspiring address of a few minutes on "Co-operation" will be given by President Paul C. Voelker, of Olivet College. President Voelker is one of the most finished speakers in the country. He can talk to an audience of merchants and drive ideas home in such a way that his message will never be forgotten.

A very careful program has been worked out, which will appear in our later announcements.

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

**Prosperity Lasts Longer.**

Business statisticians tell us that the curve of business conditions falls more abruptly in a period of depression than it rises during a period of prosperity. When the curve turns downward it not only dips at a sharper angle than it does on the upward trend, but it also goes much further below the normal

line than it goes above it during a boom. A drop below the normal amounting to as much as 40 per cent. is not uncommon, whereas a rise above normal of as much as 25 per cent. is about the maximum. This means that depression is always more intense than a boom. On the other hand, while the downward swings are the sharper the upward swings last longer, and this serves as compensation for the troubles attendant upon readjustment. Hard times are felt most keenly, but prosperity stays longer when it comes.

Don't you like to buy in the store where the clerk actually seems to feel just as willing to show you goods when you do not buy as when you do buy?

**NEW ISSUE**

**\$7,500,000**

**CONTINENTAL MOTORS CORPORATION**

**First Mortgage Sinking Fund 6½% Gold Bonds**

Dated March 1, 1924

Due March 1, 1939

CONTINENTAL AND COMMERCIAL TRUST AND SAVINGS BANK, CHICAGO, TRUSTEE.

SECURITY TRUST COMPANY, DETROIT, Co-Trustee.

These bonds constitute a direct first mortgage on the entire physical property of the corporation, having an appraised sound value in excess of \$19,000,000, or over \$2500 per \$1000 Bond.

The net quick assets alone are over \$9,000,000, of which \$1,701,477.05 is in cash.

The average net earnings after depreciation and taxes, for the past 6 years, were over 4½ times interest requirements, and for the last fiscal year ending October 31, 1923, were over 5 times interest requirements.

The bonds are TAX FREE TO MICHIGAN HOLDERS and are SUBJECT TO A STRONG SINKING FUND WHICH WILL RETIRE AT LEAST \$4,500,000 BONDS PRIOR TO MATURITY.

Price 95½ and interest, yielding about 7%

**Howe, Snow & Bertles**  
(INCORPORATED)

**SLIPOVA GARMENTS**

We carry a complete line of "Slipova" clothes for children.

Creepers, Rompers, Middy Blouses.

Every "Slipova" garment is cut full and roomy with strong double seams, all guaranteed standard fabrics, fast colors, distinguished in style and tailoring.

"Slipova" is nationally advertised. Be sure to add these to your stock.

Also a splendid line of Misses Gingham Dresses, sizes 7 to 14, assorted to dozen. Special dozen \$9.00.

**PAUL STEKETEE & SONS**

WHOLESALE DRY GOODS  
GRAND RAPIDS, MICHIGAN

**GROCER MUST DO OR DIE.**

The Tradesman "burns its bridges behind it," as the expression goes, this week in presenting a carefully compiled list of those manufacturers who unjustly discriminate against the independent grocer by selling goods to chain stores at the same prices they charge the jobbers, thereby placing a club in the hands of the chain stores to destroy the regular retailer.

This is a move which has been under consideration and investigation for a long time in hopes such an unfortunate alignment could be avoided. Some of the houses on this list are regular patrons of the Tradesman and have been our customers for years. We have labored with them faithfully to right about face and cease to discriminate against the independent grocer, but without result. They have become so enamored with the idea of cultivating the friendship and co-operation of the chains, to the damage of the jobber and the elimination of the regular retailer, that they cannot be turned from their course by argument or entreaty.

Under the circumstances there is nothing left for the independent grocer to do but adopt the same methods the manufacturer would employ under similar conditions—side track the goods which afford him no profit and handle only such brands as are sold under conditions which afford him a living margin. This should be done, not as a matter of agreement with other grocers, but as independent action on the part of each individual dealer. Concert of action might be construed by the legal advisors of the offending manufacturers as a contract in restraint of trade, but the highest courts have invariably sustained the right of a merchant to sell anything he owns at his own price and to refuse to sell anything which does not yield him a living margin.

The retailer has not created this condition or precipitated this conflict. It has been forced upon him by the greed and short sightedness of the offending manufacturers. The regular retailer must meet the issue and force the offenders to reverse their present methods or he must retire from the retail distributive field and turn the handling of food products over to the chains. No half way measures will avail. No compromise can be considered. The offending manufacturers must cease their present plan to create two classes of food distributors—one enjoying special privileges and one penalized to a degree that precludes the possibility of success—or the regular retailer must retire from the field and devote himself to some other occupation.

The retailer holds the weapon which can determine the outcome of the conflict. Will he use it to save himself, his business and his very existence as a merchant or will he go down in defeat and obscurity? He is the arbiter of his own fate. He is the factor who must determine his own destiny.

**SHOULD STOP FOOLING.**

Congress owes it to the country to get down to work, to legislate as well as investigate. The people demand

tax relief and they want the Mellon act. They want the bonus defeated, because a bonus, however paid, comes from their pockets. They insist that oil and other investigations be continued, the loot taken from the looters and the guilty jailed. They care not how many reputations are ruined or what political parties are hit in that process, so the ruin and the blows be justified. They make no hard demands on Congress. Capitol Hill can give the country all the legislation it wants within eighty days and have time to spare.

What the country does not want, however, is further waste of days in the hippodroming and partisan clowning that have turned the Senate into a three-ring circus. It is weary of having the National sense of fair play and decency outraged by mud-gunners, well-poisoners, and character-lynchers. What it is beginning to fear is a barren session, empty of all tax relief, a session even that may end with taxes increased rather than lowered. That possibility grows a little stronger with every passing day as tax relief is smothered under bonus proposals and a wave of enquiries and side issues.

**RANGE OF PRICES NARROW.**

Price changes in cotton during the past week were sufficiently numerous but mainly insignificant. The range was narrow and it looked as though more effort was being put in to prevent a slump than to cause one. In Washington, representatives from Southern States are busy trying to show that wicked speculators have been depressing cotton prices, aided and abetted by erroneous official figures of production. But the real force back of all the movements in cotton is the lessened output of cotton goods caused by the high cost of the raw material. This reduction is abroad as well as here. Lancashire spinners complained that they could not sell their fabrics on a parity with the increased cost of cotton and they have had to act jointly in cutting down production. The same thing has happened here, although there has been no concert of action. It is regarded as a little surprising that the official reports of cotton consumed in domestic mills show them as large as they do. In view of the lessened sales of fabrics some are inclined to believe that mill stocks must be large. However this may be, there has been lately a constant reduction in the "spread" between the cost of cotton and the prices of finished fabrics. The Census Bureau figures of the ginnings of the last year's crop put them at 10,128,478 bales, which is practically the same as the amount stated in the last estimate of the Department of Agriculture. Attention now, however, centers mainly on the prospects for the next crop. It is generally believed that little or no attention will be paid by growers to the many admonitions they are receiving to cut down the acreage to be planted to cotton, and that the area will come near the record. Little new can be said of the goods market at the present. Sheetings and the like, the prices of which were reduced, are selling fairly well considering the circumstances. The

same is true of certain printed and colored cottons. There is not much call for goods in the gray. It is still slack season in underwear and hosiery.

**DEFINING "EARNED" INCOME.**

In discussions of tax revision very little is now heard about the proposal to tax "earned" incomes at a lower rate than those which are "unearned." To a large majority of people this will mean as much hereafter as the proposed reduction of 25 per cent. in the tax for 1923. The term "earned" income as used in the original draft of the Mellon plan was defined as incomes received as wages or salary or earnings derived from personal services. This was criticized on the ground that it excluded earnings of farmers and small merchants from the category of those entitled to the reduction. Treasury officials are desirous of avoiding the difficulty of drawing the line between the part of an individual's earnings due to capital and the part due to services when the total is derived from a combination of the two. The House bill sought to simplify the distinction by drawing an arbitrary line, classifying all incomes below \$5,000, no matter how obtained as "earned" and all over \$20,000 as unearned. Incomes between these two limits would be classified according to their derivation. This is not wholly scientific, but is undoubtedly simpler, more practicable, and less open to abuse than a plan based on a distinction between service earnings and capital earnings.

Fleecing of immigrants is not a new story, but the comprehensive fashion in which it is done calls for drastic measures. The report of the joint legislative committee which has been investigating the sordid chronicle must make everybody with the least sense of justice indignant that such outrages can continue in the shadow of the Statue of Liberty. The remedy, however, is not simply or even mainly legal. The committee finds that one of the great causes of the immigrant's losses is his inability to speak English. He has a childlike faith in the honesty of any one who speaks his own tongue and so falls a victim without a struggle. Such revelations as these should give fresh impetus to the movement for having immigrants learn English. One country, one language, one flag, is more than a slogan. It is a wise rule of conduct.

Honduras needs continuing revolutions as little as any part of the other Americas. The want of political equilibrium is what chiefly prevents the stabilization of the country's finances and the investment of capital sorely needed for development. There is not the slightest plausible reason for the present uprising beyond the fact that three men wanted the Presidency and only one could have it. A lofty appeal to patriotism is no longer the successful camouflage of greedy personal ambition in Central America. The ancient practice of partisan foray and loot is so strongly entrenched that an orderly election and a Presidential term completed have come to seem abnormal.

**WOOL AND WOOLENS.**

It begins to look as though advances in wool have about reached their peak. This is not to say that prices show any signs of receding, but simply that the present ones are about as high as it is safe to push them without inviting greater resort to substitution. In wool, as in other fibers, there always comes a point where advancing costs cut down consumption, and it is believed by many that that point is about reached. In this country in recent months it has been profitable to re-export certain kinds of wool more in demand elsewhere than here. There has been some slackening up in the contracting, in advance of shearing, of Western wools, and there is no immediate urge by domestic mills to secure new stocks. Much depends on the volume of fabric sales for Fall. Thus far in men's wear, the calls have not been as heavy as were hoped for. Some of the big cutters have only ordered from 40 to 60 per cent. of their usual quantities. The percentage is somewhat better in the case of certain women's wear fabrics, but the disposition of the garment manufacturers is still to go slow and wait for orders. During the past week occurred the opening of Fall lines by one of the largest clothing manufacturing concerns. It attracted attention because it came earlier than usual and also because the prices in most instances showed no advances. The concern in question is a law unto itself because it controls its outlets and is, therefore, able to do what others cannot. Openings by other clothing manufacturers will probably not take place for two or three weeks to come. They have nothing to gain by trying to rush the season.

**BUYING BEGUN IN EARNEST.**

Some Spring-like weather arriving on schedule, though only for a day or two, has started seasonal buying, although it is manifest that there is nothing precipitate about it. Shopping around is still in evidence, as is also a certain amount of insistence about getting one's money's worth. But stocks are really beginning to move and merchants are getting a line on what consumers want and what they are willing to pay. With seasonable weather, the next fortnight ought to bring out more volume buying, especially in wearables for both sexes. This will bring in hurry orders from the retailers, who have been very sparing in their buying up to the present. In some instances they will be apt to pay higher prices because of their delay, but this will not be a surprise to them, as this contingency has been held up before them. The general opinion seems to be that the Spring buying by consumers will be quite large, more particularly in the lines of women's apparel, with sports' garments making an especial appeal. In the primary markets a more than seasonal dullness is in evidence. Certain goods, however, continue to move into distributing channels in small lots. A little quicker movement is expected in April, by which time the reaction resulting from retail sales is likely to make itself felt.

**Both Parties Running Wild in Congress.**

Chicago, March 25—The ways of the present Congress, are, to be exact, dissatisfying. It is making no attempt to function in a legislative way, but rather as a grand stand institution and seems to be making a mess of everything it undertakes to treat. Obstruction and controversy certainly crowd out construction, and cheap partisanship display seems to be a general ambition. In this particular regard there seems to be little or no difference between Republicans or Democrats, and the only outstanding factor is the radicals and they—because they want to be different.

If it could end here it would not be so bad, but the prospects are that the country will be well fed up on scandal, possible and improbable, which will drag through the entire campaign. In fact, it looks as though they had not got fairly going. Perhaps this may prove one of those cases when radical and nauseating treatment may be required. Certain it is that it is being applied.

And yet there is a chance for the public to clean house this fall. A general political revolution may be scheduled and pulled off. And in this the public, and the public alone, may be the star actors.

If they resent callous indifference to legislation of the greatest public interest and import, if they resent the staging of political buncombe for publicity only, they will take the matter in their own hands and wipe the slate. If they do not attend to this, they will deserve to pay the score, and pay it they will with a vengeance, for never in the history of this Republic has there been felt such an absolute necessity for an adjustment of the great legislative machinery of the Nation. Such legislation is more or less corrective of former errors, but the public and business are actually suffering for lack of adjustment of this machinery.

There probably is nothing the matter with Congress as an institution, but there seems to be something radically wrong with its personnel, and this might be clarified in this year's elections if the voting public were up and doing. They simply need to discriminate as to whom they select at the primaries and election. Next to parliament, which may be dissolved at a moment's notice, the American lower house of Congress may be completely renovated and rehabilitated every two years, and this is the accepted time. Let us hope the workman will not sleep upon the job of housecleaning.

With its customary treatment of matters of grave importance the House of Representatives, without any particular consideration of the gravity of the situation, passed the soldier-bonus bill, which imposes heavy obligations on the National Treasury without any adequate provisions or arrangement for meeting the enormous expenditures which such legislation carries with it. All of which action was simply "passing the buck" to the Senate, which body will later frame other proposed legislation on the subject and try to forget that the House ever had it under consideration.

In its action on this particular subject, however, one thing is clear. The Senate should do what the House purposely overlooked—incorporate sound financial provisions into any bonus bill it may finally decide to adopt.

President Coolidge has openly expressed opposition to a soldiers bonus, but it is not claimed that because of the stand he has previously taken he would veto a reasonable and sane measure if he found the National legislature were nearly unanimous in favor of it. The President is most certainly in favor of legislation which will relieve such as are sick and disabled and would probably sign a safe bonus bill, honestly approved by Congress. He could not, however, in reason be expected to approve of such legislation on the subject as the House has been

wasting its time upon and which has certainly passed as a political expedient only.

I have a great deal of faith in President Coolidge, and the few straws gathered from the early primaries certainly indicate that he is in a fair way to become the Republican standard bearer this fall, but I would like the outlook much better if the Republicans in Congress would bestow upon the President evidence of their confidence in his administration.

After all the hue and cry, no one honestly believes that President Coolidge has committed a single act of commission or omission which would in any wise detract from the confidence the public has bestowed upon him.

The whole trouble, as I look upon it, seems to be that Republicans are, through a spirit of indifference, not offering the President the moral support which he certainly deserves, and it looks as though those who should be active as his supporters are weak-kneed and apathetic. In other words, there seems to be great confusion, when there should be the strongest cohesion in the G. O. P.

In the case of the Mellon tax bill there was a revolt against a measure which had been carefully weighed and considered by the greatest financial heads of the country, not only by a small element of so-called insurgents, but by a large number of Republicans who delight in calling themselves "regular." I am not saying that the bill promulgated by the Secretary of the Treasury was not subject to revision, but the opposition to it was, in many cases, absolutely out of reason, and puerile.

These and several other questions have brought the President's party to the point that when it has been attacked, as in the case of the oil enquiry and Daugherty imbroglio, the resistance has been weak and all action apathetic.

President Coolidge is not a blusterer or a whirlwind, but he is a man of correct principles and honest, and it would be a just recognition of his ability and encouragement of his patriotic motives if the Republicans in Congress would "light" somewhere and start something besides insubordination in its own ranks.

The President knows that he has a man's job. If he could have the united backing of the "regulars" there would be some hope of coherent, constructive service. Frank S. Verbeck.

**Mail Your Questions To the Committee Chairman.**

Lansing, March 19—At the last board of directors meeting of the Retail Grocers and General Merchants Association, I was appointed to act as chairman of the question box committee.

A few days ago I received several questions from William List of Bay City. To properly answer these questions will mean a lot of thought and a careful study of business conditions and giving a keen ear to matters pertaining to the convention.

Our question box has been sadly neglected during the past few years, not owing to the fault of the officers, but largely due to the lack of thought and attention on the part of the Association members.

I would like to suggest to the readers of the Michigan Tradesman and members of our State Association that they give this feature their most careful consideration and thought and prepare as many intelligent questions as possible. Send them to me direct or to Paul Gezon. Would prefer to have them mailed to me, that I may give them careful study before the convention. John Affeldt, Jr.

Whether salesmanship "comes easy" for you or not, you need to study it if you are to be much of a success at selling.

**EASTER CANDY**

April 20 is the Big Candy Day and you will need a good supply of

*Putnam's Paris' LOWNEY'S*

**CHOCOLATES**  
also Easter Eggs and Novelties

NATIONAL CANDY CO. INC.  
PUTNAM FACTORY, Grand Rapids, Michigan

*The Latest Hit SCARAMOUCHE An Irresistible 10c Bar*





**Walker**  
MUSKEGON  
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**Makes  
Good  
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**...THINK...**

If you were Lousy, what would you do?

**HOWARD'S**



**CARB-O-LENE**

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**Kills Lice on Stock and Poultry**

**No Dip No Dust No Fuss No Muss**

**“JUST SPRAY”**

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### Selling More Shoes Through Better Salesmanship.

One of the finest arts of salesmanship in either selling shoes or anything else is to place your customers under an obligation to you. This can be easily done by a retail footwear salesman. Putting himself in his customer's place will enable him to win the loyalty of that customer and so obligate him that he will be a friend for life.

There is hardly anything in this world that will create as much dissatisfaction as a pair of ill fitting shoes. The discomfort every minute they are worn is simply irritating. It's a thousand times better to lose a sale through not having the proper size for your customer than to sell him or her a pair of shoes that are going to prove unsatisfactory because of not being the proper size, as hardly ever will that customer come back again to be fitted for another pair. One of the chief reasons why the mail order houses are selling so many shoes to people in small towns is the fact that the small town retailers, as well as their salesmen, too often give the customer the size he suggests, the size he thinks he wears, in place of exercising the utmost care in selecting the proper size for that customer regardless of what size is named. I can recall many instances where women have entered shoe stores and requested to be fitted with 4 D or double E, whereas they should actually wear size 5 or 6, width A or B. Give them the size they think they want and they will invariably be dissatisfied with those shoes, due to the discomfort and pain they will experience. Many of them do not realize that a short wide or a long, narrow shoe, whatever the prevailing style may be, is not fitted to their style of foot, and it is therefore up to the salesman to exercise the utmost care and tact in seeing that their customers are fitted with shoes that will prove comfortable as long as they are worn.

Being fitted with shoes that do not prove satisfactory, customers will never return to that store again—they try the mail order houses next time, or the bell ringers who call at their door taking orders for shoes, or some other store in town where they have purchased before; whereas, if they had been fitted with shoes that proved comfortable, the store would have made friends for life.

Not we, but you—that is the secret in dealing with folks in business. We can't get away from the fact that we are interested only in ourselves and our own lives. Too often we build a wall around ourselves and obstruct our own view—then we can't see outside

nor can we realize the wants of our customers in the right way. That is where the executives, owners and managers of retail shoe stores come in, because every retail shoe establishment must concentrate and concentrate closely on their business, and that is just a matter of looking at things through the eyes of the customer and reaching him through his self interest. That is one short cut to true co-operation.

Among the many instances I can recall is one where a young man was assigned to the women's shoe department in one of our-fairsized shoe establishments. Previous to joining this organization he was employed in another shoe store in the children's department, where he made a big success. But in selling women's shoes he was a dismal failure. After this became known to the manager he could plainly see that it was his painful duty to try and explain the merits of women's shoes to this salesman in an effort to stimulate his selling, so he called him into the office for an interview. In place of "bawling him out," telling him about his inefficiency along scientific salesmanship lines, knowing that this young man was carrying the responsibility of supporting a family, the manager placed himself in the shoe salesman's position and said: "I really think that you are a good salesman and have the ability and initiative, but it seems to me you are not filling the niche in our business that I really believe you should. Now tell me, would you prefer to work in some other department?"

The young man said, "Yes, I love children. I take a wonderful delight in fitting children properly with shoes. I am sincere and conscientious about that, as I realize that the children of to-day are going to carry the responsibility banner of our Nation tomorrow."

He sold the manager to such an extent that he was transferred from the women's department to the children's department, and to-day I really believe he sells as many children's shoes as any single individual in America. As he explained, "I cannot tolerate the attitude of some women who come in to buy shoes; consequently I am not sufficiently interested in the work to a point whereby I can be a success."

Many and many are the good salesmen whose ambitions have been torn to atoms by the executives of their business who did not look at life through their employe's eyes, and the same applies to shoe salesmen in regard to their customers.

A shoe salesman should keep in mind at all times that the first thing to consider in selling shoes is (1)

Comfort; (2) Style; (3) Quality. And if a merchant will remember these things in advertising his shoes—building values in comparison to the price he is asking for his goods—he will be successful in bringing the trade to his store.

Thirty-five to forty per cent. of the retail shoe business lost to-day is through the sales people not knowing their customers, not knowing their occupation. For instance, if a woman calls for a pair of satin pumps or suede pumps, and if the sales person has sufficient diplomacy to find out if this customer drives an automobile, right there is a big opening gap for that salesman to sell more than one pair of shoes for we all know that satin pumps made of a material so delicate in texture as satin is, will rapidly peel at the heels to such an extent that the customer after wearing this particular pair of pumps a few times will say, "I'll never return to that store, because of the unsatisfactory wearing qualities of these pumps," not realizing that driving an automobile is very hard on shoes, and especially satin shoes. Whereas, if the clerk would simply suggest, "Yes, satin pumps are very, very fine, and I am sure you will derive a lot of satisfaction out of this pair," and then go on in a diplomatic way that a nice vici kid or a soft calf is very fine for driving an automobile, the suggestion would result in the sale of two pairs. Educate your customer in regard to shoe values, for we know that the public buys what it is educated to purchase.

A suggestion of the same sort would also appeal to women who are athletically inclined, as there are so many hiking clubs to-day and so many girl and boy members of these hiking clubs who never wear suitable shoes for walking any great distance.

These are instances where the salesmen can sell two pairs of shoes in place of one pair, and it is the duty of the sales person to interest himself in his prospective customers to the extent that he find out if they participate in sports of this kind, and that paves the way for a salesmanship talk that will create more sales.

Of course, it is not advisable for a salesman to work where he does not thoroughly believe in the store's policy, the reputation of the owner of the store, the reputation of the manufacturer that makes the shoes that this store sells, or the service that this store renders. There are some very fine talking points to be had on the above qualifications, because a salesman can elaborate upon the reputation of the store, the manufacturer that turns out the product, the style, quality and comfort of this particular brand of shoes.

Comfort is the biggest thing in selling shoes. Notice how the bed and mattress manufacturers have capitalized upon the comfort in sleeping on certain kinds of mattresses. Why shouldn't a retail shoe establishment capitalize upon the comfort, style and quality of his shoes? T. K. Kelly.

Cash capital is important in starting in business, but even more important is a capital in character and fighting courage. Grit is more essential than money.

### They Were Seven.

Seven little babies,  
Tiny yellow chicks,  
Old Cat grabbed one—  
Then there were six.

Six little fluff balls,  
See how they thrive,  
Mother Hen stepped on one—  
Then there were five.

Five darling chickens,  
Scratching near the door,  
Mister Rat selected one—  
Then there were four.

Four lively youngsters,  
Playing by the tree,  
One ate a poison bug—  
Then there were three.

Three scrawny fledglings  
Gobbling oyster stew,  
One overate himself—  
Then there were two.

Two husky cockerels,  
Scrapping in the sun,  
Automobile passed along—  
Leaving but one.

One lonely rooster,  
Pecking at a bun,  
Company to dinner—  
Now there are none.  
Bess Nelson.

### The Laplander.

A maid entered a suburban bus,  
And firmly grasped a strap,  
And every time they hit a hole  
She sat in a different lap.  
The holes grew deeper, the jerking worse,  
Till at last she gasped with a smile,  
"Will someone kindly tell me, please,  
How many laps to a mile?"

### Truth and Error.

Truth crushed to earth shall rise again—  
The eternal years of God are hers;  
But Error, wounded, writhes with pain,  
And dies among his worshippers.  
William Cullen Bryant.

## INVESTIGATORS

Private Investigations carried on by skillful operators. This is the only local concern with membership in the International Secret Service Association.

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HEROLD-BERTSCH SHOE CO.  
Grand Rapids, Mich.

**Conditions Under Which Tradesman Subscribers Are Solicited.**

Harbor Beach, March 19—Your sample copy received. I had about made up my mind to subscribe to your Michigan Tradesman until I noticed the enclosed item regarding soldier's bonus.

I do not question the accuracy of your figures in this matter, but I think the statement "Yet the beneficiaries are not satisfied and are planning a renewed drive on the Federal Treasury" is a positive insult to our soldiers. The inference in the statement "The amount borrowed to pay a gratuity to the able-bodied soldiers, etc." is that the Government is now taking good care of the disabled.

In this State I happen to know that out of 235 tubercular ex-service men at the Roosevelt hospital only 119 receive compensation and have their hospital bills paid by the Government. The remainder are being cared for by the ex-service men's organization, the American Legion.

So long as your publication lends support to such propaganda as the above I do not care to subscribe.

B. A. Kalahar,  
Cashier State Bank of Harbor Beach.

Grand Rapids, March 21—If you are the kind of man your letter would indicate, I don't think I miss much by not having your name on our subscription list. Any man whose vision is so narrow as to think he must coerce an editor into thinking as he does on any subject will never get any satisfaction in reading the Tradesman.

I believe it is the duty of a broad man to get all the light he can on all matters which affect the human race.

I am neither orthodox nor Roman Catholic in religion, but I take two orthodox and two Roman Catholic publications, because I want to know what is going on in the religious world outside of my own denomination.

I am not a farmer, but I read four farm papers every week, so as to keep in close touch with agricultural conditions.

I have no use for stock fire insurance but I take two hide bound stock insurance journals because I want to know the arguments which are used against mutual insurance.

I am not a blind partisan of either political party, but I take the leading exponents of both parties, so I can form an unbiased opinion as to which party is nearest my ideals on certain governmental questions.

I have no more use for the Chicago Tribune than I have for a yellow dog, but I take it regularly because it keeps me in touch with certain Chicago conditions which I wish to watch carefully.

I am a strong advocate of the independent merchant, but I take all the publications devoted to mail order houses, chain stores and house-to-house solicitors, because I want to thoroughly familiarize myself with the problems they present for the solution of the regular dealer.

I think I have said enough to convince any reasonable man that Mr. Kalahar has the wrong idea in thinking he should patronize only those publications which see things through the narrow vision he evidently establishes as his guide in life. He is also mistaken in thinking that the bestowal or withholding of a single subscription will ever get him anywhere in this world. In fact, he reminds me of the man who became angry at something he read in the New York Tribune fifty or more years ago. Calling on Horace Greeley, he exclaimed:

"Mr. Greeley, I have stopped the Tribune."

"Is that so?" replied Mr. Greeley, "that's bad."

Accompanying the man to the elevator, Mr. Greeley entered the elevator with his caller and requested the operator to stop a moment at each

floor. At every landing employes were busy in the various departments. On the first floor the presses were delivering hundreds of complete papers every minute.

"I thought you said you stopped the Tribune," said Mr. Greeley.

"O, I meant to say I stopped my subscription."

"Is that all?" remarked Mr. Greeley. "Despite your action, the Tribune will go on just the same."

The same is true of Mr. Kalahar's attempt to coerce the Tradesman. It will not work. The Tradesman will go on just the same. Any one who is dissatisfied with the Tradesman can have his money back any time on request. I gladly welcome any good business man to our list who thinks he can find enough matter of interest in the Tradesman to justify his expending \$3 per year. I will not dictate to him as to how he should conduct his business and I do not expect him to dictate to me as the policy of the Tradesman. E. A. Stowe.

**Independent Grocer on Chain Store Competition.**

Grand Rapids, March 25—I have read with great interest the discussion conducted in your paper pertaining to the problems confronting the retail grocer in combatting the chain store competition and wish to express my views, based on my personal experience.

I, too, have confronted the same problems which have affected so many grocers and jobbers alike and have met with success in my humble way by simply eliminating the service my customers preferred, not to buy and reducing my selling prices in accordance with same. This has resulted in increasing my volume and has enabled me to buy on a larger scale and usually at lower prices, but comparatively little from our local jobbers, as there has been practically no change in their methods of doing business.

I believe every grocer should study his trade requirements and adapt himself to meet the different changes taking place from time to time. I am also of the opinion local jobbers could do much toward assisting the grocers and thereby boosting their own business, but this cannot be accomplished by crowding the grocers' shelves with unknown brands maintaining the large business overhead, standing pat on the long margins of profit and grumbling about the business he is not getting, due to his own negligence.

If our jobbers persist in doing business in the same old way in this day and age, they should not find fault with the grocers who are not even conceded to be intelligent business men, generally speaking, for solving their own problems, which so many of them have done.

The opportunities to-day are just as good and numerous as they ever were, but they require more than a shingle painted "Groceries." Matt Heyns.

**It Is Not Easy**

- To apologize,
  - To begin over,
  - To admit error,
  - To be unselfish,
  - To take advice,
  - To be charitable,
  - To be considerate,
  - To keep on trying,
  - To think and then act,
  - To profit by mistakes,
  - To forgive and forget,
  - To shoulder a deserved blame.
- BUT IT ALWAYS PAYS.

When you are outside of and away from the store where you are employed, do you talk about the store as "They" or as "We?"

**New Cigar Company.**

On April 1 the Gray-Beach Cigar Co. will be organized by Walter E. Gray and W. D. Beach, both formerly of the X Cigar Co., who have had respectively twenty and fifteen years experience in the manufacture and sale of cigars in Grand Rapids. The new company will be located at 109 Michigan avenue. It will handle the distribution in Grand Rapids and vicinity of the Van Dam line of cigars made by the Tunis Johnson Cigar Co., this city. It will also act as local distributor for a new cigar being made by the Los Angeles factory of G. J. Johnson, formerly head of the G. J. Johnson Cigar Co., of Grand Rapids.

If you find yourself admiring the methods of men of the Get-Rich-Quick-Wallingford type, you are on the wrong track. Success does not come that way. It comes by the hard work route.

Don't get too many irons in the fire. The way to succeed is by making a persistent and determined effort along some one line.

**The Bridge of Yesterday.**

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

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

It may be that earth's to-morrow  
Holds for us no meeting place;  
It may be that only in Heaven  
I shall meet you face to face.

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

**Her Dog.**

Winter nights I never tire  
Sitting by the open fire,  
With my head beneath her hand,  
Lots of things I understand  
Though I'm only just her dog.

All her sweethearts come and go,  
And perhaps it's better so,  
For they're not as true as I,  
Who will love her till I die,  
Though I'm only just her dog.

Many times she's laughing-glad;  
Many times she's weeping sad;  
And to me she's always fair—  
But I guess she doesn't care  
For I'm only just her dog.

Nan Terrell Reed.

Little  
Van-Dam



BLENDED AND MANUFACTURED BY  
**TUNIS JOHNSON CIGAR CO. GRAND RAPIDS, MICH.**



### Vote For Men Who Save You Money.

The American public is to-day taking a keener interest in taxation than it has at any time since the Boston Tea Party. It revolted once against an abuse of the taxing power when that power was distant, unintelligent and unsympathetic.

To-day it is resenting a lack of sympathy and understanding not across an ocean, not in a distant land, but close at hand among its own elected representatives.

There is a better chance to-day than at any time in the last half century to call for a sharp and clear division between that small minority in our midst which is always active in the effort to increase taxes and the vast majority of hard-working tax-paying Americans who are beginning to see that Government extravagance is a menace to themselves, their homes and their country.

The instant response that greeted Secretary Mellon's proposal to reduce Federal taxes had deep significance. It meant that the people of the United States are growing restive under their tax burden.

When taxes can claim the front pages of the Nation's press; when the mails are filled with letters of protest from the average easy-going citizen; when taxes are discussed on the street and in the home by the worker, the business man and the householder; then it is time for the public officeholder and the lawmaker to walk softly and carry a pruning knife.

The average man is more concerned about results than about causes. He is more interested in the airplane that he sees skimming the clouds than in the principles of the internal combustion engine which makes flight possible. He is more sensitive about high rents and high prices than he is about the underlying reasons which caused them to rise.

It is all the more remarkable, therefore, that in casting about him for some reduction in the cost of his living, the average man has come to the conclusion that one of the ways to reduce his own living costs is to secure

a reduction in the cost of his Government.

We can be certain that his conclusion would never have become general and the public interest in taxes would never have reached its present feverish state without some outstanding reason. That reason is to be found in the fact that to-day the American Nation is loaded down with a tax burden greater in amount than that ever borne by any other single nation since history began.

Only one country can compare with the United States in the amount of taxes collected from its people. That country is England.

In the year 1921, in which taxes reached their peak in the United States, the taxes collected in the United States by the Federal Government totalled roughly \$4,900,000,000. The corresponding National taxes in England, at par of exchange, amounted to approximately \$5,020,000,000.

The local taxes collected here amounted to \$3,585,000,000, while the corresponding local taxes in England, according to the National Industrial Conference Board estimate, were only \$885,000,000.

Thus the total taxation in the two countries compared about as follows: The United States collected for all purposes \$8,485,000,000; the United Kingdom collected for all purposes only \$5,905,000,000.

Although state and local taxes were greater throughout the United States in 1922 than in 1921, the revenues of the Federal Government fell off more than a billion and a half in 1922. Take the lower figures of 1922 for the basis of our conclusions, as the latest available, some interesting and disturbing facts are revealed if we compare our National income and our Government expenses.

Out of a National income of \$58,000,000,000 the United States in 1922 took more than \$7,000,000,000 for taxes. Out of this total tax \$2,900,000,000 was taken for Federal taxes; nearly \$850,000,000 was taken in taxes by the forty-eight states; and \$3,300,000,000 was taken for city and local taxes.

Combining all the taxes on the

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American people, it follows from the figures just cited that 12 per cent. of every dollar earned in the United States in 1922 was devoted to the payment of some kind of taxes.

One can imagine what indignant protests would arise were these taxes to be taken out of the earnings at their source.

Suppose, for instance, that when the farmer received a thousand dollars for his crop, he was immediately compelled to turn in \$120 to the Government.

Suppose that the clerk, when he drew his monthly salary of \$200, were forced to dispatch \$24 each month to the Government. Suppose that the small merchant, the mechanic and the stenographer were forced to turn in to the Government \$12 out of every \$100 they earned as fast as they earned it. What an overwhelming roar of protest would arise from every town and hamlet in the country?

The only reason that the Nation did not rise against its tax burden long ago is because the larger part of all taxes is indirect. But indirectly the diversion of the worker's earnings to the Government, in the manner just described, is taking place. The present universal interest in tax reduction is evidence that the American people are beginning to understand this fact. They are beginning to realize that high taxes are at the root of many of the matters which are causing them the greatest anxiety.

There is no more urgent problem before the American people than that presented by the increase in rents throughout the country. So long as there are fewer houses than there are people who want them, rents will remain high. And when we seek the reason for the housing shortage, we find state and national taxes as large contributing factors.

Taxes on land have increased the cost of the property on which future houses can be built. Taxes on the stone quarry and on the railroads have increased the cost of the foundations for a new home. Taxes on the lumberman, and on the brick manufacturer have increased the cost of the floors and walls. Taxes on steel and iron have increased the cost of the metal going into the house, from the carpenter's hammer and nails to the wire mesh in the partitions. Taxes on the manufacturer of asbestos and slate tiles have increased the cost of the roof. Taxes on the manufacturer of plumbing and electrical fixtures have increased the cost of the interior.

And whether the man who occupies the house purchases it or rents it, he must pay not only for the actual labor and material in the building, but also for an invisible but expensive addition made of Government taxes.

The labor that goes directly into the house must be paid for, and the cost of that labor is increased by the taxes which the carpenter, the mason, the plasterer and the plumber are indirectly compelled to pay in the cost of things which they buy with their wages. It is well to remember that labor itself is in the grip of the same vicious circle of high taxes, high rents and high cost of living.

Thus, when the workman buys his

food at the corner store, he pays in the price of his food for some of the taxes which have been laid upon the grocer. When he purchases a suit of clothes, he helps to absorb the amount which the tailor is supposed to pay in rent and taxes. When he buys his cigar or cigarette, he not only pays the stamp tax on the tobacco itself, but also helps the dealer to pay the taxes on his store.

In addition to the taxes which he pays to cover the retailer's rent and taxes, he also accepts and pays as part of the price of everything he purchases, a large share of all Federal, state and city taxes levied upon the manufacturer and the distributor.

It is true that the high cost of living results from a multitude of factors in addition to taxation. But somewhere and somehow every dollar of the billions which the Nation pays in Government taxes tends to increase the price of the commodities of commerce and is consequently reflected in living costs.

Our present high surtax rates are diverting capital away from industry and into tax-exempt bonds. Instead of creating new enterprises to follow the splendid examples set by automobile and other industries which are giving employment to millions of American workmen, capital to-day is being directed into tax-exempt securities. A man with money to invest, if he has a large income, can get a better return for his money in tax-exempt bonds than he can by investing in an ordinary business venture.

Secretary Mellon in a recent interview instanced a number of specific cases where prospective investors in coal mines, in factories and in apartment houses had abandoned these projects because they found their profits would be less after taxes had been deducted than the return they could

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

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

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The Fee is established by Law and for an Estate of \$50,000 personal property the charge would be \$600.

By making your Will and naming this Trust Company your Executor, you are assured expert service at a minimum cost to your estate.

**GRAND RAPIDS TRUST COMPANY**

GRAND RAPIDS, MICH.

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SAFE  
BONDS**



ESTABLISHED 1853

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

Buy Safe Bonds  
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**Use Tradesman Coupons**

secure by investing their money in tax-free securities.

The net effect upon the workers in the United States, therefore, is that their Government is not only making them pay excessive prices for everything that they buy with their wages but, in addition, by imposts on industry is making present jobs less secure and future jobs less certain.

The average citizen is paying two months' rent each year, or, on an average, \$5.61 out of every hundred dollars he earns, to cover the expenses of his city government.

He is paying in the cost of everything he buys, \$1.43 out of every hundred dollars he earns to defray the expenses of his state government. He is contributing in his income tax, in the cost of his food and clothes, his necessities and his recreations, \$4.96 out of every hundred dollars he earns to pay the expenses of his National Government.

He is paying as indicated a total of \$12 for taxes out of every hundred he earns. Over and above this he is in debt on behalf of his Government for his proportionate share of all government debts, which to-day total \$32,000,000,000. His share of this debt averages about \$780.

But this is only one side of the picture.

Not only does Government take a substantial part of the American citizen's earnings, but in addition it is endangering his earning power by the handicaps it imposes on industry and business.

Should those industries lose ground or falter under the strain of high taxes, the earning power of every man in industry, from the humblest clerk to the highest officer, must suffer a corresponding loss.

We have been fortunate thus far, but we should not presume upon that good fortune. We should not delude ourselves with the belief that, because for a time we have been more fortunate than other nations, extravagance and high taxes can be indefinitely continued.

The facts and the consequences of the Nation's tax burden are reasonably clear. They represent a problem which the Nation must face. And the inevitable questions arise: What can we do about it? How can we avoid the perils that lie in a continuance of excessive taxation?

Of one thing we may be sure. There is no certain or easy road out of the morass of taxation and debt into which the Nation has wandered.

We must reduce our taxes, and we must reduce our debts. The only way to reduce our taxes is to reduce our governmental expenditures, and the only way to decrease our debts is to pay off each year more than we borrow.

When we cast about us for the means of accomplishing these results, we are immediately confronted with the fact that the private citizen and taxpayer has no direct control over government finances.

Whatever remedies are to be applied must be applied by government officials and elected representatives in Congress, in the state legislatures and

in municipal councils and boards of aldermen. There is an all-too-common impression—an impression with which the average citizen consoles himself for government failings—that the politician alone is responsible for public extravagance.

It may be true that the politician writes the tax laws and makes the appropriations; but it is equally true that in exercising his official powers, the elected representative is always eager to satisfy the people who elected him. The politician does not indulge in extravagance out of perversity. He has learned by long experience that economy usually wins him perfunctory approval and costs him votes.

Cast back over the Presidents, the governors and the mayors who have distinguished themselves by vetoing appropriations, thinning out the staff of public employes and practicing real economy! How many of these have been re-elected? The public, which has benefited, has been strangely forgetful on election day, while the tax-eaters who suffered have retaliated at the polls.

The truth of the matter is that in the past the great American public has felt its taxes so lightly that many other qualities have seemed more desirable in a public officer than the ability to keep expenses within reason.

If some way can be found to assure the politician that economy means votes, if he can be convinced that what the public wants is retrenchment, he will be the first to denounce extravagance and to prove himself a champion of economy.

With a realization of these facts which lie at the very foundation of any movement toward lower taxes, it is possible to lay down a program which would result in actual accomplishment.

In the first place the American people can agree on two definite pledges to exact from every candidate for public office.

The first pledge should be a promise that if elected, the candidate will not approve or vote for any increase in the public debt and that any debt contracted by city, state or nation should not exceed 75 per cent. of the amount of government indebtedness retired within the fiscal year.

The second pledge should be a promise that if elected, the candidate will not vote for or approve any increase in the activities of Government, or any increase in government pay-rolls other than that required by the natural growth of ordinary and necessary government functions.

These are the basic principles which must underlie any real endeavor to grapple with our tax problem. Once they are adopted by the public and accepted by public officers, we can trust our elected officials to work out all necessary details.

The machinery is available with which to do this much, but it is from this point that the real work begins. It is to the primaries, therefore, that the taxpayer must turn for the first step in securing relief. He will have opportunity to elect someone who represents his desire for lower taxes.

Leadership can be provided to enable the voter to distinguish between those who are working for him and

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Capital \$300,000  
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Under such leadership the American public can be marshalled to express the demand for lower taxes. Before the united strength the small political advantage that the politician finds in extravagance will fade like mist before the sunshine.

Certainly the reward that lies ahead of us for prompt and intelligent action in our present tax situation should inspire men in every rank of life to give themselves whole-heartedly to the effort to bring economy and intelligence into government finances.

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With taxation on labor and on capital reduced, the processes of industry and commerce will be quickened.

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Money formerly handed over to the Government in taxes, will be used to raise the standard of living in every home.

New demands will be created for the commodities of commerce, and instead of finding itself in a vicious circle where taxes increase prices and prices increase taxes, the nation can reverse this process. For it is evident that when the Government is compelled to pay more for everything it must raise taxes more to meet the new rise. When the Government begins to cut taxes, it will also help to decrease the cost of things its taxes buy.

Lewis E. Pierson.

**Profit Sharing Plan Used By Hamp Williams.**

Hot Springs, Ark., March 24—From time to time I have had a lot to say about my profit sharing plan. I am trying to impress upon the retail hardware merchants of this country the necessity of organization.

Herewith enclosed, please find a group picture of the four profit-sharers of our business—the men who have increased our annual sales from \$100,000 to more than \$700,000.

These men have prospered in proportion to the profit they made. They all own good homes, automobiles and have several thousand dollars loaned at interest. If they have prospered at a living wage and each only receiving 5 per cent. of the profit of the business, what have I made?

My profit-sharing plan will work in any kind of business. You don't have to pattern after me as to the percentage you allow them, but the fundamentals are: Try your men first before entering into a contract with them, and whatever portion of the profits you agree that they shall have, pay them that amount in cash and don't try to unload upon them stock in your corporation, which possibly has no market value. Keep your stock except just enough to make them stockholders instead of partners.

This profit sharing plan has been working successfully for twenty years. It has been published in all the hardware journals and I have it in printed form and will be glad to mail it to any dealer upon request—no charge. Am trying to render service to my fellow retail merchants.

Look this group over carefully—they are just the same as you and I—perfectly natural and normal. All they wanted was a chance. I gave it to them and now they are giving me a chance to have the best time of my life at an age when I need it.

Hamp Williams.

**Treatment for Billboards.**

Detroit, March 25—There has been a great deal of effort expended in the last few years to regulate the billboard advertising not only in this but other states. This effort has been expended through the press, in news items and editorials, meetings and bills introduced in the legislatures; but it is a question how far we have gotten in improving the situation of diminution of the objectionable signs on boards. Of course, it comes back to the question of the public interest in the subject, or has the public to be further educated and spurred up to a point where it will insist on strong action being taken to regulate or abolish this form of advertising? If the public is really interested to have it regulated or abated, it might well take a lesson from the Sandwich Islands and the way the women of Honolulu settled the matter once and for all. I quote the following from the February number, page 135, of the National Geographic Magazine:

"Becoming aroused some years ago by the increase in garish advertising billboards which interrupted the lovely vistas of mountain and turquoise sea, the women of the Outdoor Circle notified the merchants of Honolulu and of the mainland that they would purchase no goods so advertised. They prosecuted their campaign so vigorously that to-day there is not a single advertising billboard on the Island of Oahu. These ladies were instrumental also in planting thousands of oleanders, pink and yellow shower trees, poincianias, cocoanuts, etc., which now in gorgeous bloom decorate every landscape."

W. C. Hunneman.

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

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WRITE FOR FURTHER PARTICULARS.

## IN SUNNY JAPAN.

## How the Cities Impressed the Tradesman Correspondent.

Kobe, Japan, Feb. 25—I stated in my first letter that it was written for the encouragement of those who would like to travel, but were afraid they could not get around. To show how easy it is with Clark, the following is an illustration:

Every passenger is given a printed programme for the port we are coming to, of what we are to do, time of leaving, time of trains and the number of our section and name of our conductor. We are given tags to tie on our satchels. With this number on, a special guide takes charge of baggage. We pay no attention to it. On arrival at our destination it is in our room at the hotel. On leaving the ship the guide tells us what rickshaw or motor car to take and we are transported around the city stopping at the different points of interest, then to the best hotel for lunch. If we are going to another town, we are taken to the depot and directed to a special car on the train for our party. On arrival at the next town before leaving the train the conductor gives us a slip with the name of our hotel and the number of our room. On arrival, we are taken to the hotel where we show our card and the bell boy escorts us to our room. This is the programme at every port.

The parties are arranged for different towns according to the capacity of the hotels. Our train from Yokohama for Nagoya this morning is a corridor train with compartment cars, with a fine observation car just as good as the Sante Fe Limited at home. We noticed in the big station at Tokio there were eighteen windows for selling tickets and the ticket sellers were all girls.

We were pleased this morning to see plum trees in bloom, their white blossoms on the hillside orchards looking quite like the guide book illustrations. The camelia, with its red blossoms here and there among the plum trees, was quite effective. We passed a great number of pear orchards with a lattice covering like our grape arbors, the limbs trained to cover them flat quite like a grape vine.

One need not go hungry traveling by train, for at each station are food sellers with boxes about the size of a cigar box in whitewood, in which, separated by wooden partitions, are a few small pickles, a scrambled egg, some boiled rice, a few slices of cold chicken and an orange or banana. You can if you prefer, buy the same box with chicken or cheese sandwiches. These cost 15 cents each. You can also buy a small teapot with a few small cups of tea and covered with a cup to drink it. This is 10 cents.

I notice in their depots they have good big signs in Japanese and English with time tables on them. The morning trains are lettered in red and the afternoon trains in black. Their printed time tables are also in red and black, I think this a much better plan than ours in which if you have good eyes you may be able to distinguish between the heavy and light type with which we attempt to designate morning and afternoon trains.

Most of the Japanese roads are government operated and have sense enough to charge rates which will give them some return on their cost. The passenger rates are 15 sen or 7½ cents American money for first class, 10 sen for second class, 5 sen for third class, with an additional charge of 1½ to 3 yen for each 100 miles on their limited or fast through trains.

This section on the run to Nagoya is a great tea country. Our guide, a young Japanese who spoke very good English, on being questioned said the young people had no social life such as the young people in America have.

The young ladies do not go out with the young men except with their parents. When a young man sees a young lady he would like to marry he goes to a middle man who makes a business of arranging marriages. The middle man goes to the young lady's parents and tells them all the good qualities of the young man, the amount of his income, etc. The parents consider the offer for some little time and if they think the young man is all right, tell their daughter. I asked if the daughter had nothing to say about it. The guide replied that in the first place the young lady had no chance to meet young men, hence no contrast in competition, and in the second place the parents, being older, were better able to judge and the young lady deferred to their judgment. They are married at a Shinto temple and at this ceremony usually only relatives are invited. If they are well to do people they give a banquet at a Japanese restaurant, to which their friends as well as their relatives are invited. It is also customary in well to do families for the girl's parents to give her furniture and kitchen outfit. When asked what the friends gave the bride he said usually checks. I thought that custom would appeal to many American brides with her many miscellaneous unusable gifts. The joint families pay the middle man a fee of about twenty-five dollars, our money, but he stated that they did not pay it until a few months after the wedding and if it was not a satisfactory wedding sometimes they cut own the fee to him. He stated that all girls were taught to cook and sew and were good housewives, but had very little social life as we have. They sometimes go out to another young married couple's house to play cards, once in a while to the movies. Asked as to what this young couple would eat, he said for breakfast they had bean soup, fish and rice and vegetables and tea, never coffee. Asked which course they would serve first he said no courses, all put on the table. Asked which they would eat first he said, a little of this and a little of that. For noon the same with a different soup. In the evening they add a meat course to this.

Bamboo is a greatly valued tree. There are thirty different varieties. They use bamboo sprouts for a vegetable and the wood for about everything in the home, the house, the furniture, the bucket, the dipper, spoons, etc. It grows rapidly. In one year's time it is good size for fish poles and for making hoops for barrels. In two years it is four to six inches in diameter, ready for manufacturing into furniture.

Nagoya is a manufacturing city. We stayed over night at Nara, which, like Nikko, is one of their show towns with a fine Japanese hotel, a deer park with 800 tame deer and a fine temple, at which our party by special arrangement of Clark saw three young girls dance to the music of the song of the priest, with which he kept time with a drum. They also have a sacred pony in a small separate building. For a few cents you can feed it.

Osaka is one of their greatest manufacturing towns. We were down in the manufacturing and wholesale district and were impressed with the individual or small manufacturer in a building ten feet wide. On the street would be boxes and cases and back from the sidewalk, but in plain view, would be two or three people. There are half a dozen of these places along together, each seeming to be manufacturing a little different kind, but it was all in a wholesale way. Then several cracker bakers in these small places and in a space ten by twenty they would be packing boxes of different stuff taking from one box some pieces of goods then from another assembling for another box with several different pieces or kinds in it.

Osaka, as well as Kobe, has good docks and both are energetic bustling towns.

In Kobe we saw a Buddhist baby funeral. Walking in front were two men carrying two flags, next two men carrying two spruce trees about four feet high, next two men carrying on a pole a box about four feet long and two feet wide with sides on it about six inches high. In it were two plates of apples piled up, two dishes with cakes and some other dishes which I could not distinguish. Then came two men carrying a cask that looked like a tea chest, but a little longer, then two boys and two men. All the carriers were dressed in white. Friends walked behind.

I have not given in detail the numerous temples in the different cities because Murray's Guide Book of Japan takes two to three pages of fine type for a description of each. While it looks like a waste of money for the poor people of 300 to 700 years ago to put so much money into these temples and tombs, they certainly did a great thing for the financial interest of the generations following them, for not only the tourists want to go to each city to see the particular temple there but school children from 100 to 200 miles away are brought there, spend the night and return the next day and the Japanese from other cities come to visit them. In every temple we visited there were Japanese travelers from other towns. These temples, shrines and tombs were built in an early day and the cities have grown up around them, so they are now mostly in the central part of the cities. They are situated on ground comprising from 50 to 200 acres. They all have an imposing entrance, either a fine gate or a building with carved figures, sometimes twenty feet high, on both sides, either of persons or usually dogs. There are usually from twenty to fifty different buildings, usually of lacquer, and the frieze around the bottom of some of them have elaborate carvings of storks and animals, not one but hundreds of them.

At Nikko is the one best known carvings—three monkeys, one with its hands on its ears representing "Hear No Evil," the next with hands over its eyes, "See No Evil," and the next with hands over its mouth, "Speak No Evil"—and the sleeping cat carved by one of the greatest artists of that period, the legend being that the temple was infested with rats. The artist carved this cat on the building and the rats disappeared.

In one of the buildings of the group there is always a shrine with some figure or figures and they are all large. The shrines will be fifty feet high and fifty feet across and the audience hall usually a room that will hold 1000 to 3000 people. Then another building with fine paintings sometimes half a mile of them in a square. The paintings twenty to thirty feet high usually in gold or gilt of trees, birds and gods. The grounds all have numerous stone lanterns about eight feet high on a pedestal, with the lantern on top in square shape about two feet high by one foot wide. These lanterns were presented to the temple by the Daimyos as a mark of respect to the memory of their deceased lord and master, the Shogun. In the inner shrine of these temples you must take off your shoes and put on slippers. I think this is more to keep the floors, which are lacquered or polished wood, from being marred, for you can get at the hotel a slip to put over your shoes if you fear taking cold by removing your shoes.

Tokio has its temple and tombs of Shiba; also the tomb of the forty-seven Ronins; Nikko, its Mihashi or sacred red bridge and its Shinto temple; Mangwanji, the mausoleum of Ieyasu, Nara, its Kasuga temple and grounds and Daibutsu or gigantic image of Buddha. These temple build-

ings are being repaired, painted and kept up in better shape than any others in Japan.

Kyoto has its Mikado's palace and half a dozen temples in different parts of the city, each differing in some respects from the other. Nagoya has its castle, likewise Osaka.

At Kyoto we saw a geisha dance. It was given for our party, commencing at 3 o'clock and lasting until 10. It was in a large theater and the Japanese had their supper there. In the box or partition next to ours, which was about ten by fourteen feet, they were seated on mats, as they were all over the building. In the center were two or three little charcoal stoves about a foot square, on which they made tea. In a tray they brought with them were several round lacquered boxes, one for each, which contained rice already cooked. One of these was given to each of the party. There were about twelve of them. They also had a central dish of meat of some kind cut in squares. They reached for one of these small pieces, dropped it into their rice, and with their chop sticks ate it. There were men, women and children. They had oranges for dessert. It looked much like a summer picnic lunch at home. They were all laughing and talking and having a good time. The time between the different dances gave them plenty of time for these refreshments.

The main dancer was the best in Japan, 86 years old. She danced or posed in one dance for at least an hour, accompanied by an orchestra of eight young ladies on different instruments much like our guitar, accompanied by their voices, with one of them who every once in a while groaned as if she had eaten something that disagreed with her. This was followed by her pupils, eight in number, who were brilliantly costumed in bright reds, browns, purples and yellows, who posed or danced in their bare feet. The back of the stage was lighted up with several rows of Japanese lanterns, with a back screen brilliantly painted. It made a very pretty effect. The changing colors as the girls bowed, bent and turned, with brightly colored scarfs, were exceedingly novel. There was nothing about it which could not with perfect propriety be performed in a pulpit. The people in the audience were as interesting as the dancers.

In all these cities there are wide main streets with two tracks for street cars. The side streets are narrow and are of clay packed down and kept wet by their continually throwing water on them from the water running in a bricked-in stream on both sides of the street. The stores are all open, the front removed, so that in some of the streets the stores are a continuous counter. Of course some of the streets have regular stores and windows as we have, but the side streets, which are in the majority, have not.

In Osaka we went down to their movie theater street. For two blocks there were flags strung across the street and there were five or six large buildings, three stories and with 100 foot frontage and in order to keep the crowd (the street was so crowded we could hardly get through) in line they had a bamboo railing clear across in front of each theater extending out about six feet, making a runaway wide enough for one person. You could not crowd ahead, but had to follow round and round.

The boat people make the store people happy when they turn 700 people loose among stores displaying such beautiful wares as they show here. Buying positively cannot be resisted. At night the docks alongside the ship are regular bazaars. When the boat left Yokohama they had a bargain counter the last half hour. Almost any offer in reason was accepted. It was all a cheap class of goods.

C. C. Follmer.

**Recollections of Preachers in Logging Camp Days.**

Grandville, March 25—Who are the most popular preachers?

This would be hard to tell perhaps, and I go back in memory to some of the wildwoods exorters who raided the lumberwoods and did their best to convert the boys of the logging camps.

One minister came to our little settlement clad in wamus, overalls and shoepacs. He was a worker in the lumber camp during the week, sliding away to the sandhill schoolhouse Sundays to preach the gospel according to his interpretation of the Bible.

Nearly always this man held the attention of his woods audience because they realized that he was as one of them, a worker and not a shirker. Genuine manliness in a preacher served to reach the hearts of the lumber boys. They admired everyday religion as taught and acted under the shadow of the pines. Any bit of sanctimoniousness, however, made for trouble, and it was really but few of the Lord's anointed who made a favorable impression.

The one referred to as working week days, preaching Sundays, never had any trouble with the rude men of the woods. There were others of the ministerial cloth who never had anything else but trouble. It was all because of the manner in which the preachers went about their work. Any man who had a "better than thou" feeling was not regarded with the least degree of favor by those who we now term as lumberjacks.

The name lumberjack is a modern invention, having come into common use since the writer of this was a denizen of the lumber woods.

One rich lumberman, and a very steady imbiber of red liquor, had large crews of men in different parts along the Muskegon, and these men, more especially at the point in question, bore the rather undignified cognomen of "Dan's Ruffians." These lads had broken up more than one religious meeting and at one time ruled the roost, so to speak, in a considerable backwoods territory. This, too, was under the old State prohibition law which went out when the license act came into effect. Under the old regime liquor was on tap at a dozen places along the river road, and no one need go dry for want of something intoxicating to drink.

I well remember one stocky little man who came to preach in the woods and who looked anything but a dispenser of goods along the sky pilot line. His first sermon was an eye-opener to the boys who were having a game of baseball Sunday afternoon not forty rods from the schoolhouse where the new preacher had been advertised to speak.

The little minister halted in the edge of the crowd and watched the game to its conclusion. After it was all over the preacher mounted a sawlog and called the crowd to order. Curious glances were cast at the man who was a stranger to all present.

"My friends" he said, "I want to mention that there will be religious services at the schoolhouse right away now, and you are all invited to attend." With that he jumped to the ground and walked briskly away.

The crowd went to hear the preacher and stayed until the last hymn was sung. The sermon lasted just thirty minutes by the watch. It was full of pith and point and the game of ball was not once referred to. Every man of that crowd would have been ready to fight at the drop of the hat for little Sim Daniels had it come to that.

The boys noticed that the new minister was rather shabbily clad and that his boots were decidedly the worse for wear. The next Sunday a committee of lumber boys presented a brand new pair of boots to the preacher. He remained but a few weeks when he was

called away by the illness of one of his family, but for many years thereafter the woods lads spoke the name of little Sim Daniels with the utmost respect.

As a rule, the pioneer ministers were long winded in their sermons, and this tired the patience of the restless woodsmen, who could contain their vivacity but a short time. These extended sermons, drawing as they often did vivid pictures of the torments that sinners must expect who did not tread closely the path of righteousness, discouraged the listeners and brought about some very reprehensible acts on their part.

One minister had a new hat torn from his head and trampled in the dirt. Where were the officers of justice you ask? Well, there were none in evidence at such times, consequently the riotous rabble got off scot free. A constable here and there constituted the law enforcement outfit and none of these were around when small disorders were in evidence.

Those old time constables were no whit better than some of our officials of to-day who fail to see prohibition disregarded right under their eyes. Human nature is the same wherever you meet up with it.

The old time two hour sermons are

of the past and the love of God is preached now rather than His wrath, which is by far a more sensible method of presenting the gospel. I call to mind a certain minister who seldom exceeded one-half hour in pulpit sermonizing.

One of the most popular ministers in the Methodist church, although not an orator, retained the good will of his congregation by stopping his sermons when he got through, and this was invariably at the end of a twenty minutes talk. Some men can say a great deal in a short time, and they are the ones we like best, and the ones who retain a strong hold upon their parishoners.

Old Timer.

**Why Bread Prices Stay Up.**

With all this complaint of the low price of wheat, many consumers have wondered why the price of bread does not come down. The Department of Agriculture has made a survey of bread prices and costs in seven cities and announce that the retail price of bread will be little affected by changes in the cost of flour, as this is relatively small compared with other items.

Bakers, it was found, receive a larger part of the price paid for a loaf of bread than any other agency. The grower gets about 1½ cents of the price of a loaf, the miller about ½ cent, the baker about 4 cents, and the retailer from 1 to 1½ cents, while the rest goes to pay costs of transportation and the other minor items. The department's investigators conclude that if we are to have cheaper bread it must be obtained by greater efficiency in milling and baking, and a larger volume of business by individual bakeries.

**She Had Him Hipped**

It was during the impaneling of a jury; the following colloquy occurred: "You are a property holder?"

"Yes, your honor."

"Married or single?"

"I have been married for five years, your honor."

"Have you formed or expressed an opinion?"

"Not for five years, your honor."

The advertisement for Alabastine Wall Coating features a large central logo consisting of a circle with a cross inside. The word "ALABASTINE" is written vertically down the center of the cross and horizontally across the middle bar of the cross. Below the logo, the text reads "name 'Alabastine' and trade mark" and "Reg. U. S. Pat. Office".

To the right of the logo, there are three smaller illustrations:
 

- Top: A box labeled "MIX IN ONE MINUTE WITH COLD WATER" showing a person mixing the product in a bowl.
- Middle: A box labeled "THE ONLY TOOL NEEDED TO APPLY" showing a hand using a brush to apply the coating to a wall.
- Bottom: A large box of Alabastine Wall Coating with a smaller version of the cross logo on its side. The box has "Directions for Mixing ALABASTINE" printed on it.

At the bottom of the advertisement, there is a paragraph of text:
 

This Cross and Circle, always printed in Red on every genuine package of Alabastine, is, to the user, a symbol of quality and uniformity. To the dealer, a guarantee of salability, satisfied customers, constantly increased demand, sure profit and no remnants or dead stocks. In 5 lb. packages; White and beautiful tints; ready to use by mixing with pure cold water; full directions on each package.



Michigan Retail Dry Goods Association.  
President—J. C. Toeller, Battle Creek.  
First Vice-President—F. E. Mills, Lansing.

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

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

#### Felt Hats Coming In.

The all-straw hat, on which an active business was done for several weeks in this market, has temporarily been relegated to the background, according to the current bulletin of the Retail Millinery Association of America. A large business had been done on all-Milan and all-Coburg blocked and hand made hats during the short period they were in vogue, and their success leads to the belief that they will return to favor again when the proper season for such headgear arrives. In the meantime, a very active demand for felt hats is anticipated.

"Silk-faced, generally appliqued, sometimes combined with hair, and often embroidered with chenille," the bulletin says, "the felt hat vogue is bringing prosperity to makers of flat fur felt chapeaux in blocked versions. Pryoxylene hair braid flanges or cuffs make them more 'dressy' and delicate, for the felt trotteur is of great interest to the O'Rossen tailored suit devotees. By way of contrast are seen felt flanges all around the edges of hats made with hair crowns and small hair brims.

"Chiffon and crepe also drape, face and 'scarf trim' felt hats to a nicety. Painted crepe and entire fitted georgette hats are a novelty of the season. They carry out the long stole accompaniment that has taken the place of the fur choker and the Deauville handkerchief scarfs that wind around the neck repeat the hat colorings. Embroidered appliques and pockets that repeat the trimming of the hat are found on these stoles or oblong scarfs. Later in the season printed materials will follow the plain ones that are hand elaborated. Never did sets of scarf and hat thrive better than they do this season, for the tailored vogue emphasizes these accessories very strongly."

#### Sheer Hose Promises Well.

The vogue for sheer silk hose, which has been quite a factor in the business for some time shows few signs yet of letting up. In fact, some houses in the trade foresee a record call for merchandise of the type this Spring and Summer. One of them, with this opinion in mind, has brought out a novelty that is said to be taking well. In connection with it, it was said yesterday that many women do not like to wear sheer hose in any other color

than black and that the production of goods of this kind in that shade without some unevenness or "cloudiness" is very difficult. Consequently, the concern in question has brought out a stocking in gunmetal gray with black toe and heel. The part of the heel showing above the shoe, being black, makes the whole stocking look black, while a gun-metal stocking made with a gunmetal heel is unmistakably gray. The new hose wholesales at \$30 per dozen.

#### Jacquette Blouses Still Sell.

The jacquette blouse is by no means out of fashion, according to a bulletin from the United Waist League of America which further says that the demand for the new blouses of this type is steady and increasing. They are particularly favored by mature women. This spring's jacquettes, the bulletin adds, have left off the side-tie and have substituted button fastenings for it. These are placed either at the side of the blouse or directly in front. Among the new things in jacquette blouses are elaborately embroidered models that suggest the florid colors and patterns of a Spanish shawl. Silk ratine and heavy weaves of crepe are the materials most asked for in jacquettes. The favored colors are conservative, with stress laid on dark blue.

#### Which Will Win Out?

Indications here point to a struggle for supremacy this season between the fur neckpiece of the choker type and the fancy scarf or stole that has been brought into the Spring style field by the vogue for tailored suits. The fur men tell of a nice business in chokers of baum and stone marten, dark mink, etc., while sellers of the scarfs say that the call for these articles is increasing daily. Introduced more or less as millinery accessories, the latter are now selling well on their own appeal. They come in many effective color combinations. Some of them are made plain, while others are seen with the edges finished off with fancy hemstitching. There is considerable variation in their width and length, some of the more extreme ones being almost seven feet long.

#### Clocked Hosiery Coming Back.

One of the many things that the present vogue of tailored suits for women has done has been to bring clocked hosiery back into popularity. Hand-clocked hose are doing especially well with sellers of the higher-priced lines, and one of the largest concerns in the trade tells of a nice business that is being done on hand-clocked lattice-stripe "numbers" wholesaling at \$37.50 and \$39 a dozen. The clocking for the

most part contrasts with the shade of the stockings, but harmonizes with the colors with which the women's shoe manufacturers are piping white shoes for Summer wear. When this is not the case the color of the clocking is matched with that of the blouse worn with the suit.

#### Demand For Printed Silks.

A survey of the demand for printed silks indicates that the leaders are the black-on-white effects for immediate use and Summer consumption. General sports prints are likewise favored in bold designs and high colors. The Chinese patterns are not in as strong a position as they were recently but this is expected to change as the season advances. The printed silk situation generally is not as active as it might be. One observer yesterday attributed this to the lateness of Easter, which is held to be a delaying factor. It is predicted that the next three months will see a great deal more activity.

#### Ankle Hose Taking Well.

Considerable success with knitted ankle hose, giving a short gaiter effect and worn over silk stockings as a protection to the ankles on cold and windy days, is reported from various sources, according to the special bulletin of the National Association of Hosiery and Underwear Manufacturers. Ankle hose selling at around \$2 a pair in light colors, it says, seem to hit the public fancy about right. They seem to have been inspired by the exceptional success of the novelty under-

hose brought out by several manufacturers during the past year.

If the customer understands perfectly what it means for the goods to be right and worth the price, then there will be little trouble from honest buyers.

If you cannot be original in your advertising and selling methods, you can at least be careful whom you copy.



By keeping in constant touch with the leading style centers we are able to meet our customers every need.

Our importations and selections of domestic flowers, novelties, etc. are always of a high standard of quality and workmanship.

No matter where you go you will find that our Criterion dress and semi-dress hats, also our Wolverine tailored hats are well known.

When you think of Millinery think of

#### CORL-KNOTT COMPANY

Manufacturers & Wholesalers

Grand Rapids, Mich.

The House where quality rules.

### "Up-to-the-Minute" Wash Goods

Perhaps owing to the backward weather, condition of roads and late Easter, your spring Wash Goods business has not been as good as it should be. On the other hand, perhaps the reason for this is that your stock does not contain the many new Novelties just out this season. There seems to be a radical departure in demand this season and all consumers are looking for something new and different.

Our stock is complete and our salesmen will be glad to show you any of the following:

Flock Dot Voiles on plain and printed grounds,	Dress Gingham in entirely new patterns and effects,
Printed Voiles and Crepes—very big,	Printed Cotton Crepe de Chines, Tissue Gingham,
Dress Linens and Plain Suitings, in high colors,	Embroidered Voiles,
Printed Silk & Cotton Crepes—can't get enough,	Dress Gingham in Lace, Linen and Crepe effects,
Plain Voiles and Crepes, Checked Suitings,	Silk Checked Voiles,
	Lingerie Fabrics—very big indeed.

If you will make us a visit we will be glad to show you all of these Cloths and suggest how you can greatly increase your business. Remember this is the kind of merchandise that pays you a good profit. Make us a visit or let our salesmen show you.

### GRAND RAPIDS DRY GOODS CO.

IN 1924 DEPEND ON US.



The above Trade Mark appears in all of our  
**FINEST MADE SHIRTS**

Every Principle Shirt is made with the slogan "Devoted to Principle" constantly in mind.

Materials, workmanship, size details and fitting qualities are based on the purpose of creating honorable values.

Made in Collar attached and Neckband.  
Prices range from \$16.00 to \$48.00 per dozen.

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

## AMERICAN LIBERTY.

## It Has Its Limitations As Well As Advantages.

We are citizens of a great and wonderful country—great in its expansive territory. (You might take the territory of one of the great countries of Europe and drop it into the territory of just one of our great states and have a margin left over to spare.) But America is great, too, in the variety and the beauty of its scenic wonders. It is wonderful, too, in the growth and size of its many cities; great, too, in its material resources, its manufactures, its farms, its deposits of coal and other minerals. Uncle Sam leads the world in riches and America is greater than all in material wealth.

But the most notable fact about America's greatness is no one of these material things. That which marks America off and gives her the place of superior greatness among the nations of the earth is not so much her material advantages as it is that unmaterial thing—the spirit of the Nation. It is America's ideal of liberty that is her greatest treasure and to be a free American citizen means to stand upon the mountain top of National privilege.

We emerged but a few years ago from a great and terrible war. For that war America made great sacrifices. We sacrificed millions of treasure and thousands of valuable lives. For a time, too, there was a loss to our political rights: for to win the war some of our privileges as free citizens were surrendered. And yet there were benefits as well as sacrifices which came from the war, and one of the benefits was that the people of this generation came to appreciate, as perhaps they had not done, the value of American citizenship and the privileges of American freedom. By contrasting ourselves with the kaiser's government we came to see the meaning of our free institutions and what it means to be free instead of being in bondage to an autocratic power. Germany had government from the top down, whereas we have government from the people up.

Our Freedom Born of Religion.

General Grant said, "The Bible is the sheet anchor of our liberty," and John Fiske states, "The most tremendous of social forces is the religious sentiment." It was out of the religious sentiment of those stalwart Puritan fathers that the American sense of freedom was grown. Religious freedom; the fathers were men who feared God and they sought a new country that they might escape from political and religious tyranny and that they might find a country where men could "worship God according to the dictates of their conscience."

In the history of American freedom two names should ever be treasured. They are Roger Williams and William Penn, one a Baptist and the other a Quaker. To no others is so much credit due as to Williams and Penn for the separation of church and state in America. They were men of intense religious convictions, but each had a great sense of toleration for the religion of others.

Growing out of these early struggles there has come down to us the

principles of liberty woven into our Federal and state constitutions and into our laws. Some of the outstanding benefits of this freedom are:

1. Laws made by ourselves through our representatives.
2. Taxes levied by the will of the people—no taxation without representation.
3. Freedom of speech.
4. Freedom of the press.
5. Freedom of conscience.
6. Government of the people, by the people and for the people.

Every Man a King.

Along with these benefits of citizenship has come the idea that in America every man is a king. We believe in the dignity and worth of the common man. That belief is a powerful magnet, causing the immigrant to seek our shores. The fundamental article of the American creed is the belief that every human here shall have his opportunity for the fullest development—a chance to become and do the best that he can.

Why is it that so many look upon Abraham Lincoln as the first American? Is it because that in natural powers and achievements he was so much ahead of Washington and Hamilton and others? Possibly, but I am inclined to think that it is something more than that. We honor Lincoln's name partly because we see embodied in him more than in any other who became President the worth of the common man and the worthiness of the ideal that every man should have a chance. From the very humblest beginnings Lincoln climbed to the top rung of the ladder of success. To every poor boy and to every lad of meager advantages he is an inspiration. He is a product of our free institutions. We see in Lincoln what America may do in making men. Broadly speaking, this is the land of equal opportunity. In America every man has a chance.

But it is well to remember that this dearly bought American liberty is not a thing synonymous with license. American freedom is not an unlimited privilege. Rather it is liberty defined, regulated and circumscribed by law. In the words of Edmund Burke, "Liberty must be limited in order to be enjoyed." No man in America has 100 per cent. liberty, that is, personal liberty. In the interest of the greatest good to the greatest number we elect to circumscribe our personal liberties.

We have free speech in America, and yet in the name of free speech one cannot preach sedition or treason or advocate the violation of laws. While this is so, still there are those like the American Civil Liberties Union, with headquarters in New York, that advocate and in their declaration state, "Free speech means your right to say anything you think, without fear or interference by anybody. It means equally the right of the other fellow to speak his mind just as freely. It means that no man, however much you may dislike his ideas, should be punished for anything he says. However radical, blasphemous or revolutionary his language, he must have the same right to express his bad ideas as you have to express your good ones!"

On the other hand, Professor Zacharias Chaffee, of Harvard Law School,

in his recent volume on Freedom of Speech, which makes an exhaustive study of the whole subject, states that his book is "in no way an argument that anyone should be allowed to say whatever he wants to anywhere or at any time."

Again, as already stated, one of our charter rights is the freedom of the press, but one may not damage the reputation of others unjustly without being liable under the law for the damage done, nor has one the right to use printer's ink to preach sedition, anarchy or treason. In fact, the original idea of a free press was that the publisher should have the right to use his printing press without having his copy censored before printing. But after printing and distribution it was so then as now, that one will be held liable before the law for a misuse of the freedom of the press.

And then once more, we have free religion in America, and yet that privilege is limited as are all the others, for one may not do merely as he pleases in the name of religion, as the Mormons who wished to practice polygamy found out.

The true American loves liberty not alone for himself but for others; not for one class alone, but for all classes. The men who founded this Government and who framed the Constitution of the United States were not alone lovers of liberty, but were lovers of law as well.

There is a constant struggle going on between those who would restrain human liberty and those who wish a larger liberty, and in the words of John Phillipot Curran, "Eternal vigil-

ance is the price of liberty." Our liberties are continually menaced and we should guard them jealously. Bossism in politics is a continual danger to our political liberties and interference in Government by the "interests" must be continually watched. We need to be alert to these dangers and as true Americans fight on the side of truth, justice and freedom for a better and still better liberty.

One of the first sights that greets the foreigner to our shores as he comes into New York harbor is that statue known as "Liberty Enlightening the World"—the Bartholdi statue. It was the gift of the French nation. It is significant and I think symbolic that that statue rests upon a rock foundation of granite. The French people presented us with the statue, but with the understanding that we should provide the foundation structure for it, and we complied with the stipulation and built the foundation of solid granite. There you have the idea symbolized—liberty enlightening the world, founded upon a rock and that rock symbolic of our laws. The immigrant as he enters Ellis Island may know that he is not entering a nation where there is license to do as he pleases, but where there is a hearty welcome for him to enjoy true liberty—the liberty of the American which is regulated and upheld by equitable laws.

O beautiful for pilgrim feet  
Whose stern impassioned stress  
A thoroughfare for freedom beat  
Across the wilderness!  
America! America!  
God mend thine every flaw.  
Confirm thy soul in self-control,  
THY LIBERTY in LAW!  
Edmund W. Booth.

# 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.**



### Safety First a Good Motto in Egg Trade.

Joseph Conrad, in the March National Geographic Magazine, writes, as only Conrad can write, of "Geography and Some Explorers." With no illusions, the tale of life and hope on land and sea, under his skillful pen, becomes a tale of romance which has a parallel to be sure, in the market place where men go forth year after year, they know not to what fate. And fate is seldom kind to them; but go they must, and play the game they must, often with sordid motives and sometimes with lofty motives and but fate does not discriminate between them.

Safety First is the last thing they seem to think of. One is reminded of a knight of old who was surrounded in his castle with but a single henchman left and who, finding himself outnumbered, let down the draw-bridge and ran out to face the foe, shouting: "If it's a killing you want, a killing you shall have."

So passion still rules men in the market, and when they find themselves surrounded out they go to a killing with the odds forever against them. The disposition of a few who would make safety first is so worked upon by the many who are out for a killing that, finding themselves surrounded, they, too, put on sword and buckler and go out to meet a murderous foe.

Occasionally, however, the speculator seems to be fought to a standstill. He has had enough of losses, and he thinks of safety first. The number of buyers who can be relied upon to let the early market take its course without support is generally small. This year the majority appear to want safety first.

The market for the year is, of course, determined to a large degree by the number of buyers who will let the consumer have the eggs until he is satisfied and until the price has declined to a safe level for storage. There is a marked falling off of interest this year in the April option, which indicates the brokers are short of orders and their own operations are correspondingly depressed.

If the bears can remain in the saddle until after Easter, which falls on April 20 this year, there is time for quite an expansion of consumptive trade and a satisfaction of the demand for eggs at table, prior to storage operations. This is desirable from the standpoint of the storer, who certainly needs a year of profit if he is to continue taking the farmer's eggs in the spring.

There remains the very remote possibility of farmers themselves waking

to their situation in time to "do something" to finance the egg crop on a living basis for them, say on the basis of the past two years. In all likelihood, however, the storage operator will have an inning this year, and at prices that will look ruinously low to the farmer.

Causes directly attributable to the war have contributed strength to the spring egg market for several years past. Among them is the expansion of warehouse space beyond the needs of domestic trade. The Volstead act was a contributing cause so far as it led to the conversion of many breweries to cold storage uses. Evidence of the expansion of cold storage space in the interior of the country is found in larger interior storings. The April egg with its traditional good quality has been sought for by new operators who were timid about risking eggs produced later.

It would seem that the rather poor quality of April eggs last year and the excess of reserves with consequent losses have left a spirit of caution both as to buying the early crop regardless of cost and as to filling the available space regardless of trade requirements.

The immediate effect of warehouse competition for eggs is seen in liberal loans. So far as loans can be made to responsible operators the coming season, the warehouse interests will, no doubt, continue to make liberal loans, but operators may be found less aggressive after two successive unprofitable seasons.

General commodity prices, while showing a tendency to sag since late last spring, have not declined enough to change materially the value of eggs this year and last. Twenty-four cents, at which price the early sales of Aprils have hovered, would show little, if any, profit on the average sales of last season's eggs out of storage. But a spring price level for eggs 3c below last year would undoubtedly result in larger consumption throughout the year and might result also in smaller reserves to be put on market later.

It is not in the price of the April option that the trade may hope for lower prices, but in the disposition of operators not to take hold. Should prices decline to a point where statistics broadly conceived might suggest safety in larger operations, there will, no doubt, develop large packer buying by those who are readily financed in the open market. Large packer buying is sure to be governed by the price level, however, and not by the disposition of smaller operators, and it will expand only on a prospect of profit. Safety first will undoubtedly be a key note of operations this year, and the buyer who is aggressive is likely to

## Red Star Flour



In all of the complaint about milling conditions, RED STAR never has been dispirited. RED STAR gets a hold on its buyers which makes them want to buy it right along. We reciprocate by giving them price insurance—in the form of absolute assurance that they are getting the most and the best flour possible for every dollar they spend.

**JUDSON GROCER 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

find his basket full early in the game.

The disposition of buyers as outlined will have an important bearing on quality buying this year. Buyers will discriminate when not pressed too hard by competition. Cost plus contracts may not as readily be obtained by packers who, if they are buying for own account, may be expected to figure costs more nearly according to value.

There has been noted for some months a movement toward quality buying for other reasons, namely, because it is good business and because farm organizers, if not the farmers themselves, have insisted on it. A man in the business of buying eggs will consider his adaptability to a system of quality buying, and, if he is not adapted to it, he may die fighting rather than give up the only way he knows how to operate. There is still the old dilemma whether to go on in the old way or to make the change now which can only at best be deferred.

Once in a while there comes to an industry, as there may come to a man, a decision wherein on one side are aligned wisdom and honesty and on the other side an entrenched custom to break with which is costly. It may cost the re-organization of a particular business to put through the wise and honest program, even assuming that the management is capable of executing it.

Market fluctuations and the desire to reach out at times for more eggs will lead, as heretofore, to buying round lots at mark. The case-count buyer is a free lance who will not down completely, and it is as well, perhaps, that he does not down. Men meet the moral issue in many ways. They may do it by having regard always for individual cases. They make it right when they can pay a higher net price and show a profit. But the industry is fast becoming too large and the steady buyer better fortified by permanent outlets to chance a bold move based solely on prospective advances in the market. In the long run trade will rely on profits which are safeguarded by accurate appraisalment of value based on grade.

Safety first favors all possible reduction of hazard. It employs science in business and develops men of saving habits. It will suggest the need for better physical equipment which comes naturally along with permanency in

business. So long as packers operate with temporary or inadequate facilities they will buy in a manner to get in and get out quickly. When they adopt a method of buying that makes a partner of the farmer the desire for better facilities can be gratified, and, if the facilities are needed, the cost of them will be written off with profit where the business is permanently established.

The packer whose volume is not sufficient to ship carlots during the summer is at a disadvantage in developing permanent outlets for eggs. This packer must rely on a connection to whom he can ship less carlots for quite a portion of the season or else depend on products other than eggs to make tonnage. If the railroads could make tonnage for him with shipments from other packers and without undue exposure of his eggs, this packer could ship continuously to a distant market. In other words, he could develop permanent outlets for his eggs without reference to other products and would tend to become an egg specialist.

Certain railroads have considerable less carlot egg tonnage. The old, open-platform method of transferring eggs at consolidation and distribution points is still in use on most, if not all, of them. These transfer points where eggs are handled in considerable volume are not so numerous that it would create a financial problem for the roads to provide insulated and partially cooled sheds for the better protection of a delicate product like eggs

(Continued on Page 31)



## 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



GOLD  
MEDAL  
MAYONNAISE

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

We have a real live sales propo-  
sition that will put GOLD MEDAL  
over BIG.

Write us or see our Salesmen.

I. VAN WESTENBRUGGE  
DISTRIBUTOR

Grand Rapids    Muskegon

For the Wholesale Trade

## FIELD AND GRASS SEEDS

Clover, Timothy, Alsike, Sweet Clover, Alfalfa, Soy Beans, Sudan  
Grass, Dwarf Essex Rape, MISCELLANEOUS GRASSES.

PACKETS—GARDEN SEEDS—BULK

Quality and Service Counts

The season being backward it is most essential to render quick  
service and deliver the best quality. We do both. Write for our  
quotations.

ALFRED J. BROWN SEED CO.

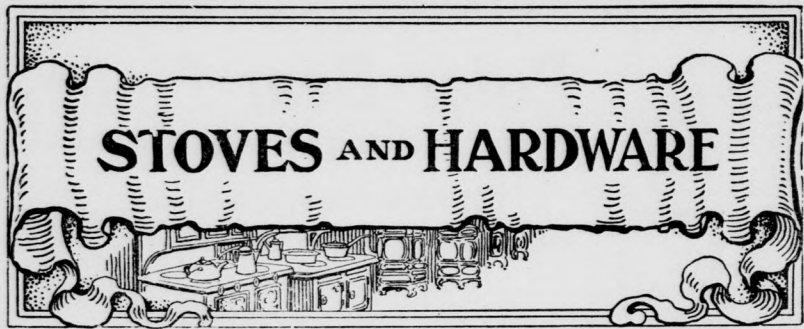
25-35 Campau Ave., N. W.

Grand Rapids, Mich.

## Nature's Spring Tonic

*Eat Plenty of Fresh Fruit and  
Green Vegetables Every Day*

The Vinkemulder Company  
GRAND RAPIDS, MICHIGAN



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

### Indifferent Dealer Loses Sales in Aluminum Ware.

Written for the Tradesman

Do you know, it seems to be the hardest thing in the world to buy aluminum ware?

I believe in aluminum. I am convinced in my heart of hearts that it is the coming thing. For strong willed housewives, who have the determination to buy in the face of difficulties, it has already come. But I find it hard to buy—particularly, to buy just what I want.

This is a narrative of actual experience. In writing it down I am not adding or taking away a single fact. So far as my very good memory can guide me, the conversations are quoted verbatim.

Grace began it. For five or six years she had been worrying along with granite and porcelain, and at the end of that time found that her kitchen equipment, repeatedly renewed, must be replaced in its entirety. "Buy new stuff," I advised.

Grace rejoined:

"I want aluminum, and nothing but aluminum. It lasts forever, and it never chips, stains or rusts."

Then I judged that she, too, had been reading a certain line of aluminum advertising.

We both agreed, on the spot, that aluminum was the only thing.

More than that, the idea was vaguely forming of an entire aluminum kitchen. We weren't able to buy it all at once. In that we were situated much as most American families of moderate means are situated. But, replacing the old granite ware with aluminum only, piece by piece, we would in a short time have aluminum throughout; and thereafter, with no further call for replacements, we could go on adding new pieces until we had an equipment far better than was possible with the cheaper but less enduring graniteware.

Our immediate need was for a sauce pan. I made the purchase, casually, at the nearest hardware store. The pan cost 85 cents. To my careless inspection it appeared unduly thin. Nevertheless, Mr. Blank J. So-and-So's clerk assured me it would wear forever.

I bought. The aluminum pan certainly did not stain inside, it cleaned more readily outside, there was nothing to chip.

But one day it burnt the apple sauce.

By that time I had encountered half a dozen more of those ubiquitous aluminum advertisements, I had writ-

ten away for literature, and I knew that the right kind of aluminum pan did not burn the apple sauce or anything else, and did not leave a black blotch inside as a memento of the burning. I looked on my pan for the trade mark.

It wasn't there.

The aluminum people had done more than send me literature. They had offered a sample sauce pan for 40 cents. That looked good to me. So did the sauce pan when it came. By the same mail a letter telling all about the sauce pan, and the other goods; and it had this postscript:

"Our line is handled in Carisford by Mr. Blank J. So-and-So."

Why then, had Mr. Blank J. So-and-So, when he could have sold me a reputable line of aluminum, sold me instead a variety that was apparently wearing out? Grace re-echoed that question. How to sell aluminum—not!

Next time she was down town Grace dropped into Blank J. So-and-So's store. Her old kettle was wearing out; she was eager to replace it with an aluminum article regarding which her sister had written, a combination double boiler and tea kettle. The cost was approximately \$5 and she was ready and willing to pay the price in cold, hard cash.

"We haven't any double boilers," said Blank J. So-and-So.

She explained that she wanted the combination boiler and kettle. He didn't seem able to get through his head what the article was. He had one kettle in stock—a small kettle, too small for us. More than that, when Grace examined it closely she failed to find the desired trade mark.

"Haven't you a '—' kettle?" she questioned.

"Oh, we have some '—' goods," rejoined Mr. So-and-So, airily, "and some (mentioning another good line) and this kettle—I don't know just what make this is. Maybe it is Swiss."

"Well, could you order the combination kettle and double boiler for me?"

"I don't know that it could be got," Mr. So-and-So was very discouraging. "But this tea-kettle—"

"Well, I have a sauce pan that could be used for the inside part of the double boiler, if I could get a tea-kettle that it would fit into. If I give you the measurement of the sauce pan, could you tell me if there is a kettle made that it would fit?"

"I s'pose so," philosophized the merchant.

She gave him circumference measurement a few days later. Mr. So-and-So pondered dully; then he said:

"You ought to give the size across."

That was all he had to suggest. A poor arithmetician given the circum-

ference could have figured the diameter. Anyway, he didn't think he had anything to fit.

I don't like to criticise any merchant. The merchant has cranks

enough to deal with as it is. But I've been studying good merchandising and bad merchandising for years. The man who sells me coffee is the best merchant in Carisford. He can tell

## United Motor Trucks

A SIZE AND STYLE To Fit Your Business

SALES SERVICE

ECKBERG AUTO COMPANY

310 IONIA AVE., NW.

## 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

### 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



Kept awake by rattling windows  
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.



me how the coffee is made, he knows the best way to grind it, he puts in the best equipment for the work, he can tell just how long to boil it and in just what sort of kettle. And I know that if he were a hardware dealer and handled aluminum, he'd sell it instead of waiting for it to be bought.

For instance, he'd stock aluminum, and the best aluminum at that. When the manufacturers sent him a prospective customer—as the "—" people sent Grace to Blank J. So-and-So—he'd take an interest in her. He'd show the "—" goods; he'd know all there was to know about them; and if he hadn't in stock the exact article she wanted he'd get the manufacturer's catalog, look up the article, tell her the sizes and prices, and finally say:

"I'm ordering that for you right now, and the minute it comes in I'll send it up to the house for you."

Five dollars' worth of business is surely worth a two cent stamp and a few minutes of courteous attention.

Blank J. So-and-So, however, had nothing save discouragement to offer. So, Grace has fitted her aluminum sauce pan into the sound bottom of the old granite double-boiler and is using that. Not that she wants it, but that she can't seem to get what she does want.

The man who knew the line.

What was the natural result? Next time I had occasion to buy aluminum I went to another hardware store. I didn't expect to get "—" but I did expect to get attention. I wanted a couple of three quart pails. I doubt if they can be got in aluminum, but Grace specifically said:

"Get something in aluminum with a handle and a top. I want aluminum if you can get it."

This merchant had aluminum. He showed me the assortment, but there was nothing with cover and handle that would serve. I looked for trade marks.

"I don't like to buy aluminum that the makers are afraid to put their name on," I explained. "It seems to me it must be too thin, or poor stuff. There's one make I have tried that is thoroughly good—"

"—" he said, quickly.

I decided that if any man was qualified to speak without prejudice it was the man who did not handle "—."

He was a nice chap, and I'd have bought any trade marked aluminum pail he offered. As it was, he had nothing in aluminum; so I bought two granite pails for, I think, ninety cents. Blank J. So-and-So would have sold me that granite ware if he hadn't frozen us out by his entire indifference to my wife's keen interest in aluminum.

Right here, a peculiar circumstance comes back.

We live in a natural gas town—a town where the gas, universally used for cooking, is impregnated with sulphurated hydrogen. The sulphurated hydrogen devours copper boilers, eats ordinary kettles alive, blackens the bottoms of all sorts of dishes with which the flame comes in contact. Yet it can't bite into aluminum, and, where aluminum is used, the black deposit washes off in a trice.

"What a town to push aluminum!"

exclaimed the man who knows the possibilities.

Yet since the gas came in I've seen just one window display of aluminum; and there wasn't a show card, there wasn't a price card, and, above all, there wasn't a hint of what the aluminum ware would do to solve the gas problem which daily perplexed and puzzled a thousand housewives.

Do merchants shut their eyes to opportunity?

To go back to the starting point.

In the first instance Grace and I decided to equip our kitchen with aluminum, piece by piece. Our demand would have meant sales amounting to anywhere from \$3 to \$5 a month until the kitchen was fully equipped; and those sales would continue as long as new aluminum equipment was designed. This demand was created for Mr. Blank J. So-and-So by the "—" advertising; and the "—" people except for furnishing a sample sauce pan at less than cost, thrust the business right into Blank J. So-and-So's hands.

Nor are we an isolated instance of this sort of demand. In our little town there are dozens of families similarly situated. They have wearied of constantly renewing; they want stuff that will last; and they're willing, as we are, to pay the price.

Nor need the retailer protest of hard times. It is no use saying: "Right now we dare not talk quality and high prices to our customers." I can answer that, right now, the talk that will catch me, and hundreds and

(Continued on Page 30)

**NEVER SLIP  
ICE  
TONGS**

**Plumbers' Calking  
TOOLS**  
**H. T. BALDWIN**  
1028 Fairmount St., S. E.  
Citz. 26388

**MCCRAY  
REFRIGERATORS  
for ALL PURPOSES**

Send for Catalogue

- No. 95 for Residences
- No. 53 for Hotels, Clubs, Hospitals, Etc.
- No. 72 for Grocery Stores
- No. 64 for Meat Markets
- No. 75 for Florist Shops

**MCCRAY REFRIGERATOR CO.**  
2444 Lake St., Kendallville, Ind.

**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.

**Henry Smith Floral Co., Inc.**

52 Monroe Ave.  
GRAND RAPIDS, MICHIGAN  
PHONES: Citizens 65173 Bell Main 173

**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.

**Signs of the Times  
Are  
Electric Signs**

Progressive merchants and manufacturers now realize the value of Electric Advertising.  
We furnish you with sketches, prices and operating cost for the asking.

**THE POWER CO.**  
Bell M 797 Citizens 4261

**The Old Reliable**

Over 25,000 Patients  
in West Michigan

**New System Dentists**

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

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

**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

**INDIA TIRES**

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

**TAKING INVENTORY**

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



**BOND**

SIX SNAPPY COLORS and WHITE

MEETS

THE NEEDS OF  
THE HOUR

**Kalamazoo  
Vegetable Parchment Co.**  
**Kalamazoo,  
Mich.**



**Simplified American Plan Meals For Country Hotels.**

Chicago, March 25—Here you have a list of menus submitted for the simplified American plan meal, at the St. Joseph meeting: Preserve it for future guidance, as it will save you dollars. It is now used in one of the most popular Michigan hotels, and quite frequently favorably commented on by commercial men: Breakfast bill, leading list is not changed except that a change is made in cooked cereal and waffles are substituted for griddle cakes:

Grape fruit, Baked Apples, Stewed Prunes Prepared Cereals, Cooked Cereals Bacon, Country Sausage, Eggs any style Toast, as ordered  
Griddle Cakes, Maple Syrup  
Coffee Tea Postum Milk

Monday Dinner  
Chicken Broth, with Rice Celery  
Young Onions  
Roast Sugar Cured Ham, Candied Sweet Potatoes  
Mashed and Steamed Potatoes  
Stewed Tomatoes Cold Slaw  
Apple Pie Cheese  
Beverages

Supper  
Corn Relish Dill Pickles  
Porterhouse steak, with or without Onions  
O'Brien and Baked Potatoes  
Tea Biscuits, with Honey Toast  
Sauce & Cake

Tuesday Dinner.  
Cream of Tomato Soup  
Fried Chicken, Cream Gravy  
Mashed and Steamed Potatoes  
Creamed Onions  
Head Lettuce, French Dressing  
Cherry Pie

Supper  
Young Onions Cottage Cheese  
Pork Chops Corned Beef Hash  
American Fried and Baked Potatoes  
Fried Cornmeal Mush, with Syrup, Toast as ordered  
Ice Cream and Cake

Wednesday Dinner  
Olives Pickles  
Roast Short Ribs of Beef  
Brown and Steamed Potatoes,  
Buttered Beets Mashed Ruta Bagas  
Sweet Corn  
Cold Slaw  
Orange Shortcake, Whipped Cream

Supper  
Tomato Relish Cottage Cheese  
Calves Liver and Bacon  
Cold Meats  
French Fried and Baked Potatoes  
Sliced Bermuda Onions  
Muffins Toast  
Sliced Bananas and Cake

Thursday Dinner  
Celery Cream of Tomato Soup  
Olives  
Chicken Fricassee, with Biscuits  
Potatoes au Gratin  
Wax Beans Buttered Beets  
Mince Pie Cheese

Supper  
Horse Radish Dill Pickles  
Fried Pork Spare Ribs  
Cold Meats  
Potato Cakes Baked Potatoes  
Apple Salad, Mayonaise Dressing  
Tea Biscuits, with Honey  
Pineapple Meringue with Cake

Friday Dinner  
Pickles Corn Soup  
Olives  
Creamed Codfish on Toast  
New England Boiled Dinner  
with Vegetables  
Young Onions  
Peach Shortcake, Whipped Cream

Supper  
Corn Relish Cottage Cheese  
Plain Omelet  
Porterhouse Steaw  
Baked and Hashed Brown Potatoes  
Johnny Cake Toast  
Sauce and Cake

Saturday Dinner  
Sliced Onions Bean Soup  
Olives

Prime Roast Beef  
Steamed and Mashed Potatoes  
Creamed Carrots Succotash  
Cabbage Salad  
Apple Pie Cheese

Supper  
Dill Pickles Oyster Stew  
Creamed Ham and Eggs  
Chipped Beef on Toast  
Sliced Onions  
Gingerbread Toast  
Sauce and Cake

Sunday Dinner  
Celery Cream of Asparagus Soup  
Olives  
Roast Chicken with Stuffing  
Cranberry Sauce  
Mashed Potatoes

Steamed Sweet Potatoes  
Early June Peas  
Head Lettuce, with Dressing  
Fruit Shortcake, whipped cream

Breads, preferably home-made, such as Boston brown, rye, whole wheat and white should be served alternately.

If your trade consists largely of commercial men who have certain set days for visiting at your hotel, shift your bills of fare, so that they will not see the same one staring them in the face on every visit.

Your guests like a change in their rations, and frequently you will hear them protest against the sameness of the meals. Only by serving a simple meal can you obviate this.

An article of food very much relished by commercial men, is Finnan Haddie. It is easily prepared in a few moments and ought to be served often.

Also a good article of corned beef hash, especially for supper. In a prominent Chicago cafe I was advised the other day that their sale of this article was greater than any other except steaks. To be in demand it must be made right.

With present day parcels post facilities the city market is practically brought to the door of the country hotel operator. If he will get in touch with Chicago and Detroit dealers in hotel supplies, he can buy economically in a small way and make his menus look tasty.

Don't try to copy after the big fellow, except in business service. Nobody expects or wants you to compete with him in variety.

In your own home you serve the simple meal and your friends like it. Why should they not prefer it in the hotel?  
Frank S. Verbeck.

**Speaking of Banks.**

A group of men were sitting about the big air-tight heater in the general merchandise store of Grandpa Hibbs. Haze Lynn elevated his feet and spat into the coal scuttle as he volunteered this bit of information: "Guess Si Slater's bank is in pretty bad condition—'bout to fail."

"How so?" enquired Grandpa pausing in the distribution of the mail.

"Wal," said Haze, "I seen a check Frank Bovee wrote for \$2. It was returned, marked 'No funds.' Now a bank that ain't able to cash a check for \$2 must be pretty nigh busted."

"That's so," agreed the rest of the loafers.

When hiring, do your best to get a living wage. Then make it your business to live on that until you can win an increase,

**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 PANTLIND HOTEL**

The Center of Social and Business Activities  
Everything that a Modern Hotel should be.  
Rooms \$2.00 and up. With Bath \$2.50 and up.

**HOTEL BROWNING**

GRAND RAPIDS 150 Fireproof Rooms  
Corner Sheldon and Oakes; Rooms, duplex bath, \$2  
Facing Union Depot; Private Bath, \$2.50, \$3  
Three Blocks Away 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  
EDWART 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

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

**Western Hotel**

BIG RAPIDS, MICH.  
Hot and cold running water in all rooms. Several rooms with bath. All rooms well heated and well ventilated.  
A good place to stop.  
American plan. Rates reasonable.  
WILL F. JENKINS, Manager.

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JOHN L. LYNCH SALES CO.  
SPECIAL SALE EXPERTS  
Expert Advertising  
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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

**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.

**Pleasant Memories Which Center Around the Hotel Sherman.**

Chicago, March 24—Every day at the mystic hour of 12:45 p. m., the administrative heads of the various departments of a most wonderful caravansary, meet at a table in the Italian room of the Hotel Sherman.

At the head of the table will be found "Chief" Miles Wilkenon, chief engineer, who has in his connection with the Byfield interests superintended the construction of the famous White City, the Sherman, Fort Dearborn and Ambassador Hotels, and who will be responsible for the planning and proposed construction of the addition of 700 rooms to the Hotel Sherman, to be started this spring, which will make it the largest hotel in Chicago.

I am not speaking particularly of the Hotel Sherman, but the individuals who are responsible for its greatness, and when one meets Miles Wilkenon, a most wonderful booster for the Patterson autocar, and remembers that forty years ago he was a member of the volunteer fire department of Muskegon, and for twenty-one years has been of the Hotel Sherman operating force, it is but to respect him and the enthusiasm he displays in telling of his pioneer efforts in Michigan.

I am speaking, however, of a certain occasion when I had the pleasure of participating as the guest of honor at one of these noon-day gastronomic contests; at which time "Chief" Wilkenon served a 35 pound rainbow trout presented to him by Captain Stofflebeam, of the steamship Alabama, Goodrich fleet.

On this occasion I had the extreme honor of meeting up with A. E. Fumagally, maitre de hotel, formerly with the Hotel Knickerbocker, New York; "Dean" Michael O'Brien, connected with Chicago hotel interests for fifty years, who in collaboration with Ernest Reul, preside over the destinies of the Hotel Sherman as assistant managers, and not the least of all Harry Schwartz, in charge of the valet service of this institution.

Paul Perreau, general representative of Weber & Co., New York, largest purveyors of hotel delicacies in the world, and who enjoys the acquaintance of the stewards of every large hotel in the United States, was one of the party, and did not in any particle detract from the enjoyment of the occasion.

"Chief" Wilkenon, whose love for Michigan generally and Muskegon particularly has never waned, loves to talk about the Wolverine State and particularly about the fishing contests he has indulged in over there. Sometimes I have thought he allows his enthusiasm in the relation of his fish stories to become somewhat removed from reason, but you must respect the sacredness of "confessions." For instance, his magnificent pre-thought evolved the scheme of sprinkling angle worms on the thin ice of Muskegon lake, to be followed up by the harvesting of Blue Gills who came to the top at a supposed feast, only to be frozen in and become the victims of man's rapacity. His inventive genius is supreme, and there are always a few newly formed acquaintances who repeat these narratives and place him on the same pedestal as Baron Munchausen.

One's cup of happiness must be filled to the very brim who has been fortunate enough to happen in at one of these luncheons and hear the suggestions made and the experiences related.

Ernie Reul is a product of the hotel Occidental Muskegon, and known to every member of the Michigan State Hotel Association. Some years ago this Association by a rising vote made him and he is still the only honorary member of that body. His duties consist of meeting the arriving and speed-

ing the parting guests at Hotel Sherman and he specializes on Michigan-ers. He is also stakeholder in an auto performance between Chief Wilkenon, with his Patterson and Maitre Fumagally with his Nash, in which a round trip from sunrise to sunset, between the Hotel Sherman, Chicago, and Hotel Occidental, Muskegon, is to be staged next month, the loser to forfeit his car to the winner.

I almost forgot to mention the luncheon. I will not reproduce the menu here, but one may be thankful not to be responsible for the check.

Frank S. Verbeck.

**Further Details of the Jackson Convention.**

Lansing, March 25—From now until the first week of May our bulletins will feature the Jackson convention. We want all of our members to attend. Jackson is a geographical center for the South half of the Lower Peninsula and for those members who reside in the North a trip to market to Chicago or Detroit could be combined with a trip to Jackson, thereby accomplishing a double purpose. Announcements during the month of April will be frequent. Read carefully each announcement.

This being our annual convention, there will be an election of officers and directors. A nominating committee, composed of M. I. Jacobson, Harry Woodward and John Richey, has been appointed by our President, Mr. Toeller. Members of this committee are located conveniently near to Battle Creek, so they can meet without too much loss of time and traveling expense. The nominations made by them will be issued in a bulletin in the near future. Those of our members who have recommendations to make to the nominating committee will please communicate with Mr. Jacobson, at Jackson, at once so that your wishes may receive their consideration.

A good sized committee has been appointed to assist the chairman, L. G. Cook, in his work on the standardization of store forms. A notice will be sent to the members of this committee to meet with Mr. Cook early in the forenoon of the first day, May 6, so that in the arrangement of the exhibit and work pertaining thereto his associates may have a part in giving advice and assistance.

Not many men from outside have been engaged for our program. We have learned that our members prefer to listen to some of our own merchants rather than to have "hot air artists" imported from outside. We do not believe that we should go to an extreme in this respect but agree to it in the main.

On our program will be a practical address by E. S. Kinnear, of Marion, Ind., President of the Indiana Retail Dry Goods Association, whose Lansing store is a member of our organization. Mr. Kinnear is a hard headed practical man and will tell you some things about retailing that will be worth hearing.

Martin S. Smith, of the Sterling-Smith Co., Battle Creek, will discuss the question of the Standardized Sizes of Garments. Our office has been procuring for Mr. Smith the schedules of sizes used by manufacturers of different kinds of garments. These remarks by Mr. Smith will be of an intensely practical nature and will appeal to our merchants.

James H. Howell, of Lewis, Coe & Howell, of Adrian, will lead in a discussion on the subject "Co-operation of Retailers and Wholesalers." He will be followed in this discussion by a representative of A. Krolik & Co., of Detroit, and Burnham, Stoepel & Co., also of Detroit. This discussion alone will be worth the cost of attending the convention.

A sales demonstration will be put on by Carson, Pirie, Scott & Co., of Chicago.

"The Legal Status of Itinerant Mer-

chants, Peddlers, etc." by A. K. Frandsen, of Hastings, using the pamphlet just published by the State authorities on this subject, will put our merchants in line to accomplish something on this very troublesome question.

Our Vice-President, F. E. Mills, of Lansing, will give some practical ideas in an informal address entitled "Retailers' Helps." Come prepared to ask him questions and take part in the discussion.

The address by President P. C. Voelker, of Olivet College, was mentioned in our last bulletin. This will be a twenty minute talk in the evening on "Co-operation" and if any of you think that a college president cannot give you some practical ideas that will set you to thinking, just come and have your minds disabused. We have heard Dr. Voelker several times and can certify confidently that he is one of the best in the country.

In a later bulletin we will tell you about some high class men from outside who will give spice and variety to the program. We will also tell you about the entertainment being provided by a committee composed of Fred Ingram, Lee Cook, Mose Jacobson, John Lourim, Paul Schwartz, and other Jackson men. They will look out for theater tickets for your wives; and for entertainment stunts to get your minds off from the hard serious problems for a minute or two. Don't lose sight of the fact that this is going to be a real convention. Watch out for our advertising announcements and incidentally those who have not paid their dues get busy and let Uncle Sam bring a check to us.

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

**Gabby Gleanings From Grand Rapids.**

Grand Rapids, March 25—William Judson and wife are expected to return from Florida to-day.

Elizabeth S. Verbeck, proprietor of the Verbeck Tavern, at Pentwater, will re-open her hotel March 30.

O. A. Fanckboner has purchased the drug stock of the Hessey Drug Co., 801 Madison avenue, and will devote his entire time to the business. Mr. Fanckboner has a long and enviable record as a skillful pharmacist and successful merchandiser.

**Late Trade Changes in Michigan.**

Vicksburg—The Lee Paper Co. has increased its capital stock from \$1,000,000 to \$800,000 and 5,000 shares no par value.

Detroit—The Solid-Back Brush Machinery Co., 640 Leland street, has been incorporated with an authorized capital stock of \$50,000, of which amount \$3,500 has been subscribed and \$1,400 paid in in cash.

Detroit—The International Smelting & Refining Co., 2511 Hilliger avenue, has been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed and paid in, \$2,000 in cash and \$1,000 in property.

Detroit—The Oilking Burner Sales Corporation, 1018 Penobscot building, has been incorporated with an authorized capital stock of \$25,000 common and \$10,000 preferred, of which amount \$4,500 has been subscribed and paid in in cash.

Detroit—The Cadillac Bedding Co., 260 High street, East, has been incorporated to manufacture and sell mattresses, bedding goods, etc., with an authorized capital stock of \$60,000, \$15,000 of which has been subscribed and paid in in cash.

Detroit—The Detroit Eastern Sales Co., 1834 East Grand boulevard, has been incorporated to deal in autos,

auto accessories, parts, etc., with an authorized capital stock of \$10,000, \$3,000 of which has been subscribed and paid in in property.

Detroit—The Shanghai Trading Co., 649 Washington Arcade building, has been incorporated to import and sell articles of Chinese and Japanese manufacture and character, with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in cash.

Lansing—Archibald M. Emery, 223 North Washington avenue, has merged his office supplies, artists supplies, books, stationery, etc., business into a stock company under the style of the Emery-Pratt Co., with an authorized capital stock of \$50,000, \$35,000 of which has been subscribed and paid in in cash.

Grand Rapids—E. M. Holland has merged his lumber business into a stock company under the style of E. M. Holland, Inc., 904 Grand Rapids Savings Bank building, with an authorized capital stock of \$25,000 common, \$50,000 preferred and 1,500 shares at \$1 per share, of which amount \$50,000 and 1,500 shares has been subscribed and paid in, \$50,000 in cash and \$1,500 in property.

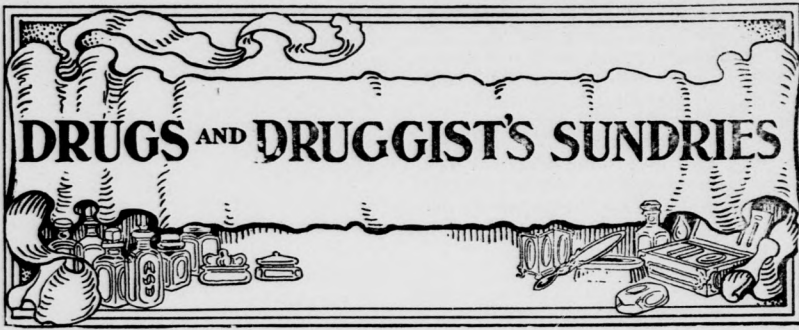
Northville—The American Bell & Foundry plant here has been sold to Parker & Genkins, of Howell, who have organized a new company which probably will be known as the Bell Foundry & Furnace Co. The American Bell company for twenty years has been one of Northville's leading industries, with Frank Harmon as president and manager; Charles Filkins, vice-president; Ray Bogart, secretary, and Frank Neal, treasurer. The new company will be capitalized at \$40,000.

Muskegon—Grocers and butchers of Greater Muskegon have perfected an organization to be known as the Greater Muskegon Grocers and Butchers' association. One of the first objectives is to obtain the 1925 convention of the Michigan Retail Grocers' and General Merchants' Association. A large delegation from here will attend this year's convention, to be held at Grand Rapids, April 22 to 24. The Muskegon grocers have been pledged the co-operation of a large majority of the Grand Rapids delegates to the convention.

Jackson—The Jackson Coal & Lumber Co., N. E. corner 10 mile road and Van Dyke street, has been incorporated with an authorized capital stock of \$90,000, all of which has been subscribed and paid in in property.

Detroit—The Wolverine Motor Sales Co., 10457 Gratiot avenue, has been incorporated to deal in motor vehicles, parts, supplies, accessories, etc., with an authorized capital stock of \$25,000 preferred and 25,000 shares at \$1 per share, of which amount \$1,000 and 2,400 shares has been subscribed and \$1,000 paid in in cash.





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

#### Colored Trade Heavy Buyers of Toilet Articles.

Every once in a while we are reminded of the importance of the colored population of our country as a user of medicinal remedies both for toilet purposes and to abate the ever prevalent "misery" which these folk are always talking about and are so vivid in their description of to the druggists who cater to their needs. We whistle when we read of the fortune that Mrs. C. J. Walker, the negro laundress, acquired by catering simply to her own race with a line of standard preparations. She was several times a millionaire and the C. J. Walker Manufacturing Co., of Indianapolis, Ind., is a thoroughly modern, progressive medicine manufacturer in every sense of the word.

Miss Mae Walker Robinson was married Nov. 24 to Dr. Gordon Henry Jackson of Chicago at St. Phillips Protestant Episcopal church, New York City. Many of the famous Fifth avenue weddings pale into significance as the Jackson-Robinson jewels, gold, silks, satins and imported laces flash into display. Money and pains were not spared in making this event a page in colored history. 9,000 invitations were sent out, 1,000 to personal friends and 8,000 to Walker agents living in this and foreign countries. The bride's traveling costume cost \$300. Her trousseau ran into thousands of dollars on the same scale.

The business established by Mrs. Walker less than twenty years ago and from which she accumulated her fortune was a success from the very start. She catered to the needs of her race. This unusual woman built at one time a mansion costing \$250,000, which she declared was not undue extravagance for she intended that it be used some day as a negro institution, that negro money had bought it and that she wanted the villa to be a monument to convince members of her race of the wealth and business possibilities within the race to point to young negroes what a lone woman accomplished and to inspire them to do big things.

In these days of prescriptions as

scarce as hen's teeth the part that astonishes one upon entering the employ of a pharmacy in the negro district of any city is to note the quantity and quality of these highly prized by all druggists, little slips which bear the neighborhood negro physicians' imprint and signature. Not only are there many of these but they are of the sort that makes the druggist glad that he is alive. They call mostly for official preparation and upon occasion as many as five are given by the doctor to one patient.

Officials of Southern railroads are worried over the great exodus of negro population to Northern cities and are trying to induce white farmers to come South and take their places on Southern small farms. Our great Northern cities are filling up with this colored population and the districts where they settle seem prosperous enough. The druggists here are getting their share of the business which is good.

Negroes use quantities of drugs and medicines, perfumes and other drug store merchandise. Many of them seem to be born with a treble misery which they forget to seek a remedy for only on celebration days. Here is a chance for plenty of business if the druggist will go after it.

As a whole the negroes who come into the drug store are very easy to please and easy to sell to. They have ready cash and want to buy things the druggist has to sell, especially perfumes, pomades, essences and powders. They are particularly particular about their hair and pharmacies catering to this trade must stock the various machines, metal combs and tackles which are designed to eradicate kinks. As before mentioned those under physicians' care come across with plenty of prescriptions while the less fortunate who are administering to their own ills call for much emulsion of cod liver oil and the palatable disguised preparation of the oil of cod livers. The patent medicine business of a drug store in the negro district is great. No doubt the reason for the big demand for cod liver oil preparations is the fact that these people originally transplanted from torrid Africa and late of the more or less hot Southern climate contract coughs and lung diseases in the North. When he arrives he needs medicine and with his good pay in pocket knows how to get it.

In some pharmacies the credit of a black man is not the best. The average druggist does not bother to look up his rating as it were and too often advises that he better run back for the cash. He usually has it and the amount of the individual sale in question is not

worth the risk of an angry customer. The word of a negro in most cases is good and he seems never to forget a confidence. Contrary to the maxim of my preceptor I would trust a negro as quick as I would a white man.

One old negro who resided in a small country town practiced a modified voodooism and I had an opportunity to prepare many of his orders. This all happened in the old pre-Volstead days when "liquor was plenty." Alcohol seemed the "priceless ingredient" of Dr. Barton's materia medica. Gin was a favorite. Many a five dollar note has changed hands as the grey kinkly bearded old darky passed over a pint of gin with an ounce of blood root or Virginia snake root which has been dissolved and partly suspended in it. Another favorite of his was the now almost obsolete Prince's pine or bitter wintergreen. This plant is stated to have been used by the North American Indians internally in scrofula and rheumatism and was subsequently a very popular remedy among the settlers of this country. He prescribed an infusion of boneset. Boneset tea was sure to bring about an active secretion of perspiration which would kill coughs, colds and consumption.

Asafoetida may well be called the negro's standby. They chew it and mix it in everything but their coffee. It is supposed to be helpful in all the ailments and izeases which their race is heir to. They place it in a cloth sacklet worn by a cord around the neck which wards away disease as a camphor bag is supposed to do to this day in many rural and foreign communities.

Vaseline and turpentine is a favorite application in whooping cough and croup and it is also eaten on sugar for worms. All negroes believe they have worms now and then and must get rid of them. One of the many excuses presented by an old darky who requested a pint of alcohol after it was banned by law was that it was the only thing which was sure to cure his worms.

Job's tears are needed when infants are ill and ordinary diagnoses is not sure.

Iodide of potash goes into most negro physicians' prescriptions and orders. It clears the blood and works wonders where it's hard to tell just what is causing the treble sufferin'.

Many clerks cannot get along with negro trade because they eternally say the wrong thing at the wrong time. Colored folk may be described as having a chip on their shoulder in many everyday cases. That is they won't stand for what appears to be "smartiness" and they oftentimes interpret cordial address as this sort of thing.

Just what her mistress uses in the line of toilet preparations such as perfumes, face powders, rouge, tooth paste, talcs and creams, that is what the colored female trade demands. It is a great mistake to think that this is an open fertile field for reducing old stocks of unadvertised merchandise. Colored mothers want the best tooth paste for their children and the highest class soap that they can find. No matter what the extent of their pocket-books or family larder the children

must have just what the white folks have.

The negro knows the value of real old time castor oil and seeks a dose whenever he needs it which is often. Citrate of magnesia also has a ready sale in the negro district. Castor oil must be made palatable for them with the addition of sarsaparilla syrup or some disguising agent from the adjuvant bottle but once in awhile we meet the veteran who will gulp his portion down raw with apparent delight and pride at his feat.

There are many first class negro physicians and in the colored sections of most cities there are specialists who are descended from slaves. Among the negro physicians in history was Quassi, a negro of Surinam, who lived more than a century ago. His reputation was acquired by his miraculous results in the treatment of the malignant fevers of that country by a secret remedy which he was induced to disclose to Rolander, a Swede for a valuable consideration. Specimens were taken to Stockholm by this gentleman in the year 1756 and the medicine soon became popular in Europe. The name of this negro has been perpetuated in the generic title of the plant which is official.

The modern colored doctor whom we meet is ever anxious to discover the latest manner and means of healing the sick and on the whole is a fruitful source of prescriptions. He uses official preparations and prescribes remedies which there is a fair profit in for the druggist. He resembles more of the old school of prescribers in this.

In our larger cities there are many colored clerks both registered and without papers. They are first class druggists in their communities. Many white pharmacists employ a certain percentage of negro help in the several capacities from porter up and pharmacist down. In every spot and place into which they fit they "know their work" as the saying goes.

George N. Hoffman.

#### Blue Stands Out In Men's Wear.

The color "powder blue" is strongly featured in the novelty lines of men's wear that are being offered. This shade has been accorded growing favor and is used for spring merchandise as well as for goods for next fall. Some clothing manufacturers have found it a leading seller in their spring suit lines, and next fall's overcoatings and suitings run strongly to this shade. A few weeks back it was used in solid color or striped shirts with collars attached. Although some retailers fear that the call for them may be short-lived, others are taking them rather actively. In caps for next fall, also, the new shade is stressed, as it will match the overcoats. Neckwear manufacturers are likewise showing the color in their new lines, as are the makers of men's fancy handkerchiefs.

The less you encourage people to accept credit when they might as well pay cash, the less trouble you will have with your collections.

Before you take the profits out of your business to buy a new car, make sure the business doesn't need those profits for its development.

**Change in Hats Later.**

There are many variations in the crowns of the hats that are now the top of the mode in Spring chapeaux but, according to the current bulletin of the Retail Millinery Association of America, the most noteworthy feature is the almost general disappearance of the sectional crown. In its place has come the full, higher round crown of the hats designed for use with tailored suits, as it gives a greater contrast with the small brims that are seen in the new boyish creations.

"There is the opinion about the trade," the bulletin goes on, "that the small hat will remain the premier merchandising and style item throughout the entire Summer season, but this is not to be so. The shingled and bobbed hair cuts that are worn by so many women, young and old alike, imply the small hat, but nature must be served. Shade hats will be worn in the warmer weather for all that the small, close-fitting tricorne and cloches argue to the contrary.

"It is a matter of common knowledge that the large brim will be adjustable to the small head if crown and head size are made in proportion, and the clever designers are striving for two sizes of shade hats—the pokes and the broad mushrooms that will make their appearance later in the season.

On the matter of head size, however, there must also be worked out the extra large one for the big woman who cannot bob her hair because of its incompatibility with her figure and carriage. This type of hat is being neglected by the manufacturers, however, in their efforts to make quantity hats of the 'shingled' type.

"In giving their attention to the latter kind of hats the manufacturers are not on the wrong track, for shingled hair undoubtedly means the sale of more hats per person than is ordinarily the case, particularly to young women. Hats are easily ruined by the ruthless way in which the younger women pull them on and off, which they do a great deal oftener than if they had not bobbed their hair and had to keep their coiffures in mind. The modern young girl who wears a hat indoor is more likely to be the exception than the rule."

The customer you know to be an infrequent buyer whose purchases are scarcely worth bothering about, may still have an important influence with some others whose patronage you would be glad to have.

If the physical machine back of your brain isn't in good working order, you may be sure your brain will not run without friction.

**WHOLESALE DRUG PRICE CURRENT**

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

<b>Acids</b>	Boric (Powd.) 15 @ 25	Boric (Xtal) 15 @ 25	Carbolic 47 @ 54	Citric 62 @ 70	Muriatic 3 1/2 @ 8	Nitric 9 @ 15	Oxalic 20 1/2 @ 30	Sulphuric 3 1/2 @ 8	Tartaric 40 @ 50
<b>Ammonia</b>	Water, 26 deg. 10 @ 18	Water, 18 deg. 8 1/2 @ 13	Water, 14 deg. 6 1/2 @ 12	Carbonate 20 @ 25	Chloride (Gran.) 10 @ 20				
<b>Balsams</b>	Copaiba 60 @ 1 00	Fir (Canada) 2 55 @ 2 80	Fir (Oregon) 65 @ 1 00	Peru 3 00 @ 3 25	Tolu 3 00 @ 3 25				
<b>Barks</b>	Cassia (ordinary) 25 @ 30	Cassia (Saigon) 50 @ 60	Sassafras (pw. 50c) @ 45	Soap Cut (powd.) 30c 18 @ 25					
<b>Berries</b>	Cubeb @ 1 25	Fish 25 @ 30	Juniper 7 @ 15	Prickly Ash @ 30					
<b>Extracts</b>	Licorice 60 @ 65	Licorice powd. 70 @ 80							
<b>Flowers</b>	Arnica 25 @ 30	Chamomile (Ger.) 35 @ 40	Chamomile Rom. 1 75						
<b>Gums</b>	Acacia, 1st 50 @ 55	Acacia, 2nd 45 @ 50	Acacia, Sorts 22 @ 30	Acacia, Powdered 35 @ 40	Aloes (Cape Pow) 25 @ 35	Aloes (Soc. Pow.) 65 @ 70	Asafoetida 65 @ 75	Pow. 1 00 @ 1 25	Camphor 1 20 @ 1 30
	Guaiaac @ 60	Guaiaac, pow'd @ 75	Kino @ 85	Kino, powdered @ 90	Myrrh @ 90	Myrrh, powdered @ 90	Opium, powd. 15 15 @ 15 42	Opium, gran. 15 15 @ 15 42	Shellac 90 @ 1 00
	Shellac Bleached 1 00 @ 1 10	Tragacanth, pow. @ 1 75	Tragacanth 1 75 @ 2 25	Turpentine @ 25					
<b>Insecticides</b>	Arsenic 20 @ 30	Blue Vitriol, bbl. @ 07	Blue Vitriol, less 8 1/2 @ 15	Bordeaux Mix Dry 14 @ 29	Hellebore, White powdered 20 @ 30	Insect Powder 70 @ 90	Lead Arsenate Po. 26 @ 35	Lime and Sulphur Dry 3 1/2 @ 24	Paris Green 32 @ 48
<b>Leaves</b>	Buchu 1 50 @ 1 60	Buchu, powdered @ 1 75	Sage, Bulk 25 @ 30	Sage, 1/4 loose @ 40	Sage, powdered @ 35	Senna, Alex. 75 @ 80	Senna, Tinn. 30 @ 35	Senna, Tinn. pow. 25 @ 35	Uva Ursi 20 @ 25
<b>Oils</b>	Almonds, Bitter, true 7 50 @ 7 75	Almonds, Bitter, artificial 4 00 @ 4 25	Almonds, Sweet, true 80 @ 1 20	Almonds, Sweet, imitation 60 @ 1 00	Amber, crude 1 50 @ 1 75	Amber, rectified 2 00 @ 2 25	Anise 1 00 @ 1 25	Bergamont 4 50 @ 4 75	Cajeput 1 50 @ 1 75
	Cassia 4 00 @ 4 25	Castor 1 75 @ 2 00	Cedar Leaf 1 75 @ 2 00	Citronella 1 50 @ 1 75	Cloves 3 50 @ 3 75	Cocconut 25 @ 35	Cod Liver 1 35 @ 1 45	Croton 2 00 @ 2 25	Cotton Seed 1 40 @ 1 60
	Cubebs 8 50 @ 8 75	Eigeron 3 00 @ 3 25	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	
<b>Alkanet</b>	25 @ 30	Blood, powdered 35 @ 40	Calamus 35 @ 40	Elecampane, pwd 25 @ 30	Gentian, powd. 20 @ 30	Ginger, African, powdered 25 @ 30	Ginger, Jamaica 60 @ 65	Ginger, Jamaica, powdered 42 @ 50	Goldenseal, pow. 5 50 @ 6 00
	Ipecac, powd. @ 3 75	Licorice 35 @ 40	Licorice, powd. 20 @ 30	Orris, powdered 30 @ 40	Poke, powdered 30 @ 35	Rhubarb, powd. 85 @ 1 00	Rosinwood, powd. @ 40	Sarsaparilla, Hond. @ 1 00	Sarsaparilla Mexican, ground 60 @ 60
	Squills 35 @ 40	Squills, powdered 60 @ 70	Tumeric, powd. 17 @ 25	Valerian, powd. 40 @ 50					
<b>Seeds</b>	Anise @ 35	Anise, powdered 35 @ 40	Bird, Is 13 @ 15	Canary 10 @ 15	Caraway, Po. 50 35 @ 40	Cardamon @ 2 75	Celery, powd. 55 45 @ 50	Coriander pow. 35 27 @ 30	Dill 12 1/2 @ 20
	Fennel 25 @ 30	Flax 07 1/2 @ 12	Flax, ground 07 1/2 @ 12	Poenugreek pow. 15 @ 25	Hemp @ 1 25	Lobelia, powd. @ 1 25	Mustard, yellow 15 @ 25	Mustard, black 15 @ 20	Quince 22 @ 25
	Rape 1 75 @ 2 00	Sabadilla 1 75 @ 2 00	Sunflower 11 1/2 @ 15	Worm, American 30 @ 40	Worm, Levant @ 5 50				
<b>Tinctures</b>	Aconite @ 1 80	Aloes @ 1 45	Arnica @ 1 10	Asafoetida @ 2 40	Belladonna @ 1 35	Benzoin @ 2 10	Benzoin Comp'd @ 2 65	Buchu @ 2 55	Cantharadics @ 2 85
	Capsicum @ 2 20	Catechu @ 1 75							
<b>Acids</b>	Lavendar Flow 6 50 @ 6 75	Lavendar Gar'n 85 @ 1 20	Lemon 1 50 @ 1 75	Linseed bld, less @ 98	Linseed bld, less 1 05 @ 1 18	Linseed, raw, bbl. @ 96	Linseed, ra. less 1 03 @ 1 16	Mustard, artifil. oz. @ 60	Neatsfoot 1 35 @ 1 50
	Olive, pure 3 75 @ 4 50	Olive, Malaga, yellow 2 75 @ 3 00	Olive, Malaga, green 2 75 @ 3 00	Orange, Sweet 4 50 @ 4 75	Origanum, pure @ 2 50	Origanum, com'l 1 00 @ 1 20	Pennyroyal 3 00 @ 3 25	Peppermint 5 50 @ 5 75	Rose, pure 10 50 @ 10 90
	Rosemary Flows 1 25 @ 1 50	Sandalwood, E. I. 10 00 @ 10 25	Sassafras, true 2 75 @ 3 00	Sassafras, arti'l 80 @ 1 20	Spearmint 4 00 @ 4 25	Sperm 1 80 @ 2 05	Tansy 6 00 @ 6 25	Tar, USP 50 @ 65	Turpentine, bbl. @ 1 15
	Turpentine, less 1 22 @ 1 35	Wintergreen, leaf 6 00 @ 6 25	Wintergreen, sweet birch 3 50 @ 3 75	Wintergreen, art. 80 @ 1 20	Wormseed 9 00 @ 9 25	Wormwood 9 00 @ 9 25			
<b>Cinchona</b>	@ 2 10	Colchicum @ 1 80	Cubebs @ 3 00	Digitalis @ 1 80	Gentian @ 1 35	Ginger, D. S. @ 1 80	Guaiaac @ 2 20	Guaiaac, Ammon. @ 2 00	Iodine @ 95
	Iodine, Colorless @ 1 50	Iron, Clo. @ 1 35	Kino @ 1 40	Myrrh @ 2 50	Nux Vomica @ 1 55	Opium @ 3 50	Opium, Camp. @ 85	Opium, Deodorz'd @ 3 50	Rhubarb @ 1 70
<b>Paints.</b>	Lead, red dry 15 @ 15 1/2	Lead, white dry 15 @ 15 1/2	Lead, white oil 15 @ 15 1/2	Ochre, yellow bbl. @ 2	Ochre, yellow less 2 1/2 @ 6	Red Venet'n Am. 3 1/2 @ 7	Red Venet'n Eng. 4 @ 8	Putty 5 @ 8	Whiting, bbl. @ 4 1/2
	Whiting 5 1/2 @ 10	L. H. P. Prep. 2 80 @ 3 00	Rogers Prep. 2 80 @ 3 00						
<b>Miscellaneous</b>	Acetanalid 42 1/2 @ 50	Alum 08 @ 12	Alum, powd. and ground 09 @ 15	Bismuth, Subnitrate 3 92 @ 4 12	Borax xtal or powdered 07 @ 13	Cantharades, po. 2 00 @ 3 00	Calomel 1 59 @ 1 79	Capsicum, pow'd 48 @ 55	Carmine 6 00 @ 6 60
	Cassia Buds 25 @ 30	Cloves 50 @ 55	Chalk Prepared 14 @ 16	Chloroform 57 @ 67	Chloral Hydrate 1 35 @ 1 85	Cocaine 10 60 @ 11 25	Cocoa Butter 55 @ 75	Corks, list, less 40 @ 50	Copperas 2 1/2 @ 10
	Copperas, Powd. 4 @ 10	Corrosive Sublim 1 28 @ 1 49	Cream Tartar 33 @ 40	Cuttle bone 40 @ 50	Dextrine 5 @ 15	Dover's Powder 3 50 @ 4 00	Emery, All Nos. 10 @ 15	Emery, Powdered 8 @ 10	Epsom Salts, bbls. @ 3
	Epsom Salts, less 3 1/4 @ 10	Ergot, powdered @ 75	Flake, White 15 @ 20	Formaldehyde, lb 15 1/2 @ 30	Gelatin 1 25 @ 1 50	Glassware, less 55 %	Glassware, full case 60 %	Glauber Salts, bbl. @ 03 1/2	Glauber Salts less 04 @ 10
	Glue, Brown 21 @ 30	Glue, Brown Grd 15 @ 20	Glue, white 27 1/2 @ 35	Glue, white grd. 25 @ 35	Glycerine 22 1/2 @ 45	Hops 65 @ 75	Iodine 6 15 @ 6 55	Iodoform 8 00 @ 8 30	Lead Acetate 13 @ 25
	Lycopodium 60 @ 75	Mace 8 @ 80	Mace, powdered 95 @ 1 00	Menthol 18 00 @ 19 00	Morphine 10 58 @ 11 30	Nux Vomica @ 30	Nux Vomica, pow. 17 @ 25	Pepper black pow. 32 @ 35	Pepper, White 40 @ 45
	Pitch, Burgundry 10 @ 15	Quassia 12 @ 15	Quinine 72 @ 1 33	Rochelle Salts 28 @ 35	Saccharine @ 30	Salt Peter 11 @ 22	Seidlitz Mixture 30 @ 40	Soap, green 15 @ 30	Soap, mott cast. 22 1/2 @ 25
	Soap, white castile case @ 11 50	Soap, white castile less, per bar @ 1 25	Soda Ash 3 1/2 @ 10	Soda Bicarbonate 3 1/2 @ 08	Soda, Sal 03 @ 08	Spirits Camphor @ 1 35	Sulphur, roll 3 1/2 @ 10	Sulphur, Subl. @ 04 @ 10	Tamarinds 20 @ 25
	Tartar Emetic 70 @ 75	Turpentine, Ven. 50 @ 25	Vanilla Ex. pure 1 75 @ 2 25	Witch Hazel 1 51 @ 2 10	Zinc Sulphate 06 @ 15				

**BROOKS' VALEUR BITTER SWEETS**



**STILL SMILING AND WHY NOT?**



You would too, for all our customers are that have bought New Fixtures. They bring them new and increased sales. It would also keep you smiling to see the beautiful line of **WILMARTH FIXTURES**—the Real Fixtures—up-to-date at no extra cost.

THE WONDERFUL

**Guaranty Soda Fountains**

Sure are selling fast this year. Better send your order at once. Ask any customer who has had one for a few years, about them, and you will find out why they are the best. We will be glad to talk and figure with you. Terms if desired.



**Hazeltine & Perkins DRUG COMPANY GRAND RAPIDS - MICHIGAN**



# GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

## ADVANCED

Canned Sweet Potatoes  
Nutmegs  
Walnuts  
Axle Grease

## DECLINED

Cream of Tartar  
Flake White Soap  
Rolled Oats

## AMMONIA

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



AXLE GREASE

48, 1 lb. ----- 4 60  
24, 3 lb. ----- 6 25  
10 lb. pails, per doz. 8 20  
15 lb. pails, per doz. 11 20  
25 lb. pails, per doz. 17 70

## BAKING POWDERS

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

## BLUING

Original  
condensed Pearl  
Crown Capped  
4 doz., 10c dz. 85  
Raspb'b, Black  
No. 10 ----- 11 50@12 50  
Rhubarb, No. 10 ----- 5 50



## BREAKFAST FOODS

Cracked Wheat, 24-2 3 85  
Cream of Wheat ----- 6 90  
Pillsbury's Best Cer'l 2 20  
Quaker Puffed Rice ----- 5 65  
Quaker Puffed Wheat 4 80  
Quaker Brfst Biscuit 1 90  
Ralston Purina ----- 3 60  
Ralston Branos ----- 2 70  
Ralston Food, large ----- 3 60  
Saxon Wheat Food ----- 3 85



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

## Post's Brands.

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

## BROOMS

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

## Rich & France Brands

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

## BRUSHES

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

## Stove

No. 1 ----- 1 10  
No. 2 ----- 1 35

## Shoe

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

## BUTTER COLOR

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

## CANDLES

Electric Light, 40 lbs. 12.1  
Plumber, 40 lbs. ----- 12.8  
Paraffine, 6s ----- 14.4  
Paraffine, 12s ----- 14.4  
Wicking ----- 40  
Tudor, 6s, per box ----- 30

## CANNED FRUIT.

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

## CANNED FISH.

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

## CANNED MEAT.

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

## Baked Beans

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

## CANNED VEGETABLES.

Asparagus.  
No. 1, Green tips 4 50@4 75  
No. 2 1/2, Lge. Green 4 50  
W. Bean, cut 2 1 65@1 75  
W. Beans, 10 ----- 8 50@12 00  
Green Beans, 2s 1 85@3 75  
Gr. Beans, 10s 7 50@13 00  
L. Beans, 2 gr. 1 35@2 65  
Lima Beans, 2s, Soaked 95  
Red Kid. No. 2 1 20@1 35  
Beets, No. 2, wh. 1 60@2 40  
Beets, No. 2, cut ----- 1 45  
Beets, No. 3, cut ----- 1 60  
Corn, No. 2, Ex stan 1 45  
Corn, No. 2, Fan 1 60@2 25  
Corn, No. 2, Fy. glass 3 25  
Corn, No. 10 ----- 7 50@16 75  
Hominy, No. 3 1 00@1 15  
Okra, No. 2, whole ----- 2 00  
Okra, No. 2, cut ----- 1 60  
Dehydrated Veg Soup 90  
Dehydrated Potatoes, lb 45  
Mushrooms, Hotels ----- 38  
Mushrooms, Choice ----- 50  
Mushrooms, Sur Extra 70  
Peas, No. 2, E.J. 1 50@1 80  
Peas, No. 2, Sift. -----  
June ----- 1 90@2 10  
Peas, No. 2, Ex. Sift. -----  
E. J. ----- 2 60  
Peas, Ex. Fine, French 25  
Pumpkin, No. 3 1 35@1 50  
Pumpkin, No. 10 4 50@5 60  
Pimentos, 1/4, each 12@14  
Pimentos, 1/2, each ----- 27  
Swt Potatoes, No. 2 1/2 1 60  
Sauerkraut, No. 3 1 40@1 50  
Succotash, No. 2 1 60@2 35  
Succotash, No. 2, glass 2 80  
Spinach, No. 1 ----- 1 10  
Spinach, No. 2 ----- 1 35@1 75  
Spinach, No. 3 ----- 2 00@2 40  
Spinach, No. 10 ----- 6 00@7 00  
Tomatoes, No. 2 1 30@1 60  
Tomatoes, No. 3 1 90@2 25  
Tomatoes, No. 2 glass 2 60  
Tomatoes, No. 10 6 50@7 00

## CATSUP.

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

## CHILI SAUCE.

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

## OYSTER COCKTAIL.

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

## CHEESE

Roquefort ----- 59  
Kraft Small tins ----- 1 70  
Kraft American ----- 1 70  
Chili, small tins ----- 1 70  
Pimento, small tins ----- 1 70  
Roquefort, small tins 2 50  
Camenbert, small tins 2 50  
Brick ----- 24  
Wisconsin Flats ----- 25  
Wisconsin Daisy ----- 28  
Longhorn ----- 25  
Michigan Full Crema 25  
New York Full Cream 30  
Sap Sago ----- 30

## CHEWING GUM

Adams Black Jack ----- 65  
Adams Bloodberry ----- 65  
Adams Dentyne ----- 65  
Adams Calif. Fruit ----- 65  
Adams Sen Sen ----- 65  
Beeman's Pepsin ----- 65  
Beechnut ----- 70  
Doublemint ----- 65  
Juicy Fruit ----- 65  
Peppermint, Wrigleys ----- 65  
Spearmint, Wrigleys ----- 65  
Wrigley's P-K ----- 65  
Zeno ----- 65  
Teaberry ----- 65

## CHOCOLATE.

Baker, Caracas, 1/4s ----- 37  
Baker, Caracas, 1/2s ----- 35  
Baker, Premium, 1/4s ----- 38  
Baker, Premium, 1/2s ----- 36  
Baker, Premium, 3/4s ----- 35  
Hersheys, Premium, 1/4s 35  
Hersheys, Premium, 1/2s 36  
Runkle, Premium, 1/2 31  
Runkle, Premium, 1/4s 34  
Vienna Sweet, 24s ----- 2 10

## COCOA.

Baker's 1/4s ----- 41  
Baker's 1/2s ----- 37  
Bunte, 1/8s ----- 43  
Bunte, 1/4 lb. ----- 35  
Bunte, lb. ----- 32  
Droste's Dutch, 1 lb. ----- 9 00  
Droste's Dutch, 1/2 lb. 4 75  
Droste's Dutch, 1/4 lb. 2 00  
Hersheys, 1/8s ----- 33  
Hersheys, 1/4s ----- 28  
Huyler ----- 36  
Lowney, 1/4s ----- 40  
Lowney, 1/2s ----- 40  
Lowney, 3/4s ----- 38  
Lowney, 5 lb. cans ----- 31  
Van Houten, 1/4s ----- 75  
Van Houten, 1/2s ----- 75

## COCOANUT.

1/8s, 5 lb. case Dunham 42  
1/4s, 5 lb. case ----- 40  
1/4s & 1/2s 15 lb. case ----- 41  
Bulk, barrels shredded 24  
48 2 oz. pkgs., per case 4 15  
48 4 oz. pkgs., per case 7 00

## CLOTHES LINE.

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

**GOLDEN BERRY**  
COFFEE  
HUME GROCER CO.  
ROASTERS  
MUSKEGON, MICH.

## COFFEE ROASTED

Bulk  
Rio ----- 25  
Santos ----- 31@33  
Maracaibo ----- 37  
Gautemala ----- 39  
Java and Mocha ----- 41  
Bogota ----- 41  
Peaberry ----- 33 1/2  
McLaughlin's Kept-Fresh Vacuum packed. Always fresh. Complete line of high-grade bulk coffees. W. F. McLaughlin & Co., Chicago

## Coffee Extracts

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

## CONDENSED MILK

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

## MILK COMPOUND

Hebe, Tall, 4 doz. ----- 4 50  
Hebe, Baby, 3 doz. ----- 4 40  
Carolene, Tall, 4 doz. 4 00  
Carolene, Baby ----- 3 50

## EVAPORATED MILK

Quaker, Tall, 4 doz. ----- 4 90  
Quaker, Baby, 3 doz. 4 80  
Quaker Gallon, 1/2 doz. 4 70  
Blue Grass, Tall, 48 5 00  
Blue Grass, Baby, 72 3 75  
Carnation, Tall, 4 doz. 5 25  
Carnation, Baby, 8 dz. 5 15  
Every Day, Tall ----- 5 25  
Every Day, Baby ----- 4 00  
Goshen, Tall ----- 5 00  
Pet, Tall ----- 5 25  
Pet, Baby, 8 oz. ----- 5 15  
Borden's, Tall ----- 5 25  
Borden's, Baby ----- 5 15  
Van Camp, Tall ----- 5 25  
Van Camp, Baby ----- 3 95

## CIGARS

Lewellyn & Co. Brands  
Garcia Master  
Cafe, 100s ----- 37 50  
Swift  
Wolverine, 50s ----- 130 00  
Supreme, 50s ----- 110 00  
Bostonian, 50s ----- 95 00  
Perfecto, 50s ----- 95 00  
Blunts, 50s ----- 75 00  
Cabinet, 50s ----- 73 00  
Tilford Cigars  
Clubhouse, 50s ----- 110 00  
Perfecto, 50s ----- 95 00  
Tuxedo, 50s ----- 75 00  
Tilcrest, 50s ----- 35 00

## Worden Grocer Co. Brands

Henry George ----- \$37 50  
Harvester Kiddies ----- 37 50  
Harvester Record B. ----- 75 00  
Harvester Delmonico 75 00  
Harvester Perfecto ----- 95 00  
Websteretts ----- 37 50  
Webster Savoy ----- 75 00  
Webster Plaza ----- 95 00  
Webster Belmont ----- 110 00  
Webster St. Reges ----- 125 00  
Starlight Rouse ----- 90 00  
Starlight P-Club ----- 150 00  
La Azora Agreement 53 00  
La Azora Washington 75 00  
Little Valentine ----- 37 50  
Valentine Victory ----- 75 00  
Valentine DeLux ----- 95 00  
Valentine Imperial ----- 95 00  
Tiona ----- 30.00  
Clint Ford ----- 35.00  
Picadura Pals ----- 25.00  
Quality First Stogle 18 50

## Vanden Berge Brands

Chas. the Eighth, 50s 75 00  
Whale-Back ----- 50s 58 00  
Blackstone ----- 50s 95 00  
El Producto Boquet ----- 75 00  
El Producto, Puritano-Pinos ----- 92 00

## CONFECTIONERY

Stick Candy Pails  
Standard ----- 18  
Jumbo Wrapped ----- 20  
Pure Sugar Stick 600s 4 25  
Big Stick, 20 lb. case 21  
Mixed Candy  
Kindergarten ----- 19  
Leader ----- 18  
X. L. O. ----- 15  
French Creams ----- 20  
Cameo ----- 22  
Grocers ----- 13

## Fancy Chocolates

5 lb. Boxes  
Bittersweets, Ass'ted 1 75  
Choc Marshmallow Dp 1 75  
Milk Chocolate A A ----- 2 00  
Nibble Sticks ----- 2 00  
Primrose Choc. ----- 1 35  
No. 12 Choc., Dark ----- 1 75  
No. 12 Choc., Light ----- 1 85  
Chocolate Nut Rolls ----- 1 90

## Gum Drops Pails

Anise ----- 17  
Orange Gums ----- 17  
Challenge Gums ----- 14  
Favorite ----- 20  
Superior ----- 21

## Lozenges. Pails

A. A. Pep. Lozenges 20  
A. A. Pink Lozenges 20  
A. A. Choc. Lozenges 20  
Motto Hearts ----- 21  
Malted Milk Lozenges 23

## Hard Goods. Pails

Lemon Drops ----- 20  
O. F. Horehound dps. 20  
Anise Squares ----- 20  
Peanut Squares ----- 22  
Horehound Tablets ----- 20

## Cough Drops Bxs.

Putnam's ----- 1 30  
Smith Bros. ----- 1 50

## Package Goods

Creamery Marshmallows  
4 oz. pkg., 12s, cart. 1 05  
4 oz. pkg., 48s, case 4 00

## Specialties.

Walnut Fudge ----- 24  
Pineapple Fudge ----- 22  
Italian Bon Bons ----- 20  
Atlantic Cream Mints 32  
Silver King M. Mallows 32  
Hello, Hiram, 24s ----- 1 50  
Walnut Sundae, 24, 5c ----- 85  
Neapolitan, 24, 5c ----- 85  
Yankee Jack, 24, 5c ----- 85  
Gladiator, 24, 10c ----- 1 60  
Mich. Sugar Ca., 24, 5c ----- 85  
Pal O Mine, 24, 5c ----- 85  
Scaramouche, 24-10c 1 60

## COUPON BOOKS

50 Economic grade ----- 2 50  
100 Economic grade ----- 4 50  
500 Economic grade 20 00  
1,000 Economic grade 37 50  
Goshen, Tall ----- 5 00  
Pet, Tall ----- 5 25  
Pet, Baby, 8 oz. ----- 5 15  
Borden's, Tall ----- 5 25  
Borden's, Baby ----- 5 15  
Van Camp, Tall ----- 5 25  
Van Camp, Baby ----- 3 95

## CREAM OF TARTAR

6 lb. boxes ----- 32

## DRIED FRUITS

Apples  
Evap. Choice, bulk ----- 15  
Apricots  
Evaporated, Choice ----- 18  
Evaporated, Fancy ----- 22  
Evaporated Slabs ----- 15  
Citron  
10 lb. box ----- 48  
Currants  
Package, 15 oz. ----- 19  
Boxes, Bulk, per lb. ----- 18  
Greek, Bulk, lb. ----- 15 1/2

## Peaches

Evap. Choice, unp. ----- 12  
Evap., Ex. Fancy, P. P. 17

## Peel

Lemon, American ----- 25  
Orange, American ----- 26

## Raisins

Seeded, Bulk ----- 10 1/2  
Seeded, bulk Calif. ----- 09 1/2  
Seedless, 15 oz. pkg. 12  
Seedless, Thompson ----- 11  
Seeded, 15 oz. pkg. ----- 12  
California Sulanas ----- 09 1/2

## California Prunes

90-100, 25 lb. boxes ----- @08  
80-90, 25 lb. boxes ----- @09  
70@80, 25 lb. boxes ----- @10 1/2  
60@70, 25 lb. boxes ----- @11 1/2  
50-60, 25 lb. boxes ----- @12 1/2  
40-50, 25 lb. boxes ----- @14  
30-40, 25 lb. boxes ----- @17 1/2

## FARINACEOUS GOODS

## Beans

Med. Hand Picked ----- 06 1/4  
Cal. Limas ----- 14  
Brown, Swedish ----- 08 1/2  
Red Kidney ----- 02

## Farina

24 packages ----- 2 25  
Bulk, per 100 lbs. ----- 05 1/2

## Hominy

Pearl, 100 lb. sack ----- 2 75

## Macaroni

Domestic, 20 lb. box ----- 08  
Amours, 2 doz., 8 oz. 1 80  
Fould's, 2 doz., 8 oz. 1 80  
Quaker, 2 doz. ----- 1 80

## Pearl Barley

Chester ----- 4 25  
00 and 0000 ----- 6 00  
Barley Grits ----- 05

## Peas

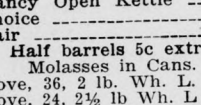
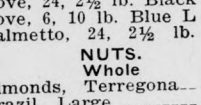
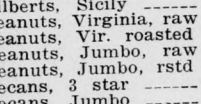
Scotch, lb. ----- 08  
Split, lb. yellow ----- 08  
Split, green ----- 10

## Sago

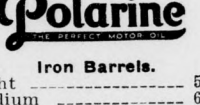
<b>JELLY GLASSES</b> 8 oz., per doz. -----	35
<b>OLEOMARGARINE</b>	
Kent Storage Brands.	
Good Luck, 1 lb. -----	25½
Good Luck, 2 lb. -----	25
Good Luck, solid -----	24
Gilt Edge, 1 lb. -----	25½
Gilt Edge, 2 lb. -----	25
Delicia, 1 lb. -----	22
Delicia, 2 lb. -----	21½
Swift Brands.	
Gem Nut -----	24
Special Country roll -----	27
Van Westenbrugge Brands Carload Distributor	

	
Nucoa, 1 lb. -----	25½
Nucoa, 2 and 5 lb. -----	25
<b>MATCHES</b>	
Crescent, 144 -----	5 75
Diamond, 144 box -----	8 00
Searchlight, 144 box -----	8 00
Red Stick, 720 1c bxs -----	5 50
Red Diamond, 144 bx -----	6 00
<b>Safety Matches</b>	
Quaker, 5 gro. case -----	4 75
<b>MINCE MEAT</b>	
None Such, 3 doz. -----	4 85
Quaker, 3 doz. case -----	3 50
Libby, Kegs, wet, lb. -----	22
<b>MOLASSES.</b>	

	
<b>Gold Brer Rabbit</b>	
No. 10, 6 cans to case -----	5 55
No. 5, 12 cans to case -----	5 80
No. 2½, 24 cans to cs. -----	5 00
No. 1½, 36 cans to cs. -----	5 00
<b>Green Brer Rabbit</b>	
No. 10, 6 cans to case -----	4 20
No. 5, 12 cans to case -----	4 45
No. 2½, 24 cans to cs. -----	4 70
No. 1½, 36 cans to cs. -----	4 00
<b>Aunt Dinah Brand.</b>	
No. 10, 6 cans to case -----	3 00
No. 5, 12 cans to case -----	3 25
No. 2½, 24 cans to cs. -----	3 50
No. 1½, 36 cans to cs. -----	3 00
<b>New Orleans</b>	
Fancy Open Kettle -----	68
Choice -----	52
Fair -----	32
<b>Half barrels 5c extra Molasses in Cans.</b>	
Dove, 36, 2 lb. Wh. L. -----	5 60
Dove, 24, 2½ lb. Wh. L. -----	5 20
Dove, 36, 2 lb. Black -----	4 30
Dove, 24, 2½ lb. Black -----	3 90
Dove, 6, 10 lb. Blue L. -----	4 45
Palmetto, 24, 2½ lb. -----	4 65
<b>NUTS.</b>	
<b>Whole</b>	
Almonds, Terregonna -----	20
Brazil, Large -----	22
Fancy mixed -----	20
Filberts, Sicily -----	15
Peanuts, Virginia, raw -----	09¾
Peanuts, Vir. roasted -----	11
Peanuts, Jumbo, raw -----	12
Peanuts, Jumbo, rstd -----	13
Pecans, 3 star -----	23
Pecans, Jumbo -----	24
Pecans, Naples -----	22
Walnuts -----	22
<b>Salted Peanuts.</b>	
Fancy, No. 1 -----	17
Jumbo -----	23
<b>Shelled.</b>	
Almonds -----	48
Peanuts, Spanish, -----	16
125 lb. bags -----	16
Filberts -----	32
Pecans -----	90
Walnuts -----	60
<b>OLIVES.</b>	
Bulk, 2 gal. keg -----	3 50
Bulk, 3 gal. keg -----	5 00
Bulk, 5 gal. keg -----	1 00
Quart, Jars, dozen -----	5 50
Pint, Jars, dozen -----	3 25
4 oz. Jar, plain, doz. -----	1 60
5½ oz. Jar, pl., doz. -----	2 35
9 oz. Jar, plain, doz. -----	2 35
16½ oz. Jar, Pl. doz. -----	4 50
4 oz. Jar, Stu., doz. -----	1 90
6 oz. Jar, stuffed, dz. -----	2 60
9 oz. Jar, Stuffed, doz. -----	3 60
12 oz. Jar, Stuffed, -----	4 50@4 75
29 oz. Jar, stuffed dz. -----	7 00
<b>PEANUT BUTTER.</b>	

						
<b>Bel Car-Mo Brand</b>						
8 oz., 2 doz. in case -----	24 1 lb. pails -----	12 2 lb. pails -----	5 lb. pails 6 in crate -----	14 lb. pails -----	25 lb. pails -----	50 lb. tins -----
<b>PETROLEUM PRODUCTS</b>						
Iron Barrels						
Perfection Kerosine ----- 13.1						
Red Crown Gasoline, Tank Wagon ----- 18.7						
Gas Machine Gasoline ----- 37.2						
V. M. & P. Naphtha ----- 23.6						
Capitol Cylinder ----- 39.2						
Atlantic Red Engine ----- 21.2						
Winter Black ----- 12.2						
						
<b>Polarine</b>						
Iron Barrels.						
Light -----	59.2					
Medium -----	61.2					
Heavy -----	64.2					
Special heavy -----	66.2					
Extra heavy -----	69.2					
Transmission Oil -----	59.2					
Pinol, 4 oz. cans, doz. -----	1.40					
Pinol, 8 oz. cans, doz. -----	1.90					
Parowax, 100, lb. -----	7.9					
Parowax, 40, 1 lb. -----	8.1					
Parowax, 20, 1 lb. -----	8.3					
						
<b>Semdac</b>						
Semdac, 12 pt. cans -----	2 80					
Semdac, 12 qt. cans -----	4 15					
<b>PICKLES</b>						
Medium Sour						
Barrel, 1,200 count -----	19 00					
Half bbls., 600 count -----	10 50					
10 gallon kegs -----	9 50					
<b>Sweet Small</b>						
30 gallon, 3000 -----	38 00					
30 gallon, 3000 -----	43 00					
5 gallon, 500 -----	7 75					
<b>Dill Pickles.</b>						
600 Size, 15 gal. -----	10 00					
<b>PIPES</b>						
Cob, 3 doz. in bx. -----	1 00@1 20					
<b>PLAYING CARDS</b>						
Broadway, per doz. -----	2 75					
Blue Ribbon -----	4 00					
Bicycle -----	4 50					
<b>POTASH</b>						
Babbitt's 2 doz. -----	2 75					
<b>FRESH MEATS</b>						
<b>Beef.</b>						
Top Steers & Heif. -----	18@19					
Good Steers & Heif. -----	16@17					
Med. Steers & Heif. -----	12@13					
Com. Steers & Heif. -----	10@12					
<b>Cows.</b>						
Top -----	12					
Good -----	11					
Medium -----	09					
Common -----	08					
<b>Veal.</b>						
Top -----	12					
Good -----	10					
Medium -----	08					
<b>Lamb.</b>						
Good -----	24					
Medium -----	22					
Poor -----	16					
<b>Mutton.</b>						
Good -----	12					
Medium -----	10					
Poor -----	06					
<b>Pork.</b>						
Heavy hogs -----	08					
Medium hogs -----	09¾					
Light hogs -----	09					
Loins -----	15					
Butts -----	12					
Shoulders -----	10					
Hams -----	12					
Spareribs -----	10					
Neck bones -----	05					
<b>PROVISIONS</b>						
<b>Barreled Pork</b>						
Clear Back -----	23 00@24 00					
Short Cut Clear -----	22 00@23 00					
Clear Family -----	27 00@28 00					
<b>Dry Salt Meats</b>						
S P Bellies -----	16 00@18 00					
<b>Lard</b>						
80 lb. tubs -----	advance ¼					
Pure in tiers -----	15					
69 lb. tubs -----	advance ¾					
50 lb. tubs -----	advance ¾					
20 lb. pails -----	advance ¾					
10 lb. pails -----	advance ¾					
5 lb. pails -----	advance 1					
3 lb. pails -----	advance 1					
Compound Lard -----	14½@15½					
<b>Sausages</b>						
Bologna -----	12½					
Liver -----	12					
Frankfort -----	16					
Pork -----	18@20					
Veal -----	11					
Tongue -----	11					
Headcheese -----	14					

<b>Smoked Meats</b>	
Hams, 14-16, lb. -----	21@ 24
Hams, 16-18, lb. -----	21@ 26
Ham, dried beef sets ----- 38 @ 39	
California Hams -----	12@ 13
Picnic Boiled Hams ----- 30 @ 32	
Boiled Hams -----	34 @ 37
Minced Hams -----	14 @ 15
Bacon -----	18 @ 30
<b>Beef</b>	
Boneless -----	23 00@24 00
Rump, new -----	23 00@24 00
<b>Mince Meat</b>	
Condensed No. 1 car. -----	2 00
Condensed Bakers brick -----	3 00
Moist in glass -----	8 00
<b>Pig's Feet</b>	
¼ bbls. -----	2 15
½ bbls., 35 lbs. -----	4 00
¾ bbls. -----	7 00
1 bbl. -----	14 15
<b>Tripe</b>	
Kits, 15 lbs. -----	90
¼ bbls., 40 lbs. -----	1 60
¾ bbls., 80 lbs. -----	3 00
Hogs, per lb. ----- @ 42	
Beef, round set -----	14@26
Beef, middles, set -----	25@30
Sheep, a skein -----	1 75@2 00
<b>RICE</b>	
Fancy Head -----	8½@9
Blue Rose -----	6½@7
Broken -----	4
<b>ROLLED OATS</b>	
Steel Cut, 100 lb. sks. -----	4 75
Silver Flake, 12 Fam. -----	2 30
Quaker, 18 Regular -----	1 80
Quaker, 12s Family N -----	2 75
Mothers, 12s, Ill'num -----	3 25
Silver Flake, 18 Reg. -----	1 45
Sacks, 90 lb. Jute -----	2 90
Sacks, 90 lb. Cotton -----	3 00
<b>SALERATUS</b>	
Arm and Hammer -----	3 75
<b>SAL SODA</b>	
Granulated, bbls. -----	1 80
Granulated, 100 lbs. cs -----	2 10
Granulated, 36 2½ lb. packages -----	2 40
<b>COD FISH</b>	
Middles -----	16
Tablets, 1 lb. Pure -----	20
Tablets, ½ lb. Pure, doz. -----	1 40
Wood boxes, Pure -----	28
Whole Cod -----	11
<b>Holland Herring</b>	
Mixed, Kegs -----	1 15
Queen, half bbls. -----	8 25
Queen, bbls. -----	16 00
Milkers, kegs -----	1 25
Y. M. Kegs -----	1 15
Y. M. half bbls. -----	9 00
Y. M. Bbls. -----	17 50
<b>Herring</b>	
K K K K, Norway -----	20 00
8 lb. pails -----	1 40
Cut Lunch -----	1 25
Boned, 10 lb. boxes -----	28
<b>Lake Herring</b>	
½ bbl., 100 lbs. -----	6 50
<b>Mackerel</b>	
Tubs, 100 lb. fncy fat -----	24 50
Tubs, 60 count -----	5 75
<b>White Fish</b>	
Med. Fancy, 100 lb. -----	13 00
<b>SHOE BLACKENING.</b>	
2 in 1, Paste, doz. -----	1 35
E. Z. Combination, dz. -----	1 35
Dri-Foot, doz. -----	2 00
Bixbys, doz. -----	1 35
Shinola, doz. -----	90
<b>STOVE POLISH.</b>	
Blackine, per doz. -----	1 35
Black Silk Liquid, dz. -----	1 40
Black Silk Paste, doz. -----	1 25
Enamaline Paste, doz. -----	1 35
Enamaline Liquid, dz. -----	1 35
E Z Liquid, per doz. -----	1 40
Radium, per doz. -----	1 85
Rising Sun, per doz. -----	1 35
654 Stove Enamel, dz. -----	2 80
Vulcanol, No. 5, doz. -----	95
Vulcanol, No. 10, doz. -----	1 35
Stovoil, per doz. -----	3 00
<b>SALT.</b>	
Colonial, 24, 2 lb. -----	95
Log Cabin 24-2 lb. case -----	1 90
Med. No. 1, Bbls. -----	2 80
Med. No. 1, 100 lb. bg. -----	95
Farmer Spec., 70 lb. -----	95
Packers Meat, 56 lb. -----	63
Packers for ice cream 100 lb., each -----	95
Blocks, 50 lb. -----	47
Butter Salt, 280 lb. bbl. -----	4 50
Baker Salt, 280 lb. bbl. -----	4 25
100, 3 lb. Table -----	6 07
60, 5 lb. Table -----	5 57
30, 10 lb. Table -----	6 30
28 lb. bags, Table -----	40

	
<b>Semdac</b>	
Semdac, 12 pt. cans -----	2 80
Semdac, 12 qt. cans -----	4 15
<b>PICKLES</b>	
Medium Sour	
Barrel, 1,200 count -----	19 00
Half bbls., 600 count -----	10 50
10 gallon kegs -----	9 50
<b>Sweet Small</b>	
30 gallon, 3000 -----	38 00
30 gallon, 3000 -----	43 00
5 gallon, 500 -----	7 75
<b>Dill Pickles.</b>	
600 Size, 15 gal. -----	10 00
<b>PIPES</b>	
Cob, 3 doz. in bx. -----	1 00@1 20
<b>PLAYING CARDS</b>	
Broadway, per doz. -----	2 75
Blue Ribbon -----	4 00
Bicycle -----	4 50
<b>POTASH</b>	
Babbitt's 2 doz. -----	2 75
<b>FRESH MEATS</b>	
<b>Beef.</b>	
Top Steers & Heif. -----	18@19
Good Steers & Heif. -----	16@17
Med. Steers & Heif. -----	12@13
Com. Steers & Heif. -----	10@12
<b>Cows.</b>	
Top -----	12
Good -----	11
Medium -----	09
Common -----	08
<b>Veal.</b>	
Top -----	12
Good -----	10
Medium -----	08
<b>Lamb.</b>	
Good -----	24
Medium -----	22
Poor -----	16
<b>Mutton.</b>	
Good -----	12
Medium -----	10
Poor -----	06
<b>Pork.</b>	
Heavy hogs -----	08
Medium hogs -----	09¾
Light hogs -----	09
Loins -----	15
Butts -----	12
Shoulders -----	10
Hams -----	12
Spareribs -----	10
Neck bones -----	05
<b>PROVISIONS</b>	
<b>Barreled Pork</b>	
Clear Back -----	23 00@24 00
Short Cut Clear -----	22 00@23 00
Clear Family -----	27 00@28 00
<b>Dry Salt Meats</b>	
S P Bellies -----	16 00@18 00
<b>Lard</b>	
80 lb. tubs -----	advance ¼
Pure in tiers -----	15
69 lb. tubs -----	advance ¾
50 lb. tubs -----	advance ¾
20 lb. pails -----	advance ¾
10 lb. pails -----	advance ¾
5 lb. pails -----	advance 1
3 lb. pails -----	advance 1
Compound Lard -----	14½@15½
<b>Sausages</b>	
Bologna -----	12½
Liver -----	12
Frankfort -----	16
Pork -----	18@20
Veal -----	11
Tongue -----	11
Headcheese -----	14

	
<b>Semdac</b>	
Semdac, 12 pt. cans -----	2 80
Semdac, 12 qt. cans -----	4 15
<b>PICKLES</b>	
Medium Sour	
Barrel, 1,200 count -----	19 00
Half bbls., 600 count -----	10 50
10 gallon kegs -----	9 50
<b>Sweet Small</b>	
30 gallon, 3000 -----	38 00
30 gallon, 3000 -----	43 00
5 gallon, 500 -----	7 75
<b>Dill Pickles.</b>	
600 Size, 15 gal. -----	10 00
<b>PIPES</b>	
Cob, 3 doz. in bx. -----	1 00@1 20
<b>PLAYING CARDS</b>	
Broadway, per doz. -----	2 75
Blue Ribbon -----	4 00
Bicycle -----	4 50
<b>POTASH</b>	
Babbitt's 2 doz. -----	2 75
<b>FRESH MEATS</b>	
<b>Beef.</b>	
Top Steers & Heif. -----	18@19
Good Steers & Heif. -----	16@17

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, March 18.—On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Peter A. Nelson, Bankrupt No. 2456. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of the city of Ludington, and is a grocer. The schedules filed list assets of \$2,325, of which \$1,250 is claimed as exempt to the bankrupt, with liabilities of \$2,061.12. The first meeting has been called for April 3. A list of the creditors of the bankrupt is as follows: Geo. Zeigler, Milwaukee \$161.90 H. Leonard & Sons, Grand Rapids 46.34 F. C. Larsen, Manistee 35.00 Stewart Bros., Ludington 91.14 Badger Candy Co., Milwaukee 162.51 Western Oil & Gas Co., Ludington 7.44 News, Detroit 37.18 Mich. United Electric Power Co., Ludington 24.36 Dunkirk Seed Co., Dunkirk, N. Y. 5.04 Chicago Tribune, Chicago 12.00 Calumet Baking Powder Co., Chicago 26.90 Schust Co., Saginaw 55.95 A. J. Casper Co., Chicago 13.08 John Seefield & Son, Milwaukee 24.22 N. Nuedeken Co., Milwaukee 30.81 E. R. Godfrey & Sons, Milwaukee 58.28 Proctor & Gamble, Detroit 9.75 Roudy, Peckham, Dexter Co., Milwaukee 55.04 Hekman Biscuit Co., Grand Rapids 43.20 Mills Paper Co., Grand Rapids 34.04 Franklin Park Safety Fireworks Co., Franklin Park, Ill. 25.91 Peoples Milling Co., Muskegon 44.05 National Grocer Co., Grand Rapids 5.56 Cudahy Bros., Cudahy 33.42 Elyda Benedict, Ludington 200.00 Henry Ricklefs, Chicago 10.00 R. J. Quail, Ludington 250.00 Hollock & Carlson, Ludington 25.00 G. & F. Mercantile Co., Ludington 8.10 Geo. H. Jung Co., Cincinnati 11.25

March 19. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of George L. Olsson, Bankrupt No. 2455. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Boyne Falls, and has conducted a drug store in that village. The schedules list assets at \$4,476.22, of which \$192.08 is claimed as exempt to the bankrupt, with liabilities of \$5,270.07. The first meeting has been called for April 3. A list of the creditors of the bankrupt is as follows: Treasurer Boyne City \$ 55.00 Treasurer Boyne Valley Twp. 55.00 Mollie Judd, Boyne Falls 1,113.00 Auburn Post Card Co., Auburn, Ill. 8.02 First National Bank, Boyne City 400.00 Baker-Coster Photo Co., Grand Rapids 60.77 Boyne Falls State Bank, Boyne Falls 322.00 A. E. Brooks Co., Grand Rapids 16.97 Cadillac Steam Laundry Co., Cadillac 7.12 Foster, Stevens & Co., Grand R. 16.52 G. R. Calendar Co., Grand Rapids 4.40 Hankey Milling Co., Petoskey 109.61 Hazeltine & Perkins Co., Grand Rapids 2,105.54 Mills Paper Co., Grand Rapids 50.00 National Grocer Co., Cadillac 25.32 H. Niedecken Co., Milwaukee 59.62 Ogilvy & Co., New York 73.42 Penslar Co., Detroit 76.04 Petoskey Cigar Co., Petoskey 469.61 Hess & Clark, Ashland, Ohio 36.50 Standard Oil Co., Grand Rapids 13.75 Upjohn Co., Kalamazoo 46.45 Thos. E. Wilson Co., Chicago 105.75 Orator F. Wodard, Leroy, N. Y. 26.75 Freeman Dairy Co., Petoskey 22.84

March 19. In the matter of Martin Kuks, Bankrupt No. 2430, a first dividend has been declared to creditors. The dividend was 5 per cent.

In the matter of Earl B. Pickett, Bankrupt No. 2405, a first dividend of 5 per cent. to creditors has been paid by the trustee.

March 21. On this day was held the first meeting of creditors in the matter of Harry A. Adams, Bankrupt No. 2446. The bankrupt was present in person and by attorney. No creditors were present or represented. One claim was proved and allowed. The bankrupt was sworn and examined without a reporter. The case was adjourned without date and closed as a case without assets.

On this day also was held the first meeting of creditors in the matter of Charles A. Palmer, Bankrupt No. 2443. The bankrupt was present and by attorney. Claims were proved and allowed. Lewis C. David was appointed trustee and the amount of his bond placed by the referee at \$500. Appraisers were appointed. The bankrupt was sworn and examined without a reporter. The first meeting was then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Samuel Sawyer, Bankrupt No. 2447. The bankrupt was present in person. Judson E. Richardson was present for creditors. Claims were proved and allowed. Alfred G. Sandberg was appointed trustee and the amount of his bond placed at \$500. The bankrupt was then sworn and examined without a reporter. The meeting was then adjourned without date.

March 21. On this day was held the first meeting of creditors in the matter of Lester C. Bernhard, Bankrupt No. 2448. The bankrupt was present and by

attorney. Matt N. Connine was present for creditors. Claims were proved and allowed. George D. Stribley was appointed trustee and the amount of his bond placed by the referee at \$2,000. The bankrupt was then sworn and examined without a reporter. The meeting was then adjourned to March 28.

In the matter of Arthur Wyman, Bankrupt No. 2257, the trustee has filed his final report and account, and a final meeting of creditors will be held at the referee's office on April 7. The trustee's final report will be passed upon and a first and final dividend paid to creditors.

In the matter of Day W. Richmond, Bankrupt No. 2360, the trustee's final report and account is filed and a final meeting is called for April 16. The administration expenses will be paid and a final dividend paid to creditors.

In the matter of Lester C. Bernhard, Bankrupt No. 2448, the receiver has received an offer of \$600 from Louis Aron, of Muskegon, for the assets of this estate, which are appraised at \$1,694. The property is the stock and attendant furniture and fixtures of a credit clothing house. The property is located at Muskegon. The sale will be held March 28.

In the matter of Isaac Lewis, Bankrupt No. 2450, the receiver has reported an offer of \$600 from the Grand Rapids Store Fixture Co. for the stock of men's clothing and furnishings and fixtures of this estate, all of which is appraised at \$2,091.65. The property is located at Grand Rapids. The sale will be held March 28.

In the matter of Frank N. Rhinehart, Bankrupt No. 2402 the trustee has reported an offer of one A. Hessel of \$600 for and in full settlement of a certain claimed violation of the sales in bulk law when the property was purchased from the bankrupt. The compromise offer will be heard at the office of the referee March 31.

In the matter of Fred J. Biggs, Bankrupt No. 2451, the funds for the first meeting have been received and the first meeting is called for April 7.

In the matter of Wilber N. Norris, Bankrupt No. 2454, the funds for the first meeting being received, such meeting is called for April 7.

March 22. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Ora L. Jackson, Bankrupt No. 2459. The matter has been referred to Charles B. Blair as referee in bankruptcy who has succeeded Mr. Corwin upon the resignation of Mr. Corwin. The bankrupt is a resident of the city of Muskegon Heights, and is a restauranter by occupation. The schedules filed list assets of \$4,228, of which \$1,300 is claimed as exempt, with liabilities of \$6,960.53. The first meeting has not been called to date, and upon the calling of the same notice thereof will be given here. A list of the creditors of the bankrupt is as follows:

Table listing creditors and amounts for Ora L. Jackson, Bankrupt No. 2459. Includes City Treasurer, Muskegon; County Treasurer, Oceana Co.; R. L. Wade, Muskegon Heights; Chas. P. King, Muskegon; Circuit Court, Muskegon; H. Leonard & Sons, Grand Rapids; Woodhouse Co., Grand Rapids; Bertsch Market, Grand Rapids; R. A. Best, Grand Rapids; E. J. Beukema, Muskegon; Moulton Grocer Co., Muskegon; Boumers & King, Muskegon; H. Ritsema, Muskegon; Mich. Bread Co., Muskegon; Boyd Auto Sales Co., Muskegon; W. W. Richards, Muskegon; Heights Lumber Co., Muskegon; M. H. Gas Co., Muskegon; M. H. Yule, Co., Muskegon Hts.; First State Savings Bank, Muskegon Heights; A. Meister, Muskegon Heights; Robert Gale, Muskegon Heights; L. L. Clement, Muskegon Heights; Atlantic Pie Co., Muskegon Hts.; S. L. Steers, Muskegon Heights; M. Schoenberg, Muskegon Heights; B. Goldberg, Muskegon Heights; Little Henry, Muskegon; Dr. C. A. Lund & Girouch, Muskegon Heights; Myrtle Jackson, Muskegon Heights; Geo. E. Kriticos, Chicago; E. M. Jackson, Angola; F. E. Jackson, Angola; Swift & Co., Muskegon; Consumers Power Co., Muskegon; Piper Ice Cream Co., Muskegon; L. H. Fink, Muskegon; M. C. MacDonald, Muskegon; Co-operative Dairy, Muskegon Hts.; M. H. Furn. Co., Muskegon Heights; Nels Peterson & Son, Muskegon H.; Mona Lake Ice Co., Muskegon H.; Muskegon Candy Co., Muskegon; Christian Coffee Co., Grand Rapids; Kuppenheimer Cigar Co., Grand Rapids; H. J. Heinz Co., Grand Rapids; Kent Storage Co., Grand Rapids; Worden Grocer Co., Grand Rapids; Wolverine Spice Co., Grand Rapids; X Cigar Co., Grand Rapids; Mills Paper Co., Grand Rapids; National Biscuit Co., Grand Rapids; Tuxpan Imp. Co., Chicago; J. H. Braun Co., Chicago; Hamilton Harris, South Bend; Louis Caplin, Baldwin; M. H. Fruit & Vegetable Co., Muskegon Heights.

Jas. S. Kirk & Co. Accused of Soap Fraud.

The Federal Trade Commission is now accusing Jas. S. Kirk & Co. of perpetrating a fraud on the public by branding seven of its products as Castile which contains no olive oil content whatever. The following is the complaint in detail:

Paragraph 2. Genuine Castile soap, so named from Castile, a geographical division of Spain, the place of its first manufacture, is a hard soap, the oil ingredient of which always has been and now is olive oil, to the exclusion of all other oils and fats. Said soap has for many years been distributed in commerce and has been in general use by the public throughout the United States. Because of the qualities of olive oil as a soap material and for other reasons, said soap has long been and now is considered by manufacturers of and dealers in soap, and by the public generally as an excellent soap, free from substances harmful to the human skin or delicate fabrics, of undoubted excellence and possessing desirable qualities not contained in other soaps. By the medical profession and the drug trade said soap has long been and now is considered and held to have the qualities requisite and desirable for the cleaning, bathing of infants and of sick or ailing persons, and for use in medicinal preparations, and said soap has long been and now is prescribed and recommended by said profession and said trade for said purposes.

Paragraph 3. For more than four years last past, respondent, in the course of its business, as described in paragraph 1 hereof, has manufactured and sold in interstate commerce, in addition to several brands of soap which contain various percentages of olive oil, seven other separate kinds of soaps, which contain no olive oil content whatsoever, to wit: "Kirk's Cocoa Hard Water Castile," the "Bengal Castile," the "Kirk's Cocoa Strip Castile," the "Peerless Cocoa Castile," the "Cocoa Castile," the "Crown Castile" and the "Floating Castile" brands of soap.

Paragraph 4. The aforesaid naming, branding, labeling and advertising of said soaps by respondent has the capacity and tendency to mislead and deceive the trade and the public into the erroneous belief that respondent's said soaps are genuine Castile soap, as defined in paragraph 2 hereof, and to cause the trade and public to purchase respondent's said soaps in that belief.

Paragraph 5. Genuine Castile soaps are more costly to manufacture than respondent's said soaps for the reason that olive oil is uniformly substantially higher in price than the oils and fats used by respondent as substitutes therefor, as hereinbefore set out. By reason of the premises respondent is enabled to and does sell its said soaps at prices substantially less than respondent's competitors who import, or manufacture, and sell genuine Castile soap can and do sell the same. Respondent's aforesaid practices by reason of the premises have the capacity and tendency to cause the trade and public in the United States to purchase respondent's said soaps as and for genuine Castile soap in preference to the more costly genuine Castile soaps of said competitors in this paragraph above referred to.

You may be unhappy in your present surroundings, but you may be sure that surroundings alone are not enough to create happiness or unhappiness. The happiness comes from within.

Some people are polite because it pays and some are polite because they are polite people. No matter what the reason, it is imperative that there be politeness in a store.

Indifferent Dealer Loses Sales in Aluminum Ware.

(Continued from Page 23) thousands of people like me, is true economy and sound business common sense—and that means, buying the goods that will last. We want stuff that won't have to be renewed every year. We know that it is cheaper to pay, say, 50 cents for an aluminum dish that will last a life time and clean in a few seconds than to pay 15 cents a year for twenty years for a series of other dishes that chip in a week, are gone in a twelve month, and call for five minutes scrubbing every time they are used.

Aluminum represents economy. For that reason aluminum is timely right now.

Why, last fall, one workingman in this same town of mine, working half time at that, bought and paid cash for \$12 worth of aluminum—a fair-sized kitchen outfit.

That brings me back to the starting point—how hard it is to equip an aluminum kitchen.

Working for the aluminum kitchen. If I were a retailer handling aluminum, I'd set my eyes on the aluminum kitchen.

The isolated sale is merely the stepping stone to bigger things. The prospect who is interested in aluminum represents possibilities of repeated business, month after month. The merchant who handles aluminum should grip these possibilities, nurse them along, and counsel with the chance customer to the end that the first accidental purchase may develop into a regular, steady habit.

Here is what Blank J. So-and-So did. When I asked for an aluminum saucage pan he sold me a sauce pan that may have given him a few cents more profit, but that—if it hadn't been for the "—" advertising—would have nipped my aluminum enthusiasm in the bud.

Here is what Blank J. So-and-So might have done. When I asked for an aluminum sauce pan in the first instance he might have sold me the "—" kind, the kind that my actual experience has proven to give satisfaction. Or when Grace, directed by the "—" people, had enquired regarding aluminum, he might have shown here a complete assortment of "—" goods, or helped her to find what she wanted in a "—" catalog. And in either instance, or in any one of the hundred similar instances, he could have told what "—" quality meant—he could have urged how easy it was, each week or month buying a few pieces of aluminum, to completely equip a kitchen—and, working along these lines, he could have made us and the hundreds like us steady customers.

Mr. Blank J. So-and-So could have done that.

But he didn't. That's why I say it is terribly hard in some stores to buy aluminum. There are a lot of people, just like us, who need it, and who actually want it; but the merchants shut their eyes to opportunity. Victor Lauriston.

It is what the public finds back of your advertising when they come to your store that makes your advertising profitable.



**Safety First a Good Motto in Egg Trade.**

(Continued From Page 21)

which are sensitive to both moisture and heat.

Any shipper who will take the time to visit one of these transfer points will see that the need for protection is urgent and would be profitable owing to the large volume handled and the exposure of so many eggs. Savanna, Ill., is a typical example which we mention because it is a very well managed transfer and is making the best of facilities which in the light of present-day knowledge must be regarded as primitive.

Safety first in 1924 has suggested to the Bureau of Agricultural Economics, through the offices of the National Poultry, Butter and Egg Association, that an extension of crop reporting of eggs would be desirable. It is now understood that the bureau will extend its statistical service to primary shipping points and back of the shipper to the poultry on the farm. If these reports can reach the trade at frequent intervals with recent information of a reliable nature, much lost motion and poor quality will be eliminated through more direct marketing and less shunting of eggs around from one market to another to take care of requirements that might be anticipated.

This season, when safety first is in the air, so to speak, is a good season for the operator to "Stop! Look! Listen!" before plunging in. There is less likelihood this season of any need to be aggressive. It may turn out to be a good year for the operators who store, but, regardless of the profit there may be, or the loss, careful buying will not result in going short of eggs and may save the operator some avoidable losses. Paul Mandeville.

A first step upon the long pathway leading to amendment of the Federal Constitution was made last week when the Senate, by a surprisingly large majority, approved the Norris proposal to advance the date for the inauguration of the President to the third Monday in January and of the meeting of the Congress to the January following the elections. Concurrence by the House and ratification by three-fourths of the states must follow before this long advocated change can be brought about. This is one modification of the Constitution, however, upon which there is or should be little difference of opinion. The long interval between the election of a Congress and its functioning is bad enough but when it is possible for a Congress repudiated by the voters of the Nation to legislate within that interval a situation is created which sometimes reaches the proportions of a National scandal.

They say it is better to be born lucky than rich. It is better still to be born energetic, for then you can make your own luck and acquire your own wealth.

**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

**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.

**COLLEGE TOWN WITHOUT LAUNDRY**—City laundry at Big Rapids, Michigan, for sale at a bargain. Ferris Institute annual enrollment 2,000. Permanent population 5,000. No other laundry within forty miles. Terms. Write W. A. Stillwell, Secretary Board of Trade. 524

**Wanted**—Safe about 1200 pounds. G. A. Johnson, Carlshend, Mich. 525

**For Sale**—Restaurant and confectionery on M46. Lease on building three years. Only one in town. Address No. 526, c/o Michigan Tradesman. 526

**For Sale**—Ten-foot Dayton vegetable display rack. Been used less than six months. For one-half price of new one. Ford Davis, 12 W. Chicago St., Coldwater, Mich. 527

**For Sale**—Only drug stock in town about twenty-five miles from Grand Rapids, on trunk line highway. Fine farming country surrounding. Will sell or rent building. No. 528, c/o Michigan Tradesman. 528

**For Sale**—Hardware store fixtures, including new floor show cases, adding machine, counter scales, platform scales, safe, aluminum and dish display racks, tables, etc. Merrifield-Follmer Co., Midleville, Mich. 529

**For Sale**—Hardware stock and fixtures. Stock has been reduced to about \$3,000. Implements sold. Mighty good location for anyone wishing hardware or hardware and implements. Only stock in town, and is worth considering. 530

**For Sale**—The D. McCauley dry goods and grocery store, at Merrill. Cheap for cash. Address Mrs. C. McCauley, Merrill, Mich. 531

**For Sale**—5 acres, good six-room house, gas, electricity, water, good garden spot. Grapes clear \$250 per year. Four blocks to post office and car line. Cheap if sold in thirty days. Bessie Kunkel, Spring Lake, Mich. 532

**FOR SALE**—One Baum fire proof safe 23 inches square, 33 inches high from floor. Practically new. One Burroughs five-bank adding machine. Good as new. One Neostyle printing machine and supplies. Never been used. One Toledo computing scale (grocer's scoop), capacity thirteen pounds. One ice box 3 ft. x 4 ft. 8 in. x 6 ft. 8 in. high, in good condition. One rolling ladder with fifty feet ceiling track. W. L. Brown, Union City, Mich. 533

**Wanted**—A customer who can handle about 500 pounds or less of good butter each week. Fairview Creamery Co., Fairview, Mich. 534

**Store Fixtures Wanted**—What have you in cash registers, show cases, scales, adding machines, etc. A. L. Redman, Olney, Ill. 535

**For Sale**—Restaurant and confectionery on M13, about forty miles from Petoskey. Doing good business. Asthma reason for selling. No. 519, c/o Michigan Tradesman. 519

**For Sale**—General store, stock and fixtures, \$6,500. Business well established. Annual sales \$45,000. Location has wonderful future. Terms to reliable party. Al. Brown, 77 East Hancock St., Detroit. 520

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

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

**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**—The stock of drugs and fixtures formerly owned by H. E. Stover, Kalkaska, Mich. Write Hazeline & Perkins Drug Co., Grand Rapids, Mich. 523

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

**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

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 LEVINSOHN, Saginaw, Mich.

**1882 - AWNINGS AND TENTS - 1924**



**CHAS. A. COYE, INC.**

We make a specialty of Rope Pull Up and Roller Awnings with Cog Gear Fixtures.

Our stock of White and Khaki Duck and Awning Stripes is very complete.

Quality of materials and workmanship, not cheapness, has always been our motto.

Ask for our blanks giving full instructions how to take measurements.

Don't buy until you get our prices and samples.

**Grand Rapids, Mich.**

**THERE IS MONEY FOR YOU IN**



5c. and 10c. Bars.

TRY

HI-NEE	10c
OH BILL	5c
CHOC LOGS	5c

**STRAUB CANDY COMPANY**

Traverse City, Mich.  
1018 Clinton St., Saginaw, W.S., Mich.

**TITLE RETAINING NOTES**

Under a recent decision of the Michigan Supreme Court, title notes are not valid unless recorded with the city, village or township clerk. This means that they must embody affidavits setting forth the conditions under which the notes are uttered. We have had our attorney prepare proper drafts of notes covering this requirement and can furnish same in any quantity desired on short notice. Our price for these notes is as follows:

500	\$6.75
1,000	\$8.25

**TRADESMAN COMPANY**  
GRAND RAPIDS



**Chocolates**

Package Goods of  
Paramount Quality  
and  
Artistic Design

## IN THE REALM OF RASCALITY.

### Cheats and Swindles Which Merchants Should Avoid.

In these days when under-priced standard merchandise is wanted by dealers so as to have "specials," there is a tendency among some operators to resort to sharp practices in an effort to get the edge on competitors. Complaint is being made that some dealers are misbranding raisins and prunes. Standards and known packs of raisins are purchased and in loose muscatels, for instance, small sizes are often branded "three crown" when they are not of that grade. Some boxes have sufficient blank space on one side to affix a stencil marking, and the careless buyer is apt to think that the branding was done by the packer. The same trick is practiced with Oregon prunes. Small sizes are marked up and the differential between what they really are and what they are branded gives the operator a profit. The retailer is not apt to discover his mistake.

Forty-six shipments of adulterated or misbranded vinegar were seized under the Federal Food and Drugs Act last year, according to a statement issued by officials of the Bureau of Chemistry. In addition to the seizures ten criminal prosecutions were instituted against concerns which shipped adulterated or misbranded vinegar into interstate commerce. A type of adulteration commonly found in vinegar, according to the food officials, is the addition of distilled vinegar to cider vinegar or to a mixture of cider vinegar and evaporated apple vinegar, the product being sold under a label that conveys the impression it is cider vinegar. Another type of violation is the substitution of dilute acetic acid for distilled vinegar. The sale of colored distilled vinegar as cider vinegar, which was frequent in past years, is now met with only sporadically. One vinegar manufacturer, who had bought more than 12,000 new barrels under a contract specifying the barrels should be from 50 to 52 gallons capacity, stenciled the barrels as containing 55 gallons.

Lansing, March 25—Banks and the Lansing Credit Exchange are warning their customers and members again to keep a sharp eye on the bad check. Two operators have been busy in Lansing within the past few days and have cashed in heavily, it is said. One such defrauder is known to have procured money from 19 forged checks.

For months the city as well as Central Michigan has been free from forged paper operators. It is believed that the two who have got away with their graft in Lansing the past few days, are working together.

One operator selected coal dealers as his victim, while the other chose for his field of endeavor the small stores and business places in the outlying districts. The coal dealer operator is said to have done better with his particular line although the firm on whom the checks were drawn, was a baking company which went out of business several months ago.

The man who financially man-handled the coal dealers appeared as a customer. He walked into coal offices in the guise of a laborer and ordered a ton of coal. After giving the address at which the coal was to be

delivered, the operator would start to leave.

"Shall we send this C. O. D.?" the dealer would ask.

"Suit yourself," the operator would reply. "The wife will pay for it at the house or if you will cash my pay check, I'll pay you here and save the driver trouble."

Naturally the coal dealer preferred immediate cash. The operator would then produce a check for about three times what the coal would total. The dealer would then deduct the price of the coal and hand the customer the remaining amount of the check. When the dealer went to deliver the coal, he found he had been defrauded. Fictitious addresses were generally given.

The operator who preyed upon the grocers and cigar stores used the regular way, buying articles and then tendering the forged check.

Among the reports received by the Tradesman on the fraudulent Knickerbocker Merchandise Co. is the following:

Replying to your recent enquiry relative to the Knickerbocker Merchandise Co., the officer assigned reports that this concern has an office on the sixth floor at 122 East 25th street, and that a man named Interfield is the manager.

Mr. Interfield was interviewed and stated they have agents about the country who interest grocers in buying their groceries through the company. To buy through them a person must deposit \$300 and, in return, is given a membership certificate and they are sent \$150 worth of groceries. Should the grocer wish to drop his contract it is optional with the company as to what will become of the \$300. In some cases it is returned and in others it is not.

The officer interviewed the post-office authorities relative to said company and was informed that it receives a large amount of mail. Nothing could be learned relative to their financial standing.

Attention was called to the statement that the concern receives large quantities of mail, showing very conclusively that the presence of several fool killers is needed to work among the retail grocery trade of the United States.

The Tradesman learns that the project Colfax Gibbs is exploiting in Kentucky is the Silica Asphalt Co., of that State. This corporation is capitalized at \$5,000,000 having 500,000 shares of \$10 par value. The company has leased 18,000 acres of land in Grayson county, Kentucky, which is claimed to contain asphalt deposits. Anything which Colfax Gibbs is connected with should be regarded with suspicion by conservative investors. One of the projects he exploited in Grand Rapids sold its stock at \$100 and \$150 per share. The stock is now being offered at \$60 per share. Another company he financed has done even worse. For every \$1,500 he obtained for \$1,000 worth of stock the holder now has \$200 stock of doubtful value to show for his \$1,500 investment. Anything Gibbs touches appears to go bad automatically.

Detroit—The May Trot Stores, 8353 Grand River avenue, has merged its shoes, etc., business into a stock company under the same style to conduct a chain of stores, with an authorized capital stock of \$10,000, all of which has been subscribed, \$425 paid in cash and \$6,000 in property.

## Programme For the Grand Rapids Convention.

The following is the official programme for the 26th annual meeting of the Retail Grocers and General Merchants' Association, to be held at the Pantlind Hotel, Grand Rapids, April 22, 23 and 24:

Tuesday, April 22.

1 p. m. Registration of delegates.  
2 p. m. Convention called to order—Vice-President, J. A. Mohrhardt, Grand Rapids Association.

Invocation, Rev. David R. Huber, D.D.  
Address of Welcome—Lee Higgins, Vice-President Grand Rapids Association of Commerce.

Response -----Chas. H. Schmidt  
Introduction of President Christensen.

President's annual report.

Secretary's annual report.

Treasurer's annual report.

Appointment of Committees on Credentials, Rules and Order, By-laws, Auditing.

Report Legislative Committee, Chairman M. C. Goosen.

Address—"The Canning Industry in Michigan"—W. R. Roach, Grand Rapids.

Discussion.

Adjournment.

7 p. m. Entertainment—Courtesy W. R. Roach & Co.

Wednesday, April 23.

9:30—Called to order.

Report—Credential Committee, Rules and Order Committee, By-laws Committee.

Round Table Discussion—"Relegating Unprofitable Items to a Place Under the Shelves," Introduced by Paul Gezon.

10:15 Question Box, in charge of John Affeldt, Jr., Lansing.

1:30 Committee Reports—Credentials, Auditing.

Address—Modern Merchandising—John A. Green, Cleveland, Director of Publicity American Sugar Refining Co.

Discussion.

Address—Mutual Insurance, E. A. Stowe.

Appointment Nominating Committee.

7 p. m.—Supper and entertainment by Wholesaler's Department of Grand Rapids Association of Commerce.

Thursday, April 24.

9 a. m.—Called to order.

Report—Resolutions Committee.

Report—Nominating Committee.

Election of officers.

Selection of next convention city.

Unfinished business.

Meeting of Board of Directors.

## Need of a Michigan Forest Protective Association.

Grand Rapids, March 25—We are progressing toward a better understanding by the general public of the need for reforestation and of the part played by fire in discouragement of the good work.

The friends of our forests should get together and link themselves by a feeling of common interest, based on a desire to protect all forest growth. It will be wise to form an association, so that we can more easily concentrate our efforts whenever by so doing there can be accomplished a forward movement of some magnitude.

We need the organization in every community of a group known to be vigilant and careful observers of forest growth and the fires that do the forests so much harm. The knowledge

that such an association was ready for action would deter the heedless and wanton destroyers from some of their mischief. In union there is strength and each one trying to safeguard our forests would be greatly strengthened in doing and carrying forward the good work when such person is one of a group and association having the same public spirit and aim for community advancement. We need the volunteer membership of all transients, tourists of the resort season who travel our roads from place to place throughout the State. The forests need their most intelligent self control. Their co-operation with our purpose and acquaintance with our aims and intentions can be made a source of added strength for forest protection. We want all to be volunteer vigilantes in the detection and reporting of forest fires, with a willingness to instruct and admonish where ignorance or heedlessness is discovered in the use of our forest growth. We need an organized group in each school district.

If you are interested in this please signify your willingness to become a member under a provisional plan providing that persons less than 16 years of age be registered as members without payment of dues and for all over that age the dues be 25 cents per year, the main idea being to have enough money to furnish printed matter that shall aid in properly informing each one about facts helpful to a right understanding of forestry problems.

This has the approval of the President and Secretary of our Michigan Forestry Association and under date of March 21 we have a letter of hearty approval from R. G. Shreck, Forest Supervisor Michigan National Forest.

President Coolidge has proclaimed April 21 to 27 as Forest Protection Week, but that can be only the beginning of a year's work. It will be most fitting at this time to organize, so that there shall be sure control of the work throughout the year and that we be in condition for better progress in years to come. Frederick Wheeler, Director Michigan Forestry Ass'n.

## Detroit Wholesalers To Visit Mt. Clemens.

Detroit, March 25—Mt. Clemens will be visited Tuesday, April 1, by Detroit wholesalers, manufacturers and bankers in the next of a series of trade promotion trips being conducted by the Wholesale Merchants Bureau of the Detroit Board of Commerce.

More than a score of wholesalers visited Howell last week when retailers of that city and surrounding territory were the guests of the Bureau at a dinner at the Howell High school.

The Detroit delegation going to Mt. Clemens will leave Detroit at 12:15 p. m., April 1, in the special car Yolande by the Detroit United Railway from the foot of Woodward avenue. Anyone wishing to board the car along this route may do so by notifying the secretary.

A dinner will be served to customers of the Detroit firm and to others at 6:15 p. m. at St. Mary's auditorium. The return trip to Detroit will be made the same evening.

Wholesalers are urged to invite their customers and others from towns surrounding Mt. Clemens, including Anchorville, New Baltimore, Roseville, Halfway, Centerline, New Haven, Richmond, Almont, Warren, Fairchilds, Armada, Romeo, Macomb, Utica and Fraser.

The visit to Howell last Tuesday was a most enjoyable one for the Detroit party. Regret was expressed that not longer could be spent in the Livingstone county seat. A. W. Lind, vice-chairman of the Bureau, was chairman for the evening, while W. B. Campbell, a former resident of Howell served as toastmaster. Speakers included: Charles Sutton, president of the Howell Board of Commerce; W. J. Dillon, Charles Hemans, an attorney of Howell, and Harvey J. Campbell.