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GRAND RAPIDS

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MICHIGAN TRADESMAN

PUBLISHED WEEKLY

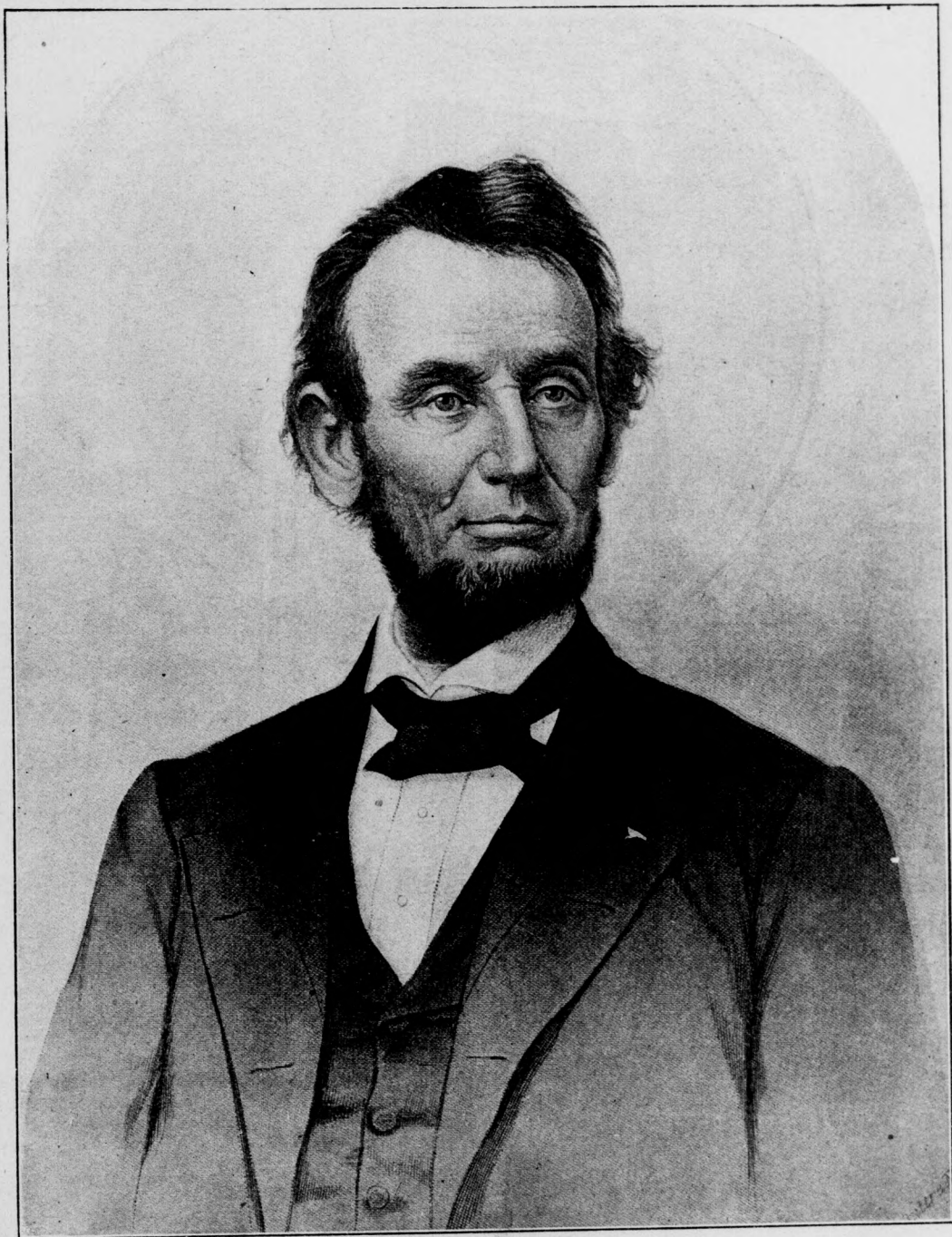
TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Forty-second Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 11, 1925

Number 2160



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Born—February 12, 1809. Died—April 15, 1865.

*Wise with the wisdom of ages,
Shrewd as a man of trade,
Grim as the prophets and sages,
Keen as a damask blade;*

*Firm as a granite-ribbed mountain,
Tender as woman's song,
Gay as a scintillant fountain,—
Yet was he oaken-strong.*

*Here, the wonder of aeons;
Born unto pain and strife;
Dead, 'mid a thousand paeans,
Deathless, he enters life!*

STANOLAX CONQUERS CONSTIPATION

BRINGS HEALTH AND HAPPINESS

The most prevalent of all human ills is constipation, according to the statement of hundreds of physicians and all regard it as a serious trouble maker. It is bad in itself and is doubly bad because it renders the person suffering with it susceptible to the attack of other ailments.

At this particular time of the year few people take enough exercise in the open air and most of them eat an excess of highly concentrated foods. These two facts frequently lead directly to constipation.

Obviously it is better to take measures to prevent constipation than to wait and then have to cure it. The surest preventive is found in Stanolax (Heavy) which keeps waste food masses soft and lubricates the intestines so that the waste matter is easily passed from the body.

The greater number of people however fail to take action until constipation is well developed and for them Stanolax (Heavy) is indeed a

boon, for by its purely mechanical action it conquers constipation by relieving the cause.

Stanolax (Heavy) is colorless, odorless and tasteless. It is a pure mineral oil which does not excite the bowels to violent action and then leave them exhausted, as an after effect. Instead, it soothes the linings of the intestines, lightens the work they must do and gives them an opportunity to recuperate.

As a result of this treatment, the bowels soon start functioning normally and in a short time the dosage may be greatly reduced and eventually discontinued, as Stanolax (Heavy) is in no sense habit forming.

Stanolax (Heavy) which is produced only by the Standard Oil Company (Indiana) is bringing relief to thousands who suffer with constipation and in many instances it is effecting permanent cures.

Druggists, everywhere, are following the lead of the most reputable medical authorities and are recommending



STANOLAX

(HEAVY)

for constipation

MICHIGAN TRADESMAN

Forty-second Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 11, 1925

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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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under Act of March 3, 1879.**CO-OPERATIVE BUYING BOSH.**

In theory co-operative marketing is a sure cure for the ills of the farmer. In theory Government ownership of railroads is the dream of the idealist. The Government finds it cannot run the railroads and make them pay. The farmer, if the truth be known, has found that he cannot derive from the co-operative sale of his crops the money he can from the cash sale of his crops. If the farmer had the experience in the conduct of his marketing the railroads have in the administration of their business, he would probably resent Government interference.

The so-called middleman performs an economic service in his part of the distribution of farm products. He can be replaced, but he cannot be eliminated. The replacing has proved itself costly to the farmer and it is not hard to understand the reason. Co-operative agencies in marketing farmers' commodities must sell to the same trade to which the independent firm sells. They must exercise as good or better judgment in this marketing. It is not exactly reasonable to assume that their overhead will be as small, their judgment as sound or their conduct of the business as wise as the firm's which has spent their business life at the game.

However, this is not the only reason co-operative distribution of farm products has not done what many people thought it would do for the farmer. The trouble is not that the farmer is insincere in his efforts at co-operative marketing. The trouble is that the promoters of co-operative enterprise are generally insincere. It is known among men familiar with the marketing of farm products that perhaps nine-tenths of the co-operative selling agencies are politically controlled. It is also common knowledge that farmers are signed up by contract in these

agencies, or exchanges, as they are called, by misrepresentation of facts by paid organizers and by promises which can never be realized.

Political or government controlled enterprise has never been able successfully to compete with private enterprise. Misrepresentation of facts temporarily accomplishes an end, but is a boomerang when time and experience reveal the truth.

These statements may be deemed little short of anarchistic in the face of the present public clamor, "Let's all quit our work and help the farmer," but the statements are true. There are many sections of the country where farmers have bound themselves to co-operative contracts only to find their exchanges nothing but promotional schemes, disseminators of harmful propaganda, absolutely unable to compete in returns with the cash buyer of their products or make good the elaborate promises held out by venal and crafty stock sellers.

The danger in all this benevolent (?) talk about helping the farmer is grounded in politics and unscrupulous promoters. This statement is not a product of virile imagination; it has already become apparent.

TIME FOR READJUSTMENT.

At retail just now there is more than the usual variety in the offerings of the stores. Conspicuous, of course, are the midwinter ones, lessened in price in order to move them from the shelves and thus gain space for newer goods for the coming season as well as to save the further carrying charges. In furs and other garments for both sexes a number of real bargains are offered, and the response, while not as great as was hoped for, has been fairly good. Beyond mere raiment, however, there is a good business passing in all the articles for use in, or adornment of, the household. Furniture sales have been meeting with favor and so, also, have those of table and other linens, sheets and the like. Miscellaneous novelty goods have likewise appealed to buyers. Preliminary purchases for Spring have become quite an item as well. Taking all things together, the sum total of the sales at retail has been an encouragement and has served to increase the confidence of merchants in the outlook. The character of many of the purchases has confirmed the opinion that people in general had been underbuying even as to real needs and that replenishment could be no longer delayed. Those who had been waiting for lower prices, furthermore, seem to have come to the conclusion that further delay would not be fruitful, and so are doing now what, under other circumstances, they would have done long ago. Whatever the motive, the result is beneficial to the stores.

When it comes to the primary markets and the wholesale distributors, some uncertain elements are found. The persons immediately concerned are obliged to lay their plans much in advance, and, therefore, require some stability in prices. Otherwise they would become more speculators than merchants. So the probable course of prices is an element that cannot be ignored. What this is to be, especially for the last half of the present year, has quite a number guessing. There was an upward trend in the aggregate number of commodities toward the close of 1924. This does not yet appear to have ceased. But, logically, it would seem as though the time were near for a readjustment downward. This must come sooner or later as the war and its sequels fade into the distance, and with it must appear again something like the old ratios between the values of different commodities. But temporary factors have come in to prevent the operation of the usual forces. The wheat scarcity, for example, pushed up the price of this important foodstuff to war-time heights, and similar influences have been noted with regard to certain raw materials. If there were assurances of a rise, or even a stability, in prices, business operations could be entered into with some confidence. But there is always the chance of a recession in prices due to the consumer's disinclination to concur in advances, and the knowledge of this breeds caution. This is reflected in the buying at the present of both producers and wholesalers and is likely to remain as a permanent feature for some time to come.

One of the results of modern civilization is that men are growing more handsome. No less an authority than the conservator of the Museum of the Royal College of Surgeons in London is responsible for this graceful compliment. He is supported in his assertion by the man who compiled photographic records of the nation's most famous men for the national photographic gallery. It appears that modern man does not use his jaws so much as his forebears and that the change in the bony framework of the face is making it narrower and more refined. Looking a gratuitous compliment in the mouth may seem ungracious, but many will wonder just what are the standards by which masculine beauty is measured. The virile beauty of the square jaw has been the subject of song and story. More recently the movie sheik has been accepted as the high point of masculine perfectability in looks. Both displaced Jupiter Ammon and Apollo. "Handsome man" votes have never proved satisfactory. Indeed, a vote on the subject just now might destroy the findings of the London experts. Recently so high an au-

thority on masculine beauty as Professor Raymond of Harvard University startled that university by declaring that the future man will be hairless, toothless and toothless. Although Professor Raymond thought this catastrophe was several thousand years away, an acrimonious discussion between Harvard and the London Royal College might bring it nearer—and we should all have to begin to worry. It will be much better to accept the London compliment as it stands.

British ships clear from British ports loaded with British liquor. A few days or a few weeks later they are hovering an "hour's sail" off the American coast. This was bound to result sooner or later in some such protest as that made by Senator Borah. Demanding that Great Britain move to end this gigantic smuggling industry, he says that prohibition is a "great national policy" of America and we are "entitled" to have that policy respected. Pointing out that Britain recently warned the Soviet government that it must stop its nationals from scattering revolt and trouble among other peoples, he insists we must say to Great Britain that she must stop her nationals from planting bottled "murder and misery" in America. His position is logical. If the boot were on the other foot Washington would be hearing about clearance papers, manifests and cargoes that vanish somewhere at sea between points of shipment and supposed delivery. Sooner or later Great Britain will be forced by her own self-respect to fasten down the lid on her Sir Hartley Brodericks.

Open and persistent violations of the prohibition laws are committed every day in hotels, cafes and dance halls. This is a fact of general knowledge. It is also a fact that the arrests and prosecutions are few in proportion to the extent of the offenses against the law. It is one thing, however, to know these things and quite another to bring legal proof. The participants will not testify if they can help it; and if the police are sent around to get evidence, they must themselves buy the illegally dispensed liquors to satisfy the rules laid down by the courts before convictions can be secured. And for this method they are always roundly denounced. Technicalities are sacred in most of the "tribunals of justice;" and none knows better than the police the difficulties and discouragements laid in their path when they try to bring delinquents to justice. The people who really want the law enforced don't help and the others who defy the law use every means at their command, legal and other, to thwart law enforcement.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

Mears, Feb. 8—Here is where I break my New Year's resolution. My sympathy to Hatch & Baker, as I also received four tubular ties. In fact, so far this year I have received five different shipments of bargains. I never open them up. Usually wait until I get four or five letters, saying bill is due, then delay a few weeks or until they draw on me. Then I write for postage for return of goods. Then I write they are short two or four cents for postage and when I think the firm will remember me, I return the goods. One house is bothering me now on some returned aprons, as they claim they billed the goods for inspection and stated I would have to send 'em back in five days or keep them. As I kept them five weeks they seem to think I will have to pay for them, although they have been sent back. But they and I don't think alike on that question. I returned a coffee percolator to-day which was sent me for sample (not ordered), billed at 51c net. I returned it to-day C. O. D. parcel post to them and to insure it going back sent it sealed, which calls for first-class postage. Wonder will they like to pay around 70 cents to get their damn coffee pot back? Sometimes I send small articles by express so they can pay plenty on the returns. This is not a very nice business policy on my part, but it will tend to discourage sending me at least their un-called for and un-ordered stuff. Their method of selling makes me lose all my religion. I have auto robes, granite ware, hosiery, shoes and other junk sent me that way, but I neither open nor examine anything any more. That is one New Year's resolution I will keep. Ches. A. Brubaker.

Chelsea, Feb. 6—Your paper certainly deals with all cheats and frauds as they should be dealt with and we admire your courage. Referring to goods sent for inspection, as described in your Realm of Rascality department we take them to the American Express Co. to be returned collect, and we do not get as many as we formerly did. Vogel & Wurster.

Our Chelsea friends may have found a way to lessen this abuse, but it will never be entirely abolished until every recipient of non-ordered goods does as the Lyons merchant described in this department last week—refuses to return any shipment of this kind until the sender forwards a sufficient sum of money to reimburse the merchant for the trouble he has been put to in the matter; also enough to prepay postage charges as an assurance that the shipment will be accepted by the consignor.

Shepherd, Feb. 6—I regret to inform you that I have had a very unpleasant experience with a concern known as the International Redemption Bureau, 2945 Third avenue, Detroit. The salesman who introduced me to this swindle gave his name as M. A. Willis. The concern pretends to handle Rogers silverware which it sends out as premiums to those who send in tickets. I bought 20,000 tickets at \$2.50 per thousand. I enclose herewith original copy of contract which is not being fulfilled.

1. They never sent the silverware (twenty-six piece set).
2. Customers receive no response to the money and coupons they are sending in.
3. They have not replied to telegrams sent them.
4. Calls by telephone fail to locate such an organization.
5. Initial payment (voucher of which is enclosed) was not given the

representative, but sent through by mail, together with original contract.

6. Representative showed me some checks of similar amounts from other merchants, so perhaps this is not the first time this matter has been brought to your attention.

7. Can furnish affidavits from customers if necessary. Glen Oren.

This is the old, old swindle which has been repeatedly exposed in this department. Most of the people engaged in these swindling schemes are fly-by-nights who do not stay long in any one locality. Chicago harbors a hundred or more of these sharks. The silverware they furnish—if they ever furnish it—can be bought by any dealer from the International Silver Co. for \$1.50 per gross. The tickets which the merchant purchases at \$2.50 to \$4 per thousand can be obtained from any printer in large quantities at 75 cents per thousand. The writer has personally investigated more than one hundred of these concerns and never found one which was honestly conducted. When a merchant finds he has been victimized by one of these sharks, he should immediately call in the tickets he has distributed among his customers and make them good in some way that will be entirely acceptable to the customer. Unless he does this, he will find that he has created sore spots which will never be healed. Making good may cost the merchant good many dollars, but it will be money well expended.

If any merchant thinks he must give premiums in goods to accelerate sales he should purchase his own premiums in the open market, display them in his own store and keep them in stock in sufficient quantities to award any premium earned by the customer at any time. There is no more reason why he should do business through a third party than in the purchase of sugar, calico or nails. To introduce the third element into the transaction is to invite trouble and misunderstanding and pay a premium on chicanery and fraud.

The following letter has been sent to John H. Bartlett, First Assistant Post Master General, by the writer:

Grand Rapids, Feb. 9—There are three notorious frauds in the knitting machine business which I think should be deprived of the use of the mails. They are:

Stieber Knitting Machine Co., Utica.
Auto-Knitter Hosiery Co., Buffalo.
Gearhart Knitter Machine Co., Clearfield, Pa.

These companies are the three active organizations employing the work-at-home scheme to sell knitting machines. The representations that it is easy to operate the machines and that big money can be earned by women in spare time at home is what sells the machines. The companies agree to buy the stockings which the purchasers knit on the machines. This seems to be a very safe agreement, because so many women who buy the machines are unable to operate them. As a matter of fact, I have never known any of them to pay a penny for socks sent them. They do not keep their agreements to return the money paid for machines when the machines are sent back in due time, prepaid and insured. They will not answer a letter of complaint or enquiry. How they have been permitted to remain in business so long and enjoy the privilege of the mails to conduct their fraudulent schemes is more than I can understand. The victims of these

sharks are mostly cripples and shut-ins who grasp at what looks like an opportunity to contribute to the support of the family. In many cases the purchase of machines represents the savings of a lifetime. Will you kindly refer this letter to the proper bureau of your department and oblige.

E. A. Stowe.

Grand Haven, Feb. 4—Milt. Steindler, salesman for the Steindler Paper Co., Muskegon, has given me your name and address and advised me to ask you for your opinion on the following matter: Last summer an agent of the Continental Jewelry Co., 1914-20 Euclid avenue, Cleveland, Ohio, came to my store and showed his samples of jewelry. With an order for a certain amount of jewelry they would furnish a show case. On the printed order was a clause stating that the company would not be bound by any changes or additions made by their agent that were not written. The order was so worded that they agreed to exchange for some other any jewelry which failed to sell. I did not want the goods, because a good deal of it was to retail too high for my trade. He then said he had a right to make changes. He cut down the order to \$138 and changed the date of payments; and since the goods were too high priced to suit me, he promised he would send goods which would retail for not more than 50c. He also promised that I would be the only one in this city to sell Continental jewelry.

My clerk was witness to all this. With these agreements I signed the order, taking the man at his word. After that he went to another merchant and promised that man he could have the exclusive sale of Continental jewelry in this city. With that understanding that merchant gave him an order. In due time we both received the jewelry. I examined it and found that he had sent me some high priced jewelry, as well as the cheaper. He did not keep his promise. I packed it up and sent it back to them the same day it arrived and wrote them a letter stating that I did not believe those goods would sell in my store. They answered me in such a way as if I was obliged to take the goods. I began to mistrust the affair. They returned the goods by express and I refused to accept. The express man took it back with him. Sometime afterward the show case arrived. I refused to accept it. The drayman did not take it off his wagon. I told him to take it back to the depot and send it back. He told me he had six show cases to deliver that day. Upon questioning him, he said he knew that at least one other, beside the one sent to me, was from the Continental Jewelry Co. and told me where it was. In that way I learned that some other store also had the jewelry. Upon investigating I found it to be true. When the show case arrived there they wrote me they had given the factory orders to hold it at my disposal. I paid no attention to it. They wrote me many letters to persuade me that I was obliged to pay for the goods. I explained to them and to their lawyer in Cleveland, into whose hands they gave their claim, how their agent had broken his promises and agreements. They referred me to that clause in the order about not being bound by any statements made by their agent. They threatened to sue me. They sent their claim to a lawyer in this city. I explained the case to him and he refused to dirty his hands. The claim was then sent to another lawyer in this city. He did not drop the case, but I would not give in. About two weeks ago an officer brought me papers from that lawyer that suit had been begun in Circuit Court. I immediately retained a good lawyer who is to take my part. He says it is fraud. I do not know yet when the trial will come off, probably in March. Will you

please give me your opinion on this? Arthur J. Van Woerkom.

The Tradesman has repeatedly warned its readers not to have any business dealings with the Continental Jewelry Co., because it employs men as traveling representatives who are little better than pirates. They make all kinds of false representations to secure the signatures of merchants to their iron clad orders. Of course, orders obtained by such methods are fraudulent and cannot be enforced. No jury will ever render a verdict in favor of the Cleveland house if the dishonest methods pursued by the agent are properly exploited before the jury.

In this connection the Tradesman again repeats what it has uttered, with variations, for the past forty years—never sign a contract presented by a stranger for anything. The good merchant can secure all the goods he needs without signing an order which may turn out to be little less than a death warrant. The moment the agent whips out a contract for signature show him the way to the door and accentuate his movement by the application of sole leather.

If you own an automobile, you are a prospective victim of the small army that thrives on automobile stealing. Many and varied are the methods of crooks who specialize in automobiles. Not all the thieves, however, are as daring as the one who stepped into an expensive automobile parked in front of the Detroit Athletic Club. The car refused to spark, but, undaunted, the crook made note of the license number and went to a garage.

"I can't start my car," he told the mechanic. "It's number So-and-So and is parked in front of the Blank Club. Go and get it and fix it for me."

The mechanic towed the automobile to the garage and soon discovered that the magneto pencil was gone. The owner, of course, had removed it in order to be certain that no one could steal the car. The thief indignantly said that some one must have stolen the pencil and instructed the mechanics to insert a new one. As he had no money to pay for the pencil, he told them to take the spare tire off the back of the car and hold it, as he would return immediately and pay them. The thief took the same car to Pontiac, went into a garage at night when only one man was on duty, and ordered that the mechanic fill it with oil and gas. While the night man was in the pit, draining the oil from the crank case, the thief went to the office to "use the telephone," jimmied open the cash register, took \$22.75, paid the garage man his bill out of his own money, and fled.

Often, a man and woman enter into the automobile-stealing business together. A favorite method is for the woman to drive her car alongside the victim's empty machine and lock wheels with it. Her associate climbs into the empty automobile and backs it out. If no one appears, he drives away rapidly. Should the owner appear, he has the legitimate excuse that he was trying to extricate the lady's car.

Some crooks find automobile stealing so profitable that they can afford to invest capital in the business. One successful gang owned a van which would be driven to the location of a selected automobile. They would attach a cable to the rear axle, and, by means of a winch, drag the car in the moving van. Then they would take the car to a garage they owned and strip it of all means of identification. And, of course, there are the crooks who steal or buy an automobile and insure it for double its value. They then proceed to dispose of the car and claim the insurance. That this practice is all too prevalent is suggested by the author's account of "the rock quarry in Chicago which was filled with water and into which eighty-five cars were dumped. Finally it was so full of machines that the last ones thrown over the cliff showed above the water."

Police authorities declare that it is practically impossible to swindle an honest man. They say that every sucker is actuated by a desire to make easy money and that he is willing to use crooked methods to get it. That sounds very well, but the most honest man might be the innocent victim of the clever plan that the author next describes. "Silky" McSwain presented a \$600 check in payment for a diamond. He did not ask the jeweler to deliver the diamond immediately, but won his confidence by suggesting that he hold the diamond until he received payment for the check in the morning. The next morning, Mr. McSwain's check was returned because the bank had no depositor by that name. The jeweler congratulated himself on his caution, and was surprised when McSwain walked in to get the diamond. When the jeweler told McSwain that the check had been returned, the crook feigned anger and asked for the return of the check, telling the jeweler that he wished to take it to the bank and convince the bankers that he did have an account. Then McSwain took the check to the hotel where he had been stopping, and cashed it on the strength of the jeweler's endorsement. The jeweler was forced to make good.

A "Good Front" Important To the Retailer.

Considerations of the planning of retail stores are included in a pamphlet prepared by the Department of Commerce. The pamphlet emphasizes the importance of "putting up a good front." The external features of the store intimate to the public the nature of the activity within. For that reason, the pamphlet says, the store front should suggest the highest attainment in the particular kind of business.

The discussions of display windows, entrances, floor-layouts, and lighting are informative. The type, size, general construction, and lighting of show-windows must meet the requirements of the goods displayed, asserts the pamphlet and then amplifies the assertion with saying that "for large articles of furniture the window space should be of sufficient depth to permit effective display. A soft lavender glow which might cause feather fans and other dainty articles of feminine dress

to look enticingly beautiful, would intensify the gloom of a sealskin coat."

A section on store entrances records the belief that "come in" subtly suggested in a distinctive store entrance means more money in the cash drawer. Circulation of customers through the store may be obtained, the pamphlet says, by placing the elevators at some distance from the entrance, and by placing stairways so that customers must cross the first floor in order to reach them. The discussion of store lighting is based on the principle that "the retailer with the well-lighted store will do more business than his neighbor with a poorly lighted place of business."

Community preference, classification of merchandise, characteristics of customers, grouping of related departments, physical factors and a special section devoted to the location of "non-selling" departments are included in the pamphlet, which is designated Trade Information Bulletin No. 291—Retail Store Planning.

Copies are obtainable on application to the Department of Commerce, Washington, D. C.

Sharp on a Bargain.

Cy Cobbins made brooms for a living, and Sid Hoskins kept a store in the town where they both lived. One day Cy came in with a load of brooms and then dickering began.

"Sid, I want to sell you these brooms."

"All right, Cy, I'll take them."

"I don't want any store pay," said Cy. "I want cash for them."

After a thoughtful pause Sid said: "I tell you what I'll do, Cy. I'll give you half cash and half trade."

"I guess that'll be O. K.," Cy said, at last.

After Sid had put the brooms in their place in the store, he said:

"Here's your money, Cy, and now, what do you want in trade?"

Cy's shrewd glance swept over the miscellaneous stock of the store.

"Well, Sid," he said, "if it's all the same to you, I'll take brooms."

The Priceless Ingredient.

In the city of Bagdad lived Hakeem, the Wise One, and many people went to him for counsel, which he gave freely to all, asking nothing in return.

There came to him a young man who had spent much but got little, and said, "Tell me, Wise One what shall I do to receive the most for that which I spend?"

Hakeem answered, "A thing that is bought or sold has no value unless it contains that which cannot be bought or sold. Look for the Priceless Ingredient."

"But what is the Priceless Ingredient?" asked the young man.

Spoke then the Wise One, saying, "My son, the Priceless Ingredient of every product in the market place is the honor and integrity of him who sells it. Consider his name before you buy."

Financial Fireworks.

"It is said that paper can be used effectively in keeping a person warm."

"Yes, I remember a 30 day note once kept me in a sweat for a month."

An Even Dozen Points to insure a Successful Window

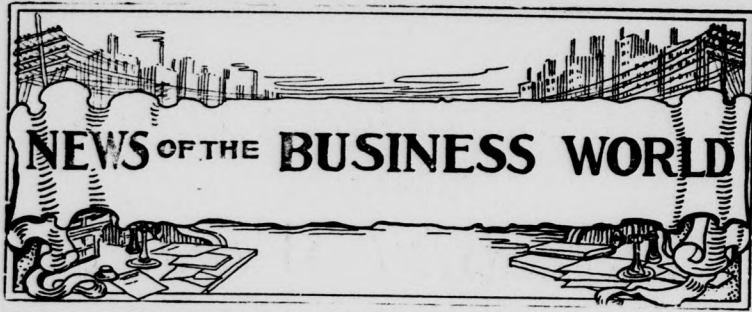
For the dealer who would make a successful window display—one that will pull trade and arouse more than passing interest—here are twelve important points which must be taken into consideration:

1. Window glass should be so clean inside and out that a store would stake its reputation on it.
2. The woodwork, floor coverings, etc., should be carefully cleaned and polished.
3. It is much easier to make a display with one or two or three related objects than with a miscellaneous assortment.
4. Simplicity and common sense are absolutely necessary to good window decoration.
5. Size is not the most important feature of a show window. A small window properly decorated can get as good results as a large one.
6. Windows should be well lighted with proper lamps and reflectors.
7. Do not fill a large window with small objects unless they are grouped. Each group should then be made to stand by itself.
8. Group only articles that go well together.
9. Every window should have a background that serves to make the display stand out and gives an opportunity to illuminate the display.
10. Windows should be illuminated at night. Many people who would not see them during the day have time in the evening to view displays.
11. Pedestals in convenient heights and glass shelves serve to raise a display off the floor and out of the mediocre class. A convenient size for glass for window display shelves set on pedestals is about twelve by twenty-four inches.
12. It is advisable to have at least one descriptive card or poster to "get over" the message to the less discerning.

WORDEN GROCER COMPANY

Wholesalers for Fifty-six Years.

The Prompt Shippers



Movement of Merchants.

Hillsdale—The Olive Wilson Shop, millinery, has been removed to the Howe building.

Saginaw—The Koenitzer Tanning Co. has changed its name to the Saginaw Tanning Co.

Redford—C. H. Krugler & Co., hardware, has increased its capital stock from \$75,000 to \$750,000.

Detroit—The Jonhston Paint & Glass Co. has increased its capital stock from \$50,000 to \$150,000.

Detroit—The Superior Tire Corporation, 2101 Cass avenue, has increased its capital stock from \$2,000 to \$35,000.

Port Huron—The Federal Commercial & Savings Bank has increased its capital stock from \$300,000 to \$400,000.

Detroit—McCandless Bros., 4-142 General Motors building, lumber, piling, etc., has increased its capital stock from \$25,000 to \$35,000.

Detroit—The Peerless Portland Cement Co., 2410 First National Bank building, has increased its capital stock from \$5,000,000 to \$6,000,000.

Kalamazoo—Charles F. Guilfoyle and Arthur S. Atkins have opened a tobacco shop and lunch room with soda fountain at 114 North Burdick street.

Eaton Rapids—Gale & Mingus, shoe dealers, have dissolved partnership and the business will be continued by Tom Mingus, who has taken over the interest of his partner.

Lansing—A. J. Wheaton has leased a store in the United building, 113 West Allegan street and engaged in the meat business under the style of the Quality Meat Market.

St. Johns—Lyman D. Parr has sold his interest in the drug stock of D. H. & L. D. Parr to his son, Dart H. Parr, who will continue the business under the style of Parr's Pharmacy.

Laingsburg—Myron Hoad and Loyal D. Arthur, proprietors of the Candy-land store, lost their stock and store building by fire. The loss is partially covered by insurance.

Detroit—The Campbell Lamp Shade Co., 1439 Broadway, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in property.

Detroit—The Detroit Road King Sales Co., 4461 Cass avenue, has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Owosso—Fred Glander, formerly with the Standard Machinery Co., has plans to build a plant on a site near the Robbins Furniture Co., for production of brass and aluminum castings.

Detroit—The Grinding Wheel Sales Co., 6420 East Lafayette avenue, has

been incorporated with an authorized capital stock of \$25,000, \$5,000 of which has been subscribed and paid in in property.

Nashville—Wasnick & Wasnick, who have conducted a bakery here for several months, are closing it and removing the equipment to Portland, where they have conducted a bakery for a long time.

Grand Rapids—The Acme Candy Co., 714 Building & Loan building has been incorporated with an authorized capital stock of \$10,000, \$3,500 of which has been subscribed and paid in, \$2,500 in cash and \$1,000 in property.

Lansing—S. H. Hicks & Son, Inc., has been incorporated to deal in builders' supplies, manufacture and sell cement blocks, etc., with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in property.

Detroit—The Savallisch Market, 8438 Grand River avenue, has been incorporated to deal in groceries, fruits, produce, meats, etc., with an authorized capital stock of \$7,500, all of which has been subscribed and paid in in property.

Flint—The Flint Road King Sales Co., 906 Chippewa street, has been incorporated to deal in autos, trucks, motorcycles, etc., parts and supplies, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Detroit—Crosslights, Inc., 501 Woodward avenue, has been incorporated to conduct a retail credit jewelry business and to deal in second hand goods with an authorized capital stock of \$25,000, \$16,000 of which has been subscribed and paid in in property.

Saginaw—The Cal-Wood Specialty Co., 1650 Gratiot street, has been incorporated to deal at wholesale and retail in drug sundries, paper articles, novelties, with an authorized capital stock of \$10,000, all of which has been subscribed and \$6,000 paid in in cash.

Detroit—The Randall & McBride Co., 2454 Richton, has been incorporated to deal in butter, eggs and cheese at wholesale and retail, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$1,981.45 in cash and \$3,018.55 in property.

Owosso—L. C. Sly, manager for the Isbell Bean Co., here for six years, is considering the formation of a new company to rebuild the Isbell elevator which burned two weeks ago at a loss of \$75,000. He has taken over the interest of W. H. Edgar & Sons, of Detroit, in the Isbell Co.

Lansing—Walters & Son, who conduct an automobile accessories, parts,

tires and supplies store at 1207 Turner street, North Lansing, have opened a similar place of business in the Lorenz building, North Grand avenue, William Walters, Sr., having charge of the Turner street store and his son, Ivan, of the North Grand avenue store.

Muskegon—Frank E. Hathaway, autos, parts, accessories, etc., has merged his business into a stock company under the style of the Hathaway Motor Co., 54 West Clay street, with an authorized capital stock of \$100,000 preferred and 10,000 shares at \$1 per share, of which amount \$40,000 and 10,000 shares has been subscribed and \$20,000 paid in in cash.

Hart—The E. S. Powers Butter Co. has merged its business into a stock company under the style of the Powers Butter & Cold Storage Co., to deal at wholesale and retail in butter, dairy products, fruit, eggs, etc., with an authorized capital stock of \$10,000 preferred and 1,000 shares at \$10 per share, all of which has been subscribed and paid in in property.

Manufacturing Matters.

Allegan—The Defender Auto-Lock Co. has changed its name to the Defender Manufacturing Co.

Centreville—The Dr. Denton Sleeping Garment Mills, Inc., has increased its capital stock from \$250,000 to \$500,000.

Detroit—The Detroit Graphite Co., 518 Twelfth street, has increased its capital stock from \$2,000,000 to \$3,000,000.

Grand Rapids—The Furniture City Dowel Co., 1055 E. Fulton street has been incorporated with an authorized capital stock of \$20,000, \$10,000 of which has been subscribed and paid in in cash.

Detroit—The Belgian American Poultry Co., 10741 Knodell avenue, has been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in property.

Detroit—The Detroit Resilient Wheel Co., 1817 First National Bank building, has been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in cash.

Detroit—The Boldt Cigar Manufacturing Co., 3430 Michigan avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$15,000, all of which has been subscribed and paid in, \$5,000 in cash and \$10,000 in property.

Battle Creek—The Perfection Foods Co., 531 Post building, has been incorporated to manufacture and sell at wholesale and retail, animal, bird and poultry feeds, with an authorized capital stock of \$40,000, \$20,000 of which has been subscribed and paid in in property.

Kalamazoo—Production in the new plant of the Bradford Paper Co. will begin within thirty days. Reconstruction of the building is about completed and machinery is being installed. All machinery will be electrically driven. The building, 120 by 260 feet in dimensions, is excellently adapted for the needs of the industry.

THE LINCOLN LINEAGE.

The American story of Abraham Lincoln, according to Miss Ida M. Tarbell, whose book tells of a pilgrimage in the footsteps of the Lincolns, begun in Hingham, Mass., in 1637 (only seventeen years after the landing of the Mayflower), when the first of his family line came to the Puritan colony of Boston Bay. This seventeen year old ancestor, who had come from Hingham, England, was the great-great-great-grandfather of the boy Abraham, born out on the frontier of the New World in a log hut in Kentucky 116 years ago to-morrow. In the seven generations that followed in this ancestral procession there were early ironmasters, large landholders, men of high official and social position and of sturdy reputation. The grandfather of Abraham Lincoln, after selling a 250 acre farm in Virginia (for £5,000) pushed on Westward with pioneer spirit and fell in that advance, shot by Indians.

The orphaned boy who became the father of President Lincoln made himself a place in the new country, acquired considerable land, became a good craftsman—a cabinetmaker—held various local offices, was a church trustee and a "trusted and respected man." He fell a victim to disease and died as a "soldier in the front line who has been wounded or gassed or shocked beyond action." He and such as he (of whom the living have known thousands upon thousands) were "part of the sacrifice" which the opening of the new continent demanded. To treat Abraham Lincoln, his antecedents and his neighbors as wanderers in the forest, vagrants, says Miss Tarbell, is to fail to understand the spirit of the pioneer. There is every reason to believe, says the same high authority, that the ancestors of the mother of Abraham Lincoln, also left an orphan on the frontier, followed a trail that "lies close beside that of the Lincolns from the Atlantic Coast" and ended in Nancy Hanks, a vivacious, spirited, beautiful young woman, skilled in handicraft and all the household arts of her day.

It was from an honest, brave lineage which had kept abreast of the ever advancing frontier of freedom that the great protagonist of liberty came. Seven American generations of Lincolns had weathered the hardships and perils of the pioneer and had seen the last of their number fall in seeming defeat. He had, however, like the spiral wings with which certain seeds are equipped that they may be carried beyond the shadow of the parent tree flung this scion of the Lincolns where he could have freer air and an unshadowed soil to grow in. With such a liberty-loving heritage and such neighbor-loving frontier society, it is not surprising that this scion should have come to say, "If slavery is not wrong nothing is wrong," and that he should not have been content to stop with the neutral "malice toward none," but was constructive, benevolently insistent up "charity for all."

Battle Creek—Mrs. V. Kubit succeeds J. Clark in the grocery business at 2028 East avenue.

Essential Features of the Grocery Staples.

Sugar—Local jobbers hold cane granulated at 6.80c and beet granulated at 6.70c.

Tea—The story of the week's market is one of continued firmness. The spot tea market in practically everything is very firm. The demand is also active, taking in most of the entire list. The slight slump in some varieties of India tea seems to have disappeared. Everything points to a continued firm market.

Coffee—The market has apparently lost much of the slight weakness which has ruled during the last week or two. From Brazil news has been considerably firmer and consequently all grades of Rio and Santos are possibly a slight fraction higher for the week. This refers only to future Rio and Santos, sold green and in a large way. As to milds, they possibly have declined half a cent from the recent top. The undertone at this writing is stronger than it has been for some time. The jobbing market on roasted coffee shows no particular change for the week, except in spots.

Canned Fruits—Spot California fruits are in demand and all items show unusual strength for the season. Peaches and pears are wanted in all grades and sizes and No. 10s command top quotations and are easily sold. Pears are scarce and are not freely offered. Other varieties are not quoted in any quantities to make it a buyers' market. Pineapple is selling in a routine way and remains firm, as there is no pressure to move goods. Apples and blueberries are wanted and full prices are easily obtained.

Canned Vegetables—Tomatoes are hardening in the South, as the bulk of the unsold stocks exist in that territory, which concentrates buying in one section and increases competition among buyers. Futures are being offered more freely, and instead of showing lower ideas packers are inclined to expect a market above rather than below 90c for No. 2s, which was the first quotation mentioned. Peas and corn are selling on contract for 1925 packs, more from selected canners than indiscriminately, and the orders placed indicate conservative covering. Both lines on the spot are firm in tone, with no pressure to sell. Asparagus buyers are looking forward to lower opening prices on 1925 packs than in 1924.

Canned Fish—Lenten buying is not yet conspicuous, but it is being felt to some extent. Salmon and sardines are steady and in moderate demand. Tuna and shrimp are examples of strength, founded upon shortages here and at the source. Crab meat and lobster are rather quiet.

Dried Fruits—Local dried fruit operators have paused to catch their breath after the busy month during January, so far as Coast markets on prunes, peaches and apricots are concerned. Quotations at the source are advanced sharply in all three products in the past month, and there was a considerable volume of fruit sold to the domestic trade, referring more particularly to prunes, for January, February and March shipment from California.

Oregon has sold for prompt shipment, as the available stocks in the Northwest are so reduced that it is believed that the large bulk will be out of first hands in a month or six weeks. Those who have bought ahead are inclined to hold back for the time being to see how the market will hold at the present Coast levels. Peaches are firm. They have advanced materially on the Coast and are sparingly offered. Jobbers have been buying in moderate blocks, but not speculatively. Apricots remain high and are very scarce. Raisins are more or less like other dried fruits. Coast bookings are moderate, while spot stocks are now in better shape, as the low-priced lines once available have more or less disappeared.

Nuts—Shelled almonds and filberts are in such strong position and are so scarce that they show no reaction here and at primary points. Walnuts in some instances can be bought cheaper abroad than ten days ago but it is more an expression of a slight change in tone than in value and is believed to be but temporary since there has been no change in the situation judged from the standpoint of marketing the balance of the crop. There has been a slight lull in buying at the source but local stocks remain relatively light and will continue to do so. Even if walnuts had a weakening tendency this would be offset by the scarcity of almonds and filberts which keeps these two nuts at extreme levels. A wide differential between them and walnuts would tend to increase walnut consumption, as this is one of the most popular of nuts. Shelled Brazils are moderately active. Many factors are waiting for the English trade to cover its spring requirements so that a better line on the situation can be had so far as this country is concerned. Brazils are one of the cheapest of nuts and many candy makers who have not used them are now doing so, while others are using more Brazils than formerly. Nuts in the shell are firm in tone throughout the list and are fairly active for the season.

Syrup and Molasses—The demand for molasses is smaller than the holders think it ought to be under prevailing weather conditions. Prices of good molasses are very high and buyers do not seem to be especially confident in the market. Sugar syrup is in light demand, with buyers mostly uninterested. Prices have an easy undertone. Compound syrup, on the other hand, is active, with a steady undertone.

Salt Fish—The demand for mackerel has shown improvement during the week, possibly due to the closeness of Lent. The prices of practically all grades of desirable mackerel are firm and this is likely to help the season along. Wanted sizes of mackerel are very scarce. Another scarce article is cod.

Cheese—The market is not so firm as it has been for several weeks. The demand has been quiet during the week and values barely steady.

Provisions—The demand for provisions which includes all beef and hog products is very quiet at present, with prices steady and unchanged.

Beans and Peas—The demand for dried beans during the week has been quiet, without any particular change in prices. Practically everything, including pea beans, red and white kidneys, California limas, etc., is at least as firm as they have been. California limas are particularly firm at the last advance. Dried peas are firm and rather high.

Review of the Produce Market.

Apples—Baldwins command \$2.50 per bu.; Spys command \$3@3.50.
Bagas—Canadian, \$2 per 100 lbs.
Bananas—8½@9c per lb.
Beets—New from Texas, \$2.75 per bu.

Beans—Michigan jobbers are quoting as follows:

C. H. P. Beans ----- \$ 6.50
Light Red Kidney ----- 11.00
Dark Red Kidney ----- 12.00
Brown Swede ----- 5.85

Butter—The market is unchanged from a week ago. Local jobbers hold fresh creamery at 39c. June packed, 36c, prints, 40c. They pay 22c for packing stock.

Cabbage—\$2.25 per 100 lbs. for home grown; \$4.50 per crate for new from Texas.

Carrots—\$1.35 per bu. for home grown; \$2.25 per bu. for new from Texas.

Celery — Commands \$1@1.50 per bunch for either Michigan or Calif.

Cauliflower—\$3.25 per doz. heads.

Cranberries—Late Howes are selling at \$8@8.50 per ½ bbl; Florida, \$4.75 per crate.

Cucumbers—Illinois hot house command \$5 for fancy and \$4.75 for choice.

Eggs—Fresh eggs are approaching the time when the supply will show a big increase and this has already been noticed during the week by an increase in arrivals. This increase was large enough to cause a decline of about 12c per dozen on fresh eggs. It is aided by a general pressure to sell on the part of all receivers. Later the receipts fell off somewhat and the market stayed about steady at this decline. Local jobbers pay 32c for fresh and resell candled at 42c and current receipts at 41c.

Egg Plant—\$3 per doz.

Garlic—35c per string for Italian.

Grapes—Emperor, packed in sawdust, \$8 per keg.

Grape Fruit—\$3.25@3.50, according to quality.

Green Onions—Charlots, 90c per doz. bunches.

Honey—25c for comb, 25c for strained.

Lemons—Quotations are now as follows:

300 Sunkist ----- \$7.50
300 Red Ball ----- 7.00
360 Red Ball ----- 7.00

Lettuce—In good demand on the following basis:

California Iceberg, 4s ----- \$5 50
California Iceberg, 5s ----- 5.00
California Iceberg, 6s ----- 4.00
California Iceberg, 7s ----- 4.00
Hot house leaf, 17c per lb.

Onions—Spanish, \$3 for 72s and 50s; Michigan, \$2.75 per 100 lbs.

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

126 ----- \$6.50

150 ----- 6.50
176 ----- 6.50
206 ----- 6.00
216 ----- 5.50
252 ----- 5.00
288 ----- 4.75
344 ----- 4.00

Red Ball, 50c lower.

Parsnips—\$1.35 per bu.

Poultry—Wilson & Company pay as follows this week:

	Live	Dressed
Heavy fowls -----	20c	23c
Light fowls -----	12½c	14c
Heavy springs -----	20c	23c
Cox -----	10c	14c
Turkeys -----	30c	36c

Peppers—Green, 70c per doz.

Potatoes—Country buyers pay 50@60c all over Michigan.

Radishes—75c per doz. bunches for hot house.

Spinach—\$2.25 per bu. for Texas.

Squash—Hubbard, 3c per lb.

Sweet Potatoes—Delaware Sweets, \$3.50 per hamper.

Tomatoes—\$1.50 per 6 lb. basket for Florida.

Veal—Local jobbers pay as follows:

Fancy White Meated -----	15c
Good -----	13c
60-70 Fair -----	11c

True Religion Must Ignore Creed and Dogma.

The religion of to-day is a religion of deed, not of dogma. For the moment we seem deadlocked between an archaic fundamentalism and an arid, negative modernism. They are equally impotent to deal with the problem of human redemption in its tragic and gigantic modern setting. It is a new sectarianism—a little better than the old, because it has to do with larger issues, but a sectarianism just the same; and the wrangle has become a public scandal.

Either we must go forward to a greater Christianity or a generation of virile and educated youth will be forced out of religion altogether by the tide of materialism now flowing. If our religion does not make us tolerant of differing intellectual concepts, it is a failure. William Penn was right when he said that men who fight about religion have no religion to fight about. Such wrangling as we have recently had seems not only idle, but sinful, alongside the acute sense of injustice—social, industrial, racial—which festers in the very souls of people of all ranks, rich and poor, high and low. Religion, if it means anything at all, must mean justice, toleration, fellowship, goodwill, service to the common good—in short, the realization of God and the practice of brotherhood.

Rev. Joseph F. Newton.

Cruel.

Mary was newly engaged. "We understand each other perfectly," she said. "Tom tells me everything he knows, and I tell him everything I know, too."

"Really!" exclaimed her candid friend. "And don't you sometimes find the silence rather oppressive?"

Dorr—C. M. Nichols succeeds Fred Herps in the meat and grocery business.

FROM BAD TO WORSE.

Unparalleled Difficulties Experienced in Trip To Florida.

Written for the Tradesman.

It is no great credit to a person to be enrolled in a list of knockers and kickers, and I have never sought the honor of a position in an enrollment of this kind. Still, the knocker may perform a valuable function in a community, provided the habit does not become chronic with him. He may occupy the position of a balance wheel in the machinery of a municipality or neighborhood. For thirty or forty years I knocked the State of Michigan for its unfortunate and almost criminal mismanagement of the public domain. I had a few kindred souls who joined me in the movement of striving for a business administration of State lands and conservation of the latent resources of the State. Very little was accomplished for a long time, and still the knocking continued, and it was a keen satisfaction to me to read the present Governor's message to the Legislature, which was the first out and out, clean recommendation to the Legislature that in its relationship to the public domain a definite business policy well supported should be undertaken.

It was worth the while for some years to have a few men in our community knock hard against the aldermanic system of government, which was accompanied by so many distressing things connected with the administration of the city government.

I recall how long it took for a few knockers to secure protection for railway employees in the erection of signals at points of danger. To be sure, the railroad companies did not act until they were compelled to by legislation, but it was the urgent demand that secured advanced methods of protection.

I recall, also, how long it took for thoughtful citizens to awaken a sense of responsibility on the part of our street railway companies to protect their motormen properly from the severity of storms. This too, had to be accomplished by legislation, and still it was worth doing, even if the advocates were called knockers by the railway officials.

I have had recent experiences that made me think that, in spite of my admiration for the American railway system, there is some use for the man who is a critic of what may be called railway mismanagement. My attention was called sometime ago to an article in the Tradesman concerning the manner in which Pullman porters were instructed to make up the berths. A certain method has been followed for an indefinite period, and there has not seemed to be any real thought put into the question of whether the method pursued is the best one that could be chosen. This thoughtful article seemed to indicate very strong reasons for a change in method, which would be in the interests of the patron of the Pullman service. My thought was in perfect accord with the suggestion of the writer that the berths be so made up that the feet rather than the head of the person should be toward the front of the train.

A few weeks ago I was allured by the beautiful advertisements concerning the quick and delightful trip from Grand Rapids to points in Florida with all of the wonderful attributes of Florida beautifully portrayed. The vision was an attractive one and passage was secured. It was the evening before Christmas and for two days the prediction had been for low temperatures; and the weather man generally is given credit for fortunate accuracy in the general predictions. Our train, instead of starting on schedule time, was delayed because of the unfortunate effects of the low temperature upon liquids that would freeze, that were very important in connection with train service. As a result of this condition our trip all through Michigan and Indiana was a chugging and banging of our bodies until they were tired and sore from the ordeal. We were absolutely certain, from the experience of sudden stoppages and sudden startings, that a safer layout than we had could be arranged by having feet foremost, because we followed on the whole our heads rather than our feet in the exposure to unmerciful conditions.

Why our American system, which, on the whole, is very commendable, will still persist in annoying the whole passenger service by sudden starts and stops, is beyond my ken. In the British Isles, Switzerland, France and Germany I have never been subjected to this painful process. The starting and stopping of trains is so quiet and mannerly that one hardly knows he is stopping or starting, and I feel that this complaint is well founded, because if it can be done in other countries, why do we need to be subjected continually to this aggravating condition?

Arnold Bennett laughed at us and scoffed at us for this unfortunate method, but it seems to have accomplished very little as yet in the way of rectifying things. Still I admire Arnold Bennett for his bravery in knocking so bad a plan of serving a deserving public.

One good turn, it is said, deserves another, and in our recent experience we were prone to say that one bad turn was followed by a worse one and because of a bad start everything went wrong all the way through the trip to Florida. Delay followed delay and the thumping, banging process continued throughout the journey, which was prolonged twenty-four hours beyond schedule. If there had been fire, flood or other catastrophe the delay would have been excusable. A few miles out of Ft. Wayne we were delayed several hours by a derailed freight car. Instead of getting into Cincinnati early Christmas morning we did not reach that city until late in the afternoon. For five hours in Covington and Cincinnati we were shunted about those cities, without a hiatus of more than ten minutes at a time, and in Atlanta our Pullman was side tracked for hours, surrounded by mud through which we could wade to get a bite to eat. During the whole trip we had a dining car only from Knoxville to Atlanta.

The result was a month of disability

which we would have been delighted to avoid in order to get the full benefit of the charms of this delightful climate.

Is it not worth the while to courteously follow this article in the Tradesman which criticized the Pullman method by keeping at the matter until the railroads shall at least be awakened to defend their processes and, possibly, if they are convinced, make some improvements that shall be to the material advantage of the public which supports the railroad systems?

The position of so many corporations seems to me unfortunate in their not having an open mind for reasonable suggestions; and it seems to me unfortunate for a corporation, because it is big, to assume the high and mighty attitude that if there is anything worth while in amending their processes they are the ones that would find out the needful thing and amend it without any outside suggestion.

In these days, when the humanities of life are made to occupy a commanding place in connection with great business concerns, it occurs to me that among the great things that are of a spectacular nature which corporate bodies assume to follow, there are many of the lesser things which ought to occupy attention, because we know that "many a mickle makes a muckle," and the little improvements aggregated, add greatly to the satisfaction and usefulness of corporate bodies.

Charles W. Garfield.

It takes less selling

The known is easier to sell than the unknown. The easy to sell is more profitable than the hard to sell . . . Carnation Milk is known, easy to sell, profitable.



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233 Carnation Bldg., Oconomowoc, Wisconsin



The Flavor is Roasted In!

WHITE HOUSE COFFEE

DWINELL-WRIGHT COMPANY - Boston - Chicago - Portsmouth, Va.

YOU sell this Coffee to a customer once, and the coffee itself will sell the "re-peats."

Some Other Wastes Which Can Be Ended.

Detroit, Feb. 9.—President Coolidge has just issued an order directing the discontinuance of the practice of sending out weather bulletins promiscuously, which will mean an annual saving of nearly two millions of dollars in the work of transmitting same, as well as the cost of printing.

These special bulletins were absolutely of no value whatsoever, as they contained the identical information to be found in the daily papers and did not, as a rule reach their destination until several hours after the receipt of said newspapers.

Now if the President will issue an order discontinuing the publication of the Congressional Record, except for use of members and other interested parties, and the myriad of other documents expensively printed and bound, which now lumber up the mails, he will effect a saving in printing and carrying charges, which will probably exceed the alleged loss in the post office department.

There is no question but what Economy is the President's middle name and the public may well feel thankful that we have a real man to administer the affairs of the public.

Some statesmen, mostly Democrats, make the broad claim that the President is personally "stingy" and that stinginess prevails in all cases where he has anything to say. They cite a recent instance when he made a journey to Chicago at an expense of approximately \$200, traveling in an ordinary Pullman car, when he was entitled by a well established precedent to have used a special train at a cost of several thousand.

It is the proverbial frugality of the Vermont yankee that governs his public actions, and somehow those Vermonters have a happy faculty of saving without being generally considered downright misers. If this country is ever to avoid the financial pitfalls which are now worrying every European nation, it will be because we have a Coolidge—"stingy" or otherwise—at the helm.

Which brings us along to the question of European financial obligations due this country, especially from France.

One of your correspondents suggests that as American profiteers were the real beneficiaries of the loans made to France, that she should be permitted to repudiate such obligations and settle the score, a humanitarian suggestion which might have some merit were it not for the fact that those who were benefitted by these alleged hold-ups are not the ones who are now sweating blood over the payment of our National debt. The free booters who pillaged the Government treasury, and the profiteers who by scarcely less criminal intent have all got theirs and are "sitting pretty," as it were, and the poor working contingent—mechanics, farmers and under-paid clerks—are the real victims of war's process, and are footing the bills every time they purchase a rag or a morsel of food for their families.

If we must allow repudiation without a murmur why not ask some of these philanthropists who favor such a course to donate their Liberty and Victory bonds to the General Government for this purpose. The Government is at present paying interest on same and the holders are paying no taxes, which would place an added value to the results of such a charitable suggestion.

It is idle effort to say anything about the treatment that American soldiery received at the hands of the French citizenry, at the time of, and following the war, but it is doubtful if any red-blooded "over seas" patriot can be found who would favor any particular concessions to that nation. Nor is there any use in discussing the

continuing military policy of France, which is keeping nearly a million able bodied men out of the industries of that country and entailing the expenditure of billions of wealth which could be applied toward the settlement of her debts, and the consequent relief of our own countrymen who are bearing a burden almost beyond endurance, and which, at that, is not a tithe of what they will be called upon to endure, when the question of pensions is agitated and finally acted upon by Congress, as it will be just as soon as politicians discover a loop hole or a let up by the Treasury watch dogs.

The American masses were not satisfied as to the correctness of Sherman's definition of war, but they know more about it now, and the burdens assumed to make the world safe for democracy will be felt by posterity yet unborn.

Hence the efforts of President Coolidge and his lieutenants to minimize the penalties imposed should receive the support of all intelligent people and all maudlin sentiment filtered before being broadcasted.

At this time our National debt is represented by the almost unthinkable figure of \$21,000,000,000, with an annual interest charge approximating \$1,000,000,000. The amount due us from foreign countries approximates over one-half this amount. The payment of this indebtedness to the U. S. Government will not entail near the hardship our own people are asked to endure. Nearly all of the other countries have or are in the process of so doing, settlements of these matters. There is every reason why leniency should be displayed.

We have done everything possible to mitigate their financial difficulties, but there is no valid or overwhelming call for cancellation of these debts, and the American people surely need not feel any anxiety over such an inane proceeding so long as we have a President with an undiseased spinal column.

Every time this question is agitated, the news is wafted across seas, giving the impression that the sentiment in favor of such a proceeding is universal, which is very far from the truth. President Coolidge is a fair exponent of American sentiment, and his position is well known—fair, but firm. He made a public declaration of his stand on this subject, a year ago, in his New York Lincoln day address, has several times reiterated what he said on that occasion, and his actions have fully demonstrated that he meant it:

"I am opposed to the cancellation of these debts and believe it for the best welfare of the world that they should be liquidated and paid as fast as possible. I do not favor oppressive measures, but unless money that is borrowed is repaid credit cannot be restored in times of necessity, and there exists besides a moral obligation which our country cannot ignore and no other country can evade. Terms and conditions may have to conform to differences in the financial abilities of the countries concerned, but the principle that each country should meet its obligation admits of no differences and is of universal application."

A bill recently introduced into the Legislature proposes to change the name of the Michigan Agricultural College to the Michigan State College.

This change seems to meet the approval of the college faculty, and bears out just what I claimed in a recent article, that the M. A. C. is and has been for some time sailing under false colors.

It takes from the farms the clean cut lad or lass under the guise of an improved knowledge of agricultural pursuits, places them in an environment of fraternities, social activities and mah jong, makes them ashamed of their own home surroundings, and they eventually drift into clerical positions, ribbon salesmen and manicurists, while the poor dub at home who

furnished them sustenance for years in the vain hope of future repayment is left to hold the sack, pay added taxes for the support of an institution which has proven a disappointment and detrimental to his interests and comfort.

Michigan already has one "bargain counter" for aliens, a recognized university, which asks each Legislature for enormous appropriations to be used to increase educational facilities, and then uses these facilities for the benefit of outsiders at an absolute loss of between \$200 and \$300 on each pupil.

Michigan will be much better off if she will discontinue the proposed Michigan State College, concentrate its material support on the State University, put up the bars against aliens and then educate its own flesh and blood gratuitously. Its cost will be no more and many deserving students will have the advantage of educational facilities they cannot now afford.

Frank S. Verbeck.

Lincoln Stands Alone in Greatness and Grandeur.

Grandville, Feb. 10.—The month of February is known as being the birth month of two great Americans. Both were born South of Mason and Dixon's line, consequently came into the world with the shadow of slavery hanging over them. Both were, despite the fact of Southern birth, true American patriots and haters of slavery.

Washington and Lincoln!

What names to conjure by. Would that we had even one such great heart in public life to-day.

When a boy I first read of Abraham Lincoln. He grew to manhood on the free prairies of Illinois, breathing an air filled with the delights of untrammelled freedom, and from such a life he learned to abhor slavery in all its forms.

Old Abe, honest Abe of the West, became the standard bearer of that young giant, that party of freedom made out of the fragments of the old Whig organization, and a small mass of free soil Democrats.

As a boy I read the hectic flow of anti-slavery invective from the pen of Horace Greeley in the New York Tribune, which was afterward dubbed the "Republican Bible." Lincoln was not Greeley's choice for the nomination in 1860, but he supported him after the Chicago convention had made the gaunt rail-splitter its candidate.

Across the length of a newly painted barn I wrote in big letters made with charcoal, "Hurrah for Old Abe!" That crude printing remained as a reminder of that wild and woolly campaign for many years thereafter. The Douglas Democrats made quite a showing in the backwoods of that day. Everything was carried off with good nature, however, and Lincoln carried the woods burg by a handsome majority.

"How is Douglas now?" queried a Republican boy of his Democratic neighbor. This when news of Old Abe's victory came to us in the woods. "How's the Union now?" came back the juvenile Democrat, and so it went. Predictions of dire disaster to the country were freely fancied. The election of a Black Republican to the Presidency foreshadowed secession and war.

The war came and the new President took the helm of state under most distressing circumstances.

The Star of the West had been fired on and driven off when supplies for Fort Moultrie were sent to Charleston harbor. Scarcely more than a month following Lincoln's inaugural Fort Sumpter was captured and the war for the avowed destruction of the American Union began.

That the new President illy judged the full seriousness of the situation was made manifest by his first call for seventy-five thousand troops.

Despite the smallness of the call our

backwoods hamlet was visited by an officer of Uncle Sam, who sought volunteers. Colonel Pelton, of Grand Rapids, was the first enrollment officer to come among the lumbermen, and two men from one small mill departed for the Valley City to enlist in what was at the time supposed to be a slight unpleasantness, but which afterward developed into the greatest rebellion in history.

The name of Lincoln was not at that time revered as it has since become as that of the greatest American, and today universally admitted to be the greatest name on the page of world history.

Abraham Lincoln built up that name by degrees while leading the greatest conflict of modern times, a conflict which, through the foresight of the rail-splitter President, became the pean of liberty for an enslaving race.

When Washington quitted the Presidency for the last time opposition newspapers of the day denominated him as a tyrant of whom the Republic was well rid, and it was a common saying among the thoughtless that Lincoln was an incompetent.

My boyish ears tingled with indignation when a full grown man called Abraham Lincoln an imbecile, an old baboon, unfit to clean spittoons in a barroom.

These were mild terms of that day, and when the assassin's shot made of Lincoln the grandest martyr of all time, men were found who rejoiced at the taking off of the great President.

Speaking of the French, I want to say right here that as a people they were intensely loyal to the Union in the day that tried men's souls as never before. Among many disloyal men, both native and foreign born, I do not call to mind a single native of France.

I do call to mind the good punishment meted out to a copperhead who said, "Served him right," when news of Lincoln's assassination reached our hamlet in the woods. The man was an American, and it was a chunky Frenchman who knocked him down and out for his disloyal remark.

History repeats itself, we are told, but there has been only one Abraham Lincoln and there is not likely to be another for centuries to come.

Lincoln was not a type. He stands alone—no ancestors, no fellows and no successors.

A few days ago there passed from earth at Bangor, Maine, the venerable widow of Hannibal Hamlin, who was Vice-President with Lincoln during his first term. Very few people realized that this lady had lived down to this date, a reminder of the shortness of time since the great Emancipator was with us in the flesh. Old Timer.

The Natural Way.

Patient—Doctor, I often feel like killing myself. What shall I do?

Doctor—Leave it to me.



CHOCOLATES

My But They're Good

STRAUB CANDY COMPANY

Traverse City, Mich.
Saginaw, W. S., Mich.

WOOL PRICES AND FABRICS.

Few now pretend that the decline in the price of wools, especially noticeable at recent foreign auction sales, is a temporary or passing phase. It is recognized that, regardless of the relation between the supply and demand, values had been pushed up to the point where buying was decidedly restricted. Much of the wool offered at the London sales was apparently owned by speculators who refused to sell when their upset prices were not offered by bidders. This resulted not only in the auction stopping a day ahead of the time allotted but also in the withdrawal of more than one-third of the offerings. It may soon turn out a test of how long the holders can hang on to what they have acquired. Meanwhile, in Australia, where prices also softened and where there was no great eagerness by buyers to secure supplies, the brokers have formed a committee of experts to fix what they call "selling reserves"—or upset prices—on the basis of the closing rates of the last sale. There it may get to be a question of how long the banks will carry them. Nowhere does there appear to be a free market for wool. In this country transactions are not many. How great the demand will be will depend much on the response of the cutters to the Fall offerings of woolen mills. The first of these offerings, that of the American Woolen Company, occurred on Wednesday last. Included in the lines shown were all kinds of men's wear fabrics except fancy worsteds. The prices set were about as expected, little advance being made on staple worsteds but quite a material rise on certain woolens which are expected to be in considerable demand. To reassure some timid clothing manufacturers who are afraid they cannot safely advance their prices to the retailers, the company took the pains to make up some sample suits of fairly cheap fabrics which look like good sellers. It will take a little time before the volume of sales will be indicative of the season's business. Women's wear fabrics for Spring are still selling. The openings for Fall will begin in about a fortnight.

COTTON AND COTTON GOODS.

Having virtually made up their minds about the existing cotton crop, the speculative contingent is beginning to show interest in the one to be planted this Spring. Conditions regarding temperature and moisture in the growing districts are receiving attention. Good frosts are apt to lessen the danger of weevil infestation, just as was the case last Winter. But, aside from this, less fear is entertained that the ravages of the bug will ever again be the menace they were. Planters have learned how to handle the pest, and they are not likely to forget the lesson. What the acreage to be planted to cotton this year will be will be governed by circumstances in a measure, but the general impression is that there will be no substantial decrease. Even with a second good crop the chances appear to be that the yield can be made to pay with proper marketing. More attention is likely to be paid to this latter circumstance this year than ever before, so that the

planter himself may get his proper share of profit. The present supply is going steadily into the hands of spinners here and abroad, though not as rapidly as some had hoped from the earlier indications. Domestic factories are, however, increasing their production in response to orders and there is a disposition to advance prices of fabrics. In gray goods, the sudden demand for certain constructions for spot or near-by delivery put something of a premium on them during the past week. Finished goods are in steady demand, and there is promise of a good season for them in the stores, despite the advances for certain fabrics. Satisfactory orders have come in for flannels. Buyers of knit goods are still placing orders for both Spring and Fall.

CANNED FOOD CONDITIONS.

There is a broader demand for spot canned foods, fruits and vegetables, surpassing fish in general demand. All commodities are held firm by first and second hands, and a close clean-up, if not a complete liquidation of stocks, is in prospect. Just how much remains to be sold cannot be definitely stated, which makes it hard to estimate the shortages in more concrete terms. General consumption is good, perhaps better than ordinary, as the East, which is the big consuming community, went through an unusual January which tied up traffic more or less of the time and curtailed the shipment of Northern, as well as Southern fresh fruits and vegetables. For the most part fresh produce has sold at high levels, which has increased the demand for similar packs in the can. Spot major vegetable were in good jobbing demand all week.

ONE LINCOLN IDEA.

Lincoln's fame is forever associated with the belief that our institutions must be preserved by force if necessary. But he preferred reason to force and adopted force only in answer to force. His conviction that the peaceable way is the better way may well be recalled to-day as a warning to those who would sacrifice our institutions as a short cut to their objective. Senators of the La Follette ilk have not hesitated to propose that Congress should have the power to overrule the Supreme Court. Some philanthropists have agreed with the union labor leaders that Congress should confiscate property in order to enforce social welfare. Popular assemblies have cheered these heresies to the echo.

It is a triumph for the reasonable way that none of these vagaries have taken root with the mass of the electorate. It was at a time of crisis that Lincoln said: "I insist that if there is anything which it is the duty of the whole people never to entrust to any hands but their own, that thing is the preservation and perpetuity of their own liberties and institutions." The issue was then slavery, and Lincoln held that the welfare of the entire country was superior to that of "a mere handful of men bent only on self-interest."

That touches the root of the controversy with those who would subordi-

nate the welfare of all to the welfare of either capital or labor or those who would base legislation on its popularity with special classes. There are no class privileges in the Constitution. There should be none in the courts. Lincoln's way is the better way, in our day as in his, and in any future which now can be foreseen.

LINCOLN AND THESE TIMES.

Among the many notable utterances of Abraham Lincoln, born February 12, 1809, is one particularly applicable to present political conditions in the country he saved from secession. He said:

Labor was prior to capital, but property is the fruit of labor. Let no man, therefore, who is houseless, pull down the house of another, but let him labor diligently to build one for himself, thus assuring that his own shall be safe from violence when built.

Thus the protection of property and title to it when earned, become as important to the poor man as his right to work at any wage which pleases him without interference from other men, organized or unorganized. But we have a school of political adventures who seek to win power and property by pulling down the houses of others, and by destroying the safety of men's right to possess what the labor of their hands and brains has brought to them. Their attacks on business and property in all directions are evidence of their hatred of guaranteed rights. Knowing that power to tax is power to destroy, and that violent destruction of property will not be tolerated, they seek to accomplish their purpose through Federal, state and municipal taxation which is largely confiscation. That is why they oppose tax reduction and, failing in that, seek to maintain excessive taxation which retards business progress.

Witchcraft belongs in the far-off benighted times we read about, and yet each day develops some news story which makes us pause. Here is a woman, for example, just arrested in Buffalo on the charge that she defrauded a number of patients to the extent of \$27,000. She advertised to drive demons out of people and cure the disease caused by the demons. Twenty-one persons testified that they had paid her from \$100 to \$1000 each for treatments; and apparently their only complaint was that the "witch doctor" had not given the relief she promised and they had paid for. The demons were still at work in their systems and they wanted their money back.

Uolitical bosses are seldom phrase makers, but the late George Washington Plunkitt was much less known as a boss than as coiner of the famous term "honest graft." The words stuck partly because they so aptly characterized an attitude of mind and partly because they set forth a paradox. To speak of honest graft is like speaking of truthful lies, but to politicians of Plunkitt's way of thinking there is graft which is dishonest and there is graft which no one need be ashamed to take. This is at least a distinction, even if to the conscientious it is a distinction without a difference:

REFORM IN BANKRUPTCIES.

With so much business mortality as has been shown during the past three or four years, it is not surprising that the more glaring defects of the bankruptcy law have come in for an added share of attention from business men. The resultant sentiment has crystallized into a movement for certain reforms based on actual experience. Changes insisted on are mainly in procedure and have for their purpose two objects,—the conserving of assets so that creditors may get more of what belongs to them and the prevention of fraud so that going through bankruptcy shall cease to be profitable calling. The fundamental idea behind all insolvency legislation has been that of helping to put on his feet again one who has been overwhelmed by debt through misfortune or errors of judgment. By clearing him of his obligations for the time being and so putting him in a position to be self-sustaining again, not only is the individual helped but the community as well. In return for such a privilege, certain obligations are put on the debtor, some of them legal and one of them, at least, moral. The principal legal obligation is that the debtor shall turn over his property to be applied to the payment of his debts. The utmost good faith should be shown in this. The moral obligation is that, when this is possible, the debts should be paid in full, regardless of any composition or discharge in bankruptcy. There is only one way to pay a debt, and that is to pay it. And, it may be added, it is to the credit of quite a number—living and dead—that they paid up every penny of their obligations after being legally discharged of this duty.

But, after a debtor has honestly turned over all his assets for the benefit of his creditors, the existing procedure is calculated to deprive the latter of a great portion of it. As those concerned in the women's wear industry put it in their plea for changes in the law, the estate of a bankrupt ought to be administered in as simple a fashion as that of a decedent. Instead of this, the assets attract a lot of buzzards like those who assemble over a mass of carrion. The aim appears to be to multiply counsel, trustees and the like, all of whom have to be provided for before the creditors begin to get anything that belong to them. Fees, expenses and perquisites cut a needlessly big hole in the assets to the detriment of debtor and creditor alike. The result in the end is very much like that in the fabled contention over the oyster in which each contestant got a shell and the counsel secured the contents. Every one concedes the injustice of this kind of proceeding and most agree that it is unnecessary, but nothing is done to stop it. Procedure long persisted in has become a habit until by many it is regarded as a necessity. As, however, it has the effect of making invalid the very purpose of the bankruptcy law, there is no recourse but a change in the law which will give effect to that purpose and aim. Unless this is soon done creditors are likely to resort to other measures to enforce their obligations to the detriment of debtors and the community in general.

Some Men I Have Known in the Past.

One of the first men I became acquainted with when I came to Grand Rapids to live, nearly fifty years ago, was John Bertsch. He was, in many respects, the most remarkable man I ever knew. For sturdy honesty, simplicity of manner and action, clear thinking and human sympathy, he was head and shoulders above the average man. He was the especial friend of young men and apparently felt it his duty to act as special guardian for young men who had gone wrong or might have gone wrong but for his guidance, assistance and advice. I distinctly recall the promptness with which he always acted in cases necessitating quick action. A young man who was manager of one of the mercantile agencies found himself unable to meet the obligations which suddenly confronted him as the result of a marriage alliance with a woman of expensive habits. Because he could see no way out of the difficulties which confronted him, he decamped. Mr. Bertsch knew the young man, realized that he ought not to ruin his life by defaulting the heavy obligations his wife had imposed upon him, paid the bills himself, sought out the young man in an Eastern state, brought him back to Grand Rapids and re-established him in the position of trust and responsibility he had forsaken. For many years Mr. Bertsch visited Police Court every morning when he was in town and paid the fines of young men who became enmeshed in the arms of the law and who had no funds to meet the demands of justice. In 1909, when he sold the Cappon & Bertsch Leather Co. tannery to Armour & Co. for \$673,250, the Armour agent told him he would take his stock at a stated price and pick up the holdings of the small stockholders at a lower figure. "No you don't," responded Mr. Bertsch, "you cannot have my stock until you have given every other stockholder an opportunity to sell out on identically the same basis. Then come to me and I will transfer my stock to you."

The most outstanding feature of the closing years of Mr. Bertsch's life was his ardent Americanism. He was disgusted beyond measure with the attitude of too many of our citizens of German descent who sided with the kaiser and either covertly or openly arrayed themselves on the side of autocracy and tyranny. He had no patience with the men who shared in the bounty of this country, yet had nothing but bitter words or bitter thoughts for the Nation which was fighting for the maintenance of human freedom and democratic institutions. Mr. Bertsch frequently stated that he wished it was within his power to destroy the kaiser and his cohort of "bloody butchers," as he described the Prussian leaders, candidly believing that the God of Nations would approve such action on his part. He earnestly desired to live to see his country emerge triumphant from the great struggle to crush the kaiser and destroy every vestige of rule by bloodshed. No bequest he could leave men of German blood was more valuable than this—loyalty to America and strict adherence to American institutions.

Mr. Bertsch died Sept. 29, 1917, leaving a record for probity, right dealing, right thinking and kindness of heart which is a precious heritage to this community.

For over twenty years I endeavored to secure a biographical sketch of Mr. Bertsch, but he met every overture with the utmost indifference. One day in 1914, however, he happened to be in a talkative mood, when the following facts were stenographically recorded as they rolled from his lips:

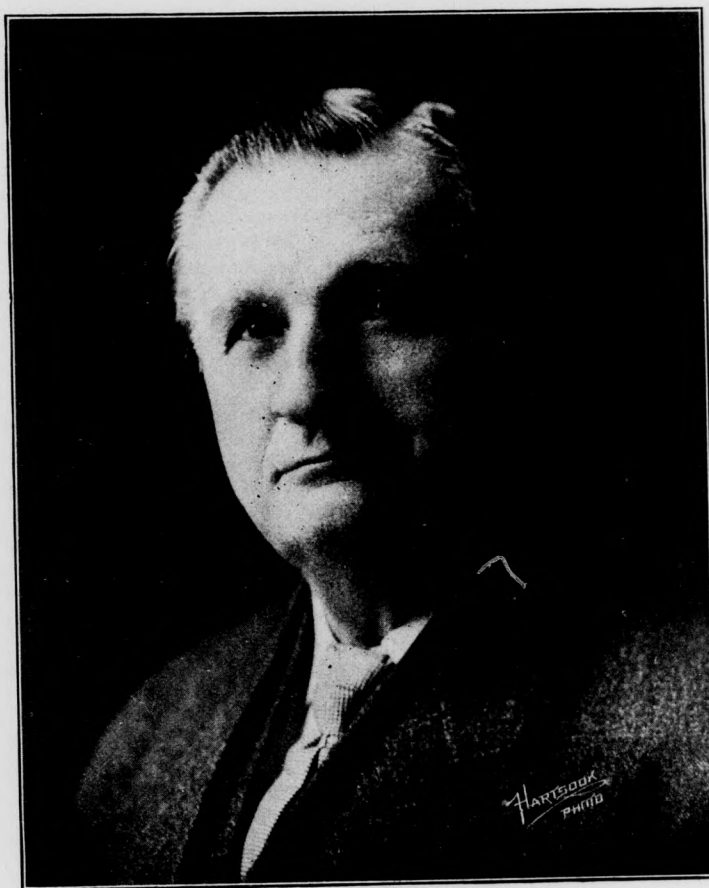
"I was born February 9, 1834, in Philipsburg, Beaver county, Pa. In March, 1840, my parents moved on a forty acre wood farm in Crawford county, Ohio. They built a log cabin on the place. Father averaged to clear about five acres each year. From the time I was eight years old

a man's work at most anything. When I was 18 years old I left home to learn the tanner's trade. Tanneries then were small. The owner usually had an apprentice and a boy; also a horse to grind bark. When employed my wages were \$50 a year, with board and washing. I was an apprentice for three years and had three different bosses. They all liked me because they said I was not like most boys.

"March 4, 1855, I left for Michigan, where they had larger tanneries than in Northern Ohio. I reached Grand Rapids March 13 and found work at Tanner Taylor's. He wanted a currier, but I knew very little about finishing leather. Isaac Cappon, my first partner, finished leather for Mr. Taylor. I made his acquaintance and told him how little I knew about finishing

I called on my friend, Isaac Cappon, again and asked him to go in company with me and we would build a tannery in Newaygo. I had \$900. I asked Mr. Cappon how much he had. He said he did not have any money, but he owned 80 acres of land near Holland, for which he was offered \$450 and that he would sell this land and put in with me if I would go with him to Holland. I told him I wanted to go to Newaygo first and see the place. The next day I went to Newaygo and found that it was no place for a tannery. I came back and told Mr. Cappon that I was ready to go to Holland with him. He asked me if I was ready to go the next morning and I told him I was. The next morning we started on foot for Holland with about two feet of snow on the ground. We stopped at Zeeland for dinner. I noticed that most of the people wore wooden shoes and I told Mr. Cappon we were going to a bad place to make leather where everybody wore wooden shoes. He said they wore more leather shoes in Holland than here. When we reached Holland we called on Rev. A. C. Van Raalte. He was as fine a man as I ever saw. He owned most of the land in Holland. We told him we had come to Holland to build a tannery and asked him if he had any land he wanted to sell us. He answered, 'Yes, I can sell you a piece of land in the Tannery addition, West of the Schurr tannery. (His place was West of the steamboat landing.) He said, 'You will want about two lots and I will sell what land you want for \$85.' We told him we wanted at least one acre, and he answered, 'All right, you can have an acre for \$85.' Mr. Cappon told him to make a deed, which he did, and I paid him in gold. The next morning Mr. Cappon went back to Grand Rapids after his family and I bought an axe and shovel to clear our patch of land. Mr. Cappon returned in less than a week with his family and rented a house and I boarded with them. As soon as Mr. Cappon returned, we made an agreement with Schling & Salzmann to build us twelve vats, four beam vats, six tan vats and two leaches. Mr. Cappon and I finished clearing our place; then we dug a place for our vats. When the vats were finished we put up poles for a building and boarded it on both the inside and outside, filled in with tan bark and put a board roof on. The building was about 24x44, the bark mill building 24x26 feet. We used the main building for both tanning and finishing our leather. A bad panic came on in the fall and we had to sell our leather for what we had paid for the hides.

"After our tannery was built I went to Chicago and bought twenty-five dry hides and about 600 green salted calf skins. Mr. Pfanneel sold us a horse and wagon on time, also feed for the horse, groceries and paid our orders for bark. Before we were in business a year we owed him over \$600 and we had very little to show for it. The second year trade was better and we paid our good friend Pfanneel. The third year we did still better. We built a finishing shop and hired one man. In May, 1860, I came to Grand Rapids and rented a store of Jacob



John Bertsch

I had to help father each day; he called me half a man. When I was 14 years old a school district was laid out and a school house was built. Both German and English were taught. I studied German for two seasons. Father could only let me go to school about eight weeks each term; then we were put in another school district where only English was taught. I went to that school two winters of about eight weeks each. Our vacations then were work, from as early in the morning as we could see until as late in the evening as we could see. Often we had lanterns to make the day longer. From the time I was 16 years old, like most all the boys then, I had to do a man's work. Most of the boys then would be ashamed to think they could not do

leather. He said Mr. Taylor was not particular and that he would show me so that my work would pass. Mr. Cappon did as he agreed and I got along fine. I worked for Mr. Taylor until his tannery burned down in December. I did not find a job until spring; then I found work at Albee & Woodberry's in Grand Haven. I worked there until December. During the summer Tanner Taylor put a temporary building over his vats and tanned a little leather and had Isaac Cappon finish the leather. I paid Mr. Cappon a visit on my way home and told him that I intended to have a tannery of my own soon. I spent the winter at home and the next spring I came back to Michigan with the intention of building a tannery at Newaygo. I thought Newaygo was about my size.

Winsor, right where the Peoples Savings Bank is now. We paid \$12 per month rent. The property was for sale for \$1,500. I finished and sold leather at this store and bought what hides we needed at the tannery. In 1861 we moved to 17 Canal street. We bought of Charles Williams an undesirable stock of boots and shoes at about twice the price the stuff was worth. This was done to give me more to do. The next year we moved to 8 Canal street, bought a good stock of shoes and hired N. A. Stone to help me. After that we did well.

"In 1864 we built a tannery with thirty-two vats where the Cappon & Bertsch Leather Co. now stands. The ground and buildings cost us \$13,000. We paid for this out of the profits of the year. In 1866 we went in company with Whitley & Rindge, under the name of Whitley, Rindge & Co. In 1870 we sold our shoe business to Rindge, Bertsch & Co.

"In 1866 we started a new company with Mr. Cappon, Mr. Cartwright, Mr. Noble and myself, under the name of Cappon, Bertsch & Co. We had a capital of \$5,600 to do a leather finding and hide business at 112 Canal street. Three or four years later we built a store at 100 Canal street. October 21, 1871, our tannery burned. Before the fire we had \$80,000 invested in the tannery, but after the fire we had only about \$30,000 left. We loaded what hides we had in the beamhouse, the green leather and full tanned leather in the yard on a scow and took it to C. B. Albee's tannery in Grand Haven. We also bought a few hides to keep that tannery running all winter. Early in the spring we rebuilt our Holland tannery. In January, 1875, we incorporated the Holland and Grand Rapids businesses under the name of the Cappon & Bertsch Leather Co., with a capital stock authorized at \$200,000, with \$146,000 paid in, all in property. Of this the Grand Rapids business had \$107,000 and the Holland business the balance. About six years later we increased the capital stock to \$400,000. A. D. Noble, who was our Secretary for five years, did not take an active part. A. D. Noble and F. L. Noble went in the hide, fur and wool business, and also handled coal, plaster, lime and cement. Mr. Cappon, Mr. Cartwright and I endorsed their paper in their wool deal. The deal turned out bad on account of the big decline in wool. We then had to take their business off their hands and we sold it out. In 1905 we re-organized the Cappon & Bertsch Leather Co., increased the capital stock to \$800,000, \$600,000 of which was paid in. In 1897 we incorporated the Michigan Leather Co., at Mill Creek, capitalized for \$100,000 and sold out in 1906 to the Central Leather Co. for \$250,000. In 1909 the Cappon & Bertsch Leather Co. sold out to Armour & Co. for \$673,250."

Mr. Bertsch was married in 1860 to Miss Agnes Cartwright, of Grand Rapids. Mrs. Bertsch died fourteen years thereafter and the following year Mr. Bertsch married Miss Caroline L. Harley. They had five children, Amy, wife of David H. Brown of the Century Furniture Co., Nellie, William

(now dead), Harley, a member of the firm of Barclay, Ayers & Bertsch, and Florence, who is married to Arthur C. Ayers, of Barclay, Ayers & Bertsch.

Mr. Bertsch had large financial and property interests in this city and elsewhere. He was interested in Barclay, Ayers & Bertsch, the Globe Knitting Co., Wykes-Schrouder Co., several banks and trust companies and owned a large amount of profitable real estate including the land and building occupied by the Michigan Hardware Company on Ellsworth avenue.

Mr. Bertsch attributed his success to keeping everlastingly at it. It is a matter of common knowledge that no one was more faithful to his business than Mr. Bertsch was in the days of his greatest activity. He frequently remarked that if he were to live his life over he would not do very much differently than he did except that he would be extra cautious as to whom he selected as a partner.

Mr. Bertsch scoffed at the idea that the leather manufactured at this time is inferior to that of fifty or sixty years ago. When he was a boy a farmer kept a hog two years before he killed him. Now he fats him up in eight or nine months and gets as heavy a hog in that time as he used to get in two years. The same is true of the leather business. New processes have shortened the time required to complete the tanning process. So great has been the change that if Mr. Bertsch wanted to go into the leather business again, he would have to learn the trade all over again. This does not apply to sole leather so much as it does to upper leather.

Mr. Bertsch never fished or hunted or owned a fast horse. His time was so fully occupied by keen attention to his business that he had very little time to devote to anything else until the last few years of his life.

Mr. Bertsch lived a very busy and a very useful life. His career was full of encouragement for those who were compelled to begin at the bottom of the ladder, as he did, and it goes without saying that no one received more friendly assistance than those who appealed to him for counsel.

Mr. Bertsch's two outstanding characteristics were absolute integrity and human kindness. The conventional virtues were his in fullest measure and the ordinary advice given to young men as to the requisites for success in life—honesty, industry and all the list of important but minor qualities—were exemplified through all his career by Mr. Bertsch.

Mr. Bertsch's character was the result of both inheritance and training. He was deeply philosophic in his thought and feeling and had a profound respect for law, both divine and human. Always mindful of his own humble beginnings, he acutely sympathized with those in trouble or in need. He was easy to approach and was quick to see and to appreciate both sides of any question. It was a pleasure to meet him, for he was always interested in what the other man was interested in, asking many questions, constantly seeking information.

So far as the most intimate acquaintance can determine, Mr. Bertsch

never consciously wronged an individual or that aggregation of individuals called the people. He not merely avoided any violation of the law in his business transactions, but he scrupulously observed what he felt to be its spirit as well as letter. That is to say, his kindly integrity not only extended to individuals with whom he came in contact—a virtue common enough—but it had a broad civic scope as well. His sense of personal responsibility and obligation included not merely his family, his friends and his partners, but the community in which he lived and the Government under whose protection he prospered.

He was not only just but kind. Dozens of men and institutions owe to Mr. Bertsch their present status in the business community. It is to be regretted that the story of these practical benefactions can never be told, but that such is the case was due to his modesty and self effacement which were lifelong characteristics.

E. A. Stowe.

When Is the Best Time To Advertise?

Some men seem to feel that they can't advertise now—either the times are too good, and they have all the business they can handle, or the times are too poor, and they can't afford it.

Does that mean that the only time to advertise is when times are just so?

Or does it mean that maybe there has been something overlooked in the consideration of what is the right time?

Broadly speaking, advertising is always intended to affect the ease and volume of sales.

Now, if times are slow, sales are harder to make. Everything that will help make them is desirable. Advertising is the most important one of those things. The greater the obstacles, the greater the effort needed to overcome them.

Back in 1907 there was a small "panic." Many advertisers began to tighten up, to economize. Some saw it the other way. We know one manufacturer who said: "We shall spend more, this year, than ever. Others will be spending less; our advertising will stand out just that much more strongly."

That manufacturer increased business in an off year, when others—probably every one else in the industry—showed a falling off in sales.

But how about that other condition—sales so easy that production can't keep up with them? Is it safe to advertise then? Not to stimulate to-day's sales, certainly; but for the effect on to-morrow, yes.

Continued selling success must rest upon established prestige. And prestige rests upon merit of product and public familiarity with the name of the producer.

Any period of demand exceeding production is but temporary; steps are immediately taken by the producers to meet demand. As soon as the two approach a balance there enters again the struggle for sales.

When that begins, the advantage rests with the manufacturer who has been keeping his name before the public.

As we see it, the answer to "When

is the best time to advertise?" is—now. The only exception we can see is when the business itself isn't ready to expand. The "times" haven't much bearing on the question.

All times are good times to let people know you are in business, and to let them know what you are in business for.

Service Grocer Has the Advantage.

The independent grocery merchant has a big advantage over his chain store competitor, if only he will make it serve him. It is the personal contact with his customers. He can make himself indispensable to them. He can give a personal service, attention to the wants and needs, such as no mere manager of a store run under a fixed set of rules can render. Becoming acquainted with the tastes and fancies of customers, he is in a position to give intelligent suggestions, say to a woman customer who coming late from matinee or club or what not, is worried about the dinner she must have ready in a few minutes. With just a little thought and personal attention, the merchant or a trained clerk—one who knows and is interested in your business—can soon relieve her of her worry, and send her away well supplied with the dinner necessities and happy.

Or a customer desires to give a party and doesn't know what and how much to buy for the number of guests she means to entertain. If she knows she can go to the neighborhood grocer for help, that is just where she goes, and becomes the friend of his store ever after. It may not seem important to know how many olives a jar contains, or how many wafers in a pound, or if the string beans in a certain can will do for a salad, but the grocer who can give that and other information to a customer when she wants to know, wins her regard for his ability as a merchant and gains her permanent patronage.

In such ways the independent merchant has all the advantage. The personal contact, when it is the right contact, is a wonderful business asset.

Too Many Brands Kill Profits.

A recent survey of a certain grocer's stock showed 22 different brands of cereals and 14 different brands of coffee. Of the cereals, "the last three" packages of 16 brands were, in most instances, rarely called for, while 8 brands of coffee were like offenders. Two-thirds, or sixty-six and two-thirds per cent. of 36 brands of only two lines in this grocer's stock had the profit on each dozen packages tied up in "the last three," an exchange reports.

An examination of many other lines in this store revealed the same situation. The grocer admitted that four-fifths of his business on cereals and coffee was done on 5 or 6 brands of each, but—"I want to be prepared to give my customers any brand they may call for," was his excuse. He attempted to further justify his position by claiming that he made a larger percentage of profit on many of these brands, apparently not realizing the fact that "margin" is not a margin until the item is sold, regardless of how large the percentage of profit may be.

MASTERLY DIPLOMATS.

Three Great Figures in Past Twenty-five Years.

Of the eight men who have filled the office of Secretary of State during the past twenty-five years, three would be placed by almost universal consent in a class apart and above. They are John Hay, of McKinley's and Roosevelt's administrations; Elihu Root, also of Roosevelt's administration, and Hughes.

Few would deny pre-eminence to these three, each for his time and conditions, though it might be debatable whether John Hay's graciousness, urbanity, imagination and generous idealism would have served as well as Hughes' forthright energy during the rough going of the last four years.

A second class would be composed of one man, Philander C. Knox, of Taft's administration.

A third group would be composed of Robert Bacon, who served a brief time under Roosevelt; together with the three who served under Wilson, William Jennings Bryan, Robert Lansing and Bainbridge Colby. These latter four had handicaps or circumstances of one sort or another that put their achievements in a rank below that of Hay, Root and Hughes. Partly the tenure of some of them was brief; partly Wilson was for long periods his own secretary of state; partly two of Wilson's secretaries, Bryan and Lansing were at times out of sympathy with their chief.

If one were to undertake to compare the secretary-to-be, Frank Kellogg with these eight, hardly any judgment of Kellogg as he begins would put him in the first group, and most would say that with good fortune he might reasonably hope to escape the handicaps of brief tenure or the other mishaps that attended the third group. One would, in short, classify Kellogg about the middle, with Philander C. Knox, of Taft's administration. There is, indeed, much in common between Kellogg and Knox. Both had acknowledged success in the private practice of the law; both had been senators, both had served the Government as counsel in suits against large corporations.

Hay, Root and Hughes are all entitled clearly to the rank of greatness as secretaries of state. As time passes the attitude of Elihu Root as a public servant of the United States and the magnitude of his services are more and more realized. As one goes back into the records one is almost startled sometimes to realize how much of foreseeing wisdom Root had, how frequently he established policies and set up precedents that have now become the settled policy and practice of our Government.

Root numbered among his qualities and policies that of high-minded equity in his official dealing with other nations. It is probably Root, as much as any other one man, who is responsible for a fundamental change of direction that took place, not merely in the practice of the government, but in the thought of the American people.

For five years previous to Root becoming secretary of state, and for a little while after, the prevailing Ameri-

can political thought included a kind of grandiose zest for physical expansion. One of the exponents of it, perhaps the chief one, was Albert J. Beveridge, then senator from Indiana. At the time of our second intervention in Cuba, in 1906, Senator Beveridge said:

This time, American occupation of Cuba will be permanent. The American people will stand no further trifling. They have let sincere sentimentalists play with their destiny long enough. And now the American people will cast these false teachings aside and move forward, clear-eyed, stout-hearted and full of faith to the doing of the work God has been calling them to do.

That sort of aggressiveness had a good deal of following in America from 1900 to 1906. To-day, we have none of it. It had disappeared by 1914, when our recent troubles with Mexico began. If the American people had been as "expansionistic," as "annexationistic" in 1914 as they had been previous to 1906—in that case we should have heard a good deal about "On to Mexico" during the last 10 years. Or "Make the Panama Canal the Southern boundary of the United States." In fact, we have had none of that.

For the change, Elihu Root is entitled to much of the credit. In the same year that Senator Beveridge proclaimed the policy quoted above, Mr. Root, then secretary of state, spoke as follows. This speech of Secretary Root was the keynote of our relations with Latin America. He was speaking before the Pan American Congress at Rio Janerio:

We wish no victories but those of peace, no territory except our own, and no sovereignty except sovereignty over ourselves, which we deem independence. The smallest and weakest member of the family of nations is entitled to the respect of the greatest empire, and we deem the observance of that respect the chief guaranty of the weak against the oppression of the strong. We neither claim nor desire rights, privileges or powers we do not freely concede to every American republic. We wish to increase our prosperity, expand our trade and grow in wealth and wisdom, but our conception of the true way to accomplish this is not to pull down others and profit by their ruin, but to help all our friends to common prosperity and to growth, that we may all become greater and stronger together.

This is but one detail of Elihu Root's services as secretary of state. Merely to enumerate them would take a newspaper page, to describe them would take a book.

It is with Root, probably, that Hughes will be most compared, after there has been sufficient lapse of time to evaluate his services. Nearly 20 years ago Hughes, then only 43 years old, was described as a "mental colossus." After he made his early fame by his management of a legislative investigation into the life insurance companies of New York City, it was said of Hughes that he "pried open strong boxes by sheer intellectual power."

Mark Sullivan.

His Reason.

Daughter—What makes Pa look so mad?

Mother—He got a cinder in his eye on the way to church and it kept him awake all through the sermon.

BY HELPING OTHERS YOU CAN HELP YOURSELF

When you help your customers find health by supplying them Fleischmann's Yeast-for-Health, you also help yourself.

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Where the Unnecessary Wastes in Distribution Lie.

There is a problem of distribution. The best proof of that lies in the now familiar statement that it costs as much or more to distribute as to produce; that out of the \$9.10 you spend for a box of soap, a pair of shoes and a watermelon, only half goes to the man who made the shoes or the soap or grew the watermelon.

Many things have brought this about. The complexity of modern civilization; the raising of the standard of living; the improvement in transportation which has widened distribution areas; new methods designed to sell more goods; to stimulate desire and consumption; mass production, which has released men for distribution—these are some of the things that have built up our distribution bill.

But the real question is not: "Does distribution cost more?" What we want to know is: "Are we getting our money's worth?"

You and I can't have perfect grapefruit on our tables all the year 'round unless we're willing to pay not only the farmer who grows the fruit, but the men and women who sort and wrap the box theyouretshanaDi-m wrap and box them, the men who make the ice that goes into the refrigerator car, the fireman and engineer who haul the grapefruit from Florida or California, the wholesaler who stores them while he breaks the carload into smaller units for the retailer; and all along the line we must pay, pay, pay, right up to the grocer's boy who puts the "two grapefruit for a quarter" on the kitchen table.

We want that grapefruit, and we are willing to pay. We are willing that the workers along that long line shall have their fair pay or their fair profit; what we don't want to pay for are the needless workers or the needless processes. In other words, we shall not cure the ills of our distribution methods by crying "profiteer." What we hope to do is to cut out waste.

If all of the net profits between the producer and the consumer were deducted from the final price, the cost of living would not be noticeably reduced but if the wastes were recovered, the cost of living might be materially lessened.

With a more definite knowledge of facts and an elimination of waste, profits would be more certain, and business more substantial. Obviously then, there is no more profitable field of research.

In earlier times there was no problem of distribution, because people lived simply and produced their own foodstuffs and clothing materials and

found fuel and materials from which to create shelter close at hand. They enjoyed such primitive comfort and convenience as they could provide for themselves, while service was largely a matter of neighborly exchange.

Contrast the merchandising of our great grandfathers with the present system. Farmers' wives spun the wool for the clothes of the family, parched the corn and smoked the meat. Now these activities provide occupation for hundreds of thousands and perhaps millions of hard-working people. Our grandmothers selected food for the family from their simple store, while to-day we have only to reach for the telephone to select any of five thousand or more available items to put on the menu for the next meal. Frequently the commodity we order is of less value than the service of the boy who delivers it.

In that earlier period not only was a day longer in the term of hours, but excruciatingly long in the term of labor. We threshed much of our grain with a flail, or under the treading hoofs of cattle and in an equally laborious manner performed the simple services essential to bare existence.

Manufacture was almost wholly a matter of manual labor and skill. This is hard to realize as we look at a modern automatic machine, running silently and with mechanical ease, performing most intricate operations. This same operations in an earlier time required long hours of muscle-tiring, monotonous energy.

As the machine lightened the labor of the wage earner and shortened his day, it opened a new world of knowledge, refinement and recreation which came within the purchase price of the industrial worker. Opportunity came to each succeeding generation, and fathers and mothers were ambitious to see the lot of their children more comfortable than their own had been.

With the relief from the hard manual tasks, greater ease of living and shorter hours, increasing numbers of men found time and opportunity to invent even simpler and more efficient means of production, adding constantly to the comfort, convenience and satisfaction of living. At the same time we were adding to the opportunity for expenditure, and we unconsciously developed a most complex system, with a greater variety of wants and demands than has ever occurred in the history of any people.

It is natural that this in turn has developed a most complex machine of distribution, giving occupation to a great variety of skilled specialists whose services are valuable but unknown to the consumer.

It is not surprising that the dis-

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tributive machine should be complicated, because it has been developed rapidly in response to new demands without opportunity for the consideration of economy and often without relation to the fundamental purposes of distribution.

We suspect many things because of our ignorance of business and service. We urge the Government to legislate waste out of existence, and yet, how greatly would we resent it if the Government traced the responsibility for that waste back to you and to me! To-day we stand convicted, because it is you and I who are principally responsible for the waste that possibly overburdens us. It is our business to know, but we do not know. It is our business to learn, but we do not learn.

In that situation we have many precedents, because in the earlier development of civilization men gave no consideration to the simple activities which were the foundation of our present economic structure. Nor are we providing for the education of succeeding generations by establishing in the schools the economic facts and principles which govern our existence.

In all of the complex processes of distribution there is not a hidden fact. The facts can be brought together; the necessity and value of the services rendered can be established; and if they are established, the wastes will become obvious; and common sense will tell us that they should be eliminated so that with the millions of dollars annually saved we may buy in greater variety those things which we desire.

From the inside of business we find in daily practice wastes so obvious that a child, unaffected by habit of custom, might point them out. A manufacturer of bed springs, in response to the demands of his salesmen, catalogued twenty-seven different types of springs, while the records which were available to him every day of the year presented positive proof of the fact that the burden of the business rested upon only six types of bed springs.

Why did he continue to manufacture twenty-one burdensome items? Because he never looked at the records of his own business to determine the facts. In distress he called in an outsider who, uninfluenced by the traditions of the business, recognized the opportunity for economy and profit to the manufacturer, the reduction of cost both in manufacture and distribution which could be passed along to the ultimate consumer. Frequently manufacturers do most carefully and consistently study the records of their business, but even then they sometimes overlook simple facts. Habit is stronger than vision in most of us.

One concern developed a wonderfully efficient plant with a most perfect product, but to the disappointment of its stockholders it failed to produce dividends. Again an outsider observed an overlooked factor. This concern, buying its materials in Pittsburg, transported them Westward eleven hundred miles and thought that its market lay East of Pittsburg. As a matter of fact, there existed within a radius of two hundred and fifty miles of the factory a natural market in need of the product in greater volume than

could be produced in a plant four times as large as that in operation. The mere matter of finding its logical market within a radius of economic distribution reduced the selling and shipping costs of that institution 50 per cent. This provided dividends for stockholders and greater economy for the consumer.

We have not outgrown the custom of an earlier period when men located manufacturing plants in their own communities so that their friends and neighbors might see their success, without thought of the source of materials, location of markets, facilities of transportation, adequacy of fuel, availability of labor, cost of production and cost of distribution.

Lack of consideration of these factors definitely places a burden upon business and directly places a burden upon consumers of commodities produced under such conditions.

When in our analysis we go back to the methods of fifty years ago, we readily see that the low cost of distribution was due to the localization of markets and the salability of products. Competitive pressure had not created numerous duplications and great varieties of package, size and service.

The public is unacquainted with much of the work that is being currently conducted by the Government in an effort to eliminate waste, so that the consumer may have greater purchasing power and the producer and manufacturer may have greater stability and larger assurance of permanent success. In joint effort the Department of Commerce and the Chamber of Commerce of the United States, with the trade associations directly affected, have co-operated with some of the larger industries in the elimination of obvious wastes and savings have already developed for the consuming public amounting to hundreds of millions of dollars per year, and serve to indicate the great benefit that may come to the American people through a simple observation of facts.

We ordinarily think of a paving brick as a paving brick; it never occurs to us that they might differ in size and style; and what if they do? But when we discover that they are sixty-six different sizes and types of paving bricks, each to be produced and each to be sold in competition with the rest it is a simple matter to realize that enormous loss must occur in their manufacture and distribution. It was impossible to substitute one for another on account of their useless variety. The producers of paving brick discovered that for every purpose and requirement there need be only five types and styles of paving brick to

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Bed springs and mattresses have been reduced from seventy-eight various sizes to four uniform sizes; metal lath, from one hundred and twenty-five varieties to twenty-four; hotel china ware, from seven hundred varieties to one hundred sixty; range boilers, from one hundred thirty to thirteen; woven wire fencing, from five hundred fifty-two to sixty-nine; and woven wire fence packages, from two thousand seventy-two to one hundred thirty-eight; milk bottles, from forty-nine varieties to nine; milk bottle caps, from twenty-nine varieties to one.

When you think that similar conditions exist in practically all of our major industries, it shows the vast extent to which our business men have blindly followed the habit of attempting to supply a demand for variety—a demand which sometimes never existed, and which sometimes was created by the manufacturer himself. In other words, we have greatly exaggerated the selling attraction of novelty in variety.

It is here that the trade association proves its economic value to the American public, because only through organized effort can these benefits be felt by the consumer of American products. American industries are too sagacious to endeavor to standardize American tastes, comforts or habits, and the most remote possible purpose in the work of simplification would be that of reducing manufactured commodities to arbitrary standards. The practicality and common sense of the movement toward simplification are confirmed by the fact that it eliminates waste.

We talk sometimes of an earlier period as a time of contentment and understanding but none of us in his heart has any desire to go back to the simplicity of earlier generations; and who is there to say that a reasonable contentment may not be secured by a better knowledge of the processes by which our wants are supplied or the value of the service our neighbors render in making possible our present comfortable, convenient existence, and our standard of living, higher than has ever been known to civilization?

Our civilization only lacks a knowledge of the facts of civilization. The longer the problem remains unexplained, the more difficult will it become. The tendency is toward a more centralized government, notwithstanding the futility of effort to cure an unmeasured and undefined condition. Seventy-one per cent. of the population working for profit or wages is engaged in distribution, conversion, transportation, finance and the facilitating activities, including the professions; and only 29 per cent. is engaged in producing the raw materials.

The division is rather roughly drawn. It is based upon the General Division of Occupations reported in the 1920 Census, which reports a trifle over twelve million people engaged in agriculture, forestry, animal husbandry and extraction of minerals. The precise figures give the percentage thus gainfully engaged as 28.9 per cent.

Those engaged in manufacture, mechanical industries, transportation, and trade, total a little more than twenty million. The exact percentage of this large group is 48.4 per cent. Somewhat less than ten million people are engaged in public service, professional, domestic, personal service and clerical occupations. This group represents 22.7 per cent. of the total number gainfully employed.

The entire number gainfully employed, as reported in 1920, was 41,614,248, of which approximately 29 per cent. were producing raw materials, the remaining 71 per cent. being engaged in the activities of distribution, and those activities which make raw materials available and acceptable to the whole consuming public.

We suffer from promotional enthusiasm and fail to utilize the available constructive knowledge of our economic situation. We have lost sight of the fact that successful distribution must be based upon an intelligent appreciation of facts, and a more accurate measurement of consuming markets.

Every product must be consumed somewhere if we are to maintain a prosperous condition within our country. If we produce more of a commodity or of service than can be consumed, we are creating a surplus which will of necessity take away a portion of the value of the total amount produced.

It seems entirely probable that much of our problem results from the fact that we have given little consideration to establishing a balance between the consuming capacity of our markets and the producing capacity of our factories.

When there occurs a surplus production, people are thrown out of employment, and obviously whatever tends to stop or reduce the payroll stops or reduces the purchase of commodities. Much as we complain of the recurring periods of depression, we fail to give practical consideration to the fact that we in large measure create the cycles of which we complain.

We seriously affect our social development when we fail to give certainty of income to the wage earner and assurance of credit to business, while the real purpose of our whole economic scheme is to afford steadiness of employment, assurance of income, support to industry and purpose to commerce.

The manufacturer, wholesaler and retailer forget in their production, storing and buying, that idle merchandise absorbs the available capital and credit and that it accumulates a constantly increasing burden of rent, insurance interest, taxes, depreciation, shrinkage, overhead and obsolescence.

We can only maintain a steady flow of materials through the processes of manufacture by maintaining an equally steady flow of finished goods through channels of distribution to be consumed as rapidly as they are made.

The trade association, with the support of its industry, an intelligent public opinion and a sympathetic appreciation of purpose on the part of the Government, can measure, with a fair degree of accuracy, the total consum-

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ing power of any market over a fixed period of time with a practical result. Such effort is constructively in the interest of the public.

President Harding in 1921 appointed a committee to make such fundamental study as might bring relief to the four or five million unemployed resulting from the business slump. The outstanding contribution of the committee was its establishment of the fact that business cycles, with their alternating periods of boom and depression, were to a considerable degree of our own making.

The committee rendered a distinct service to the entire community, and the most important of its constructive recommendations was its demand for business the right to secure the basic economic facts relative to production, distribution, etc.

Undoubtedly the most encouraging first step is the effective co-operative effort to simplify our manufactured goods and methods. This in reality is an adoption of what was best in our more primitive commercial life. It is getting back to fundamentals and substituting logical practices for habits and imitative tendencies. It points the way to the solution of our problems of distribution.

We must determine and define our problems of distribution. We must trace the development of our now complex distributive habits and methods and with the same courage of our advocates of simplification in manufacture, discard the costly and unnecessary complexities and construct a simpler distributive machinery designed to operate with a minimum of waste.

Irving S. Paull.

Some Vagaries of the Federal Patent Office.

Edward Sidney Rogers, who has given especial attention to trade-mark and copyright law and cases, recently made application for registration of the words "Limestone Brand" as a trade-mark for a cathartic medicine. Registration was denied on the ground that the medicine contained limestone. Mr. Rogers assured the department it contained no limestone. Then the application was again denied because such a trade-mark was "deceptive."

This stirred the lawyer to cite other trade-marks which were equally deceptive, but granted by the department. We quote from his brief:

Ivory is a good trade-mark for soap not made of ivory. Gold dust washing powder is not made of gold. Old Crow whisky is not distilled from crows. There is no bull in Bull Durham. Royal baking powder is not used exclusively by royalty, nor is Cream baking powder made of cream. Pearlina contains no pearls, and White Rock is water.

Let this should be insufficient to upset official stupidity, the lawyer added information of a collateral character which has an interesting bearing on names of things. He continued:

There is no cream in cream of tartar, in cold cream or in chocolate creams, no milk in milk of magnesia, in milkweed or in the cocoanut. These are all as remote from the cow as the cowslip. There is no grape in the grapefruit or bread in the breadfruit. A pineapple is neither pine nor apple; an alligator pear is neither a pear nor an alligator; and a sugar plum is not

plum. Apple-butter is not butter. All the butter is taken out of buttermilk, and there is none in butternuts, or in buttercups, and the flies in the dairy are not butterflies.

What effect this broadside of railery had on the Washington dunce is not stated in "Bottles," which adds to the entertainment by remarking that there is "no pork in pig-iron." We are wondering if the department was able to remain obdurate after Mr. Rogers' brief reached it.

The Vanishing Nickel.

The worst thing about the high cost of living or inflation or any of those economic generalities is that the dollar does not go as far as it used to go but that the nickel goes hardly anywhere at all.

It is losing its individuality every day, becoming a mere imaginary unit of measurement, having as little relation to ordinary life as such grotesque measures as a gill or a dram, which are useful only to specialists and to manufacturers of cross-word puzzles. Time was when a street car fare was five cents, when a good cup of coffee cost no more, when motion picture theaters were known as nickelodeons, when food units of all kinds, pieces of pie, hot dogs, glasses of beer—"the largest schooner of beer in the city for 5 cents"—were to be purchased for a nickel. That time has passed.

The nickel still has its uses. It helps you to round out the fifteen cents you exchange for a cup of coffee; but alone and unsupported, its functions are fewer every day. You can still, in most cities, put in a telephone call for five cents, but the signs all point to the passing of this survival of a happier day.

Worst Profit Killers in Retail Business.

Herewith are listed a number of the worst profit killers of the retail trade, as compiled by a group of merchants:

- Forgotten charges.
- Errors in sales checks.
- Carelessness in weights and measures.
- Waste of paper and twine.
- Cutting prices to make sales when salesmanship would do the trick.
- Overbuying.
- Unbalanced stocks.
- Rats.
- Careless delivery boys.
- Failure to transfer customers to other salesmen when they are not satisfied.
- Paying freight without verifying rates and weights.
- Failure to take discounts.
- Poor handling of light and heat.
- Incorrect figuring of costs.
- Fading merchandise in windows.
- Inefficient advertising.
- Failure to get out seasonable merchandise in season.

Rather amazing figures on shipbuilding, just published, show that Great Britain is now building 52 per cent. of all the new ships in the world. Germany is second, France third, Italy fourth. The United States seems to have dropped out of the race altogether. Britain and Germany together have cornered 70 per cent. of all new construction. There may be sev-

eral reasons for this situation. One of course, is the traditional excellence of staff, plants and technique in Great Britain. But the most important is, perhaps, the full realization among the British people and by the British government that Britain must, at all costs, build ships. Even though the enterprise be unprofitable at present, the equipment must upon no account be allowed to deteriorate. Britain's strongest rival, Germany, also appears to have come to a similar realization. The United States has so many other irons in the fire which are regarded as more important than shipbuilding that this particular one has been allowed to go cold. If marine construction is unprofitable, we do not bother to push it. It is far from being good policy, and we will probably have to pay for

our negligence, but that appears to be what has happened.

It is to be hoped that Secretary of the Navy Wilbur is right in pronouncing on the poison-gas and next-war boggy, which has already grown to dragon size in the street talk and popular literature of the day. The idea that the chemists have already completed the formula and the inventors the machinery for dropping invisible and odorless death from the sky, so that the next war will be all over before it has begun, has operated like an infection of despair upon many minds. If this is all a bedtime witch story, the facts ought to be published with a little more challenge than has been the case.

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GREEN & MORRISON—Michigan State Agents

Is Sugar About To Resume Normalcy?

Sugar is a world staple. Six years have passed since the armistice. Many commodities have recovered their pre-war balance, but sugar prices still swing up and down. There were again 115 changes in raw sugar prices in 1924 as in 1923, although less violent. Why have sugar prices fluctuated so violently?

Let us study for a moment the exceptional sugar markets of 1911 and of 1914 preparatory to our answer. In 1911 the Cuban crop was 320,000 tons, or 18 per cent. less than the previous year. The European beet crop proved 1,759,000 tons, or 22 per cent. less than the year before. Sugar prices strengthened in the late spring.

The prospects of the short European beet crop caused prices to rise through July and August. After the European crop was actually harvested, however, prices commenced to decline. With a return to normal production in Cuba during 1912 the steady price conditions of the earlier pre-war period were resumed. The extreme fluctuation in 1911 was 2.54c, but in 1912 it was only 1.03c.

Another example. War began in Europe on July 28, 1914. England with light stocks was cut off from continental supplies. The Royal Commission on the Sugar Supply was created to supply her needs from other sources. The commission at once entered the world's markets.

England bought about 900,000 tons of sugar at a time when normally she would have taken perhaps 300,000 tons. Beginning August 4, prices advanced from 3.29c a pound cost and freight New York to 6.52c. But there the advance ended. By August 19 a reaction followed until raws reached 3.50c. All through the following year of 1915 the market continued rather quiet and prices showed an extreme fluctuation of only 1.56c.

Therefore, we see that under pre-war conditions surplus flowed into deficiency as if into a matrix. While shortages led to temporary sharp price advances, reactions and long periods of stable conditions always followed. Visible supplies were always available. Heavy invisibles provided an additional reserve.

The World War gradually changed all this. Consuming countries absorbed the visibles in 1915. The invisibles disappeared for the most part in 1916. On top of this came the U-boat campaign and the decision of the Allies to reduce their purchases in Java. Various governments took firm hold of sugar distribution. Rationing followed in many countries. The Royal Commission, now buying also for France and Italy, came into increasing competition with American refiners. Cuba became the key to the world's sugar situation.

After the United States entered the war in 1917, with the whole allied world mainly dependent on Cuba, the International Sugar Committee was organized to handle the sugar supply of the Allies as a unit. A year later this committee was succeeded by the Sugar Equalization Board, a Government-owned sugar corporation. Not only did these bodies control the distribution

of sugar but the United States Government also took steps to encourage production, especially in Cuba.

The Cuban crop increased from 2,500,000 tons to 4,000,000 tons, and 25 centrals were built. In the United States 25 beet sugar factories were erected. The refining capacity in the United States was increased. Price regulations assured refiners a moderate profit, although preventing any large gains which might have been possible with so many world customers for refined sugar.

When the war ended Cuban producers found themselves besieged by customers from all parts of the world. The regulations under which the industry had been conducted during the war were suddenly abolished, first by France in July, 1919, then by others. Decontrol was attempted in the United States at the end of 1919 in such a way, however, as to leave it uncertain whether or not control was still in force.

This uncertainty put our refiners last in the race for the 1920 Cuban crop. Prices for raw sugar advanced rapidly to the extraordinary figure of 22.50c reached in May. America scoured the world for sugar and found it. The great demand and high prices acted as a magnet. Sugar poured into the United States from nearly fifty countries. It soon developed that these imports were not needed. Under the pressure of their arrival the market in August broke into the most violent price decline ever recorded in sugar.

Both producers and refiners suffered all through 1921 from the stagnant market caused by surplus imports. Cuba returned to ineffectual government control. When control was released in Cuba there was a carryover of 1,250,000 tons, and the year 1922 dawned with prices at pre-war levels. Again a startling movement in sugar occurred, for it was soon plain that there were no reserves in the world as in pre-war days. The Far East had stripped itself to send the 1920 sugars to Europe and America and now became a buyer.

Steadily the surplus in Cuba dwindled, and prices advanced. The advance reached 6.625c early in 1923 and back to 4c in the summer. Again in 1924 we have seen the constant swing back and forth of sugar prices. The basic reason of these wide fluctuations has been the absence of visibles and invisibles sufficient to supply temporary shortages pending the arrival of new crops.

Now as to the future. We stand again with prices at the pre-war level. Will they rise again abnormally only to collapse later to the detriment of refiners and the sugar trade? If the estimated increase of 3,000,000 tons in the world's production expected this year is realized, will the increase in visibles and invisibles be sufficient to prevent price excesses? That is the question of 1925.

It seems certain, however, that a long step will be taken to restore the weight of visible and invisible supplies. Production and consumption are more nearly in balance. Hence it should be a year of less violent fluctuation of prices.

We seem to be in sight of a price level more consistent with costs of production and involving less risk to the sugar trade. There is nothing the matter with sugar. It is a world staple, merely responding to the inexorable law of supply and demand, profoundly affected by the World War.

Earl D. Babst,
President American Sugar Refining Co.

European Fowl Pest Found in U. S. Poultry.

Several weeks ago Dr. Veranus A. Moore, of Cornell University, brought to the attention of the United States Bureau of Animal Industry the existence among poultry of a disease which he diagnosed as the European fowl pest, hitherto unknown in the United States. Investigations made in New York City, Jersey City, and Philadelphia, by representatives of the Bureau confirmed this diagnosis.

This is a very acute infectious disease affecting particularly chickens, turkeys and geese. Blackbirds, sparrows, owls and other birds also contract the disease, while water fowls and pigeons are resistant. Mammals, including the human, are not susceptible. The infective agent is present in the blood and various tissues of the bird. It is so very small that it passes through the finest pores of a filter and no microscope is powerful enough to detect it. The malady was first discovered in Italy in 1878, since which time it has spread North, West and East, and is now prevalent in Germany, France, Belgium, Austria and Hungary.

The disease is characterized by its extremely infectious nature, rapidly progressing course, and high mortality. The infected fowl loses its appetite, has an irregular walk and becomes very droopy. The feathers are ruffled, and there is considerable prostration, with swelling and darkening of the comb and wattles. A sticky exudate may paste the eyelids together, clog the nasal passages and even obstruct the windpipe, causing labored breathing. Some patients periodically shake their heads in order to dislodge this mucous secretion from the throat and nostrils, at the same time producing a peculiar, wheezy sound. The bird lives, as a rule, for from two to five days. Occasionally it may live six or seven days. The bird may apparently be in good condition in the morning and be found dead in the afternoon in the very acute form.

On post-mortem you may find no lesions at all, on account of the suddenness of the death. In the less acute cases, that is, in those that live for three or four days, you find a mucous exudate in the nostrils, larynx and windpipe with bloodstained patches and sometimes blood clots in the windpipe. The lungs are usually more or less pneumonic. A hemorrhagic or blood-shot condition is found on the crop and under the skin in various other parts, sometimes accompanied by a gelatinous substance. Hemorrhagic spots on the muscle and sac of the heart, on the gizzard fat, on the outer surface of the small intestines, and especially on the inner lining of the two stomachs, the glandular stomach and

the muscular stomach, or gizzard, are typical of fowl pest. You may find these little hemorrhagic patches along the entire intestinal canal, with considerable catarrhal condition, and when that is marked the bird has a profuse diarrhea; but this is not always present. A serous fluid is sometimes seen in the heart sac, or in other cases in the body cavity.

There is no remedy from a medical standpoint, and, since treatment has thus far proved futile, the aim should be to prevent, so far as possible the spread of infection. Sick fowls should be killed promptly, without contaminating the premises, and the carcasses burned or buried deep. The healthy fowls should be moved to new quarters and carefully watched for signs of disease. Houses and runs should be thoroughly cleaned at frequent intervals and disinfected with a 5 per cent. carbolic acid solution. The drinking water may be made antiseptic by adding one-third teaspoon of permanganate of potash to each gallon, a procedure which serves to prevent the spread of disease through the water and also is a convenient means of administering an internal antiseptic. All infected coops, shipping and receiving centers, fattening plants, and poultry cars should be similarly cleaned and disinfected. In Italy and Germany experiments have been conducted with a serum for both protective and curative purposes.

It should be remembered that there are other poultry diseases prevailing that may be mistaken for fowl pest. Diseased chickens have been received for study from several points in the Central West within the last few weeks, but fowl pest was not encountered in any of these shipments.

Embargoes were declared recently against a number of poultry-producing states of the Middle West by New York City, and the states of New York, New Jersey, Maryland, Pennsylvania, Connecticut and other Eastern States. These embargoes have been declared primarily as a protection to the poultry flocks of the states concerned and not through the necessity of protecting the public health. In fact, no grounds exist for any public fear of endangering human health from this disease. Measures at present being taken by the health authorities at the various markets are adequate to assure the public that all poultry now being offered for sale is healthy and safe to purchase and eat.

We are now making a survey to learn the extent of fowl pest. In the meantime the department is forbidding interstate movement of diseased and exposed birds as well as carcasses of birds which have died from the disease. Manure and litter from diseased fowls are also prohibited interstate movement. Cleaning and disinfecting coops, troughs, cars, premises and accessories that may be contaminated are required under supervision. Farmers and poultry producers in all parts of the country are requested to report at once to the state authorities concerning any unusual symptoms among their poultry and to isolate any suspected birds.

John R. Mohler,
Chief Bureau of Animal Industry.

Reminiscences Concerning Old Grand Rapids Newspapers.

Grandville, Feb. 10—When we lose the elasticity of youth and find ourselves passing on the downhill side of life, we look back at the past and recall the incidents which marked existence in those goneby days.

The recalling of Ransom C. Luce by the Tradesman and others reminds me of the time when I spent a number of months attending the Swensberg & Robbins Commercial College, located in Luce's block.

That was in 1866, the year following the civil war. The block at that time was the most prominent structure on Monroe street. Luce's hall was the principal amusement place save only Squires theater on Canal.

It was at Luce's hall that prominent people made their pleas to Grand Rapids audiences. The hall was reached by a narrow hallway, up two or more flights of stairs. The doors to the entrance opened inward, and some there were who feared what might happen should the building take fire when the hall was crowded. It was here that many meetings convened during political campaigns. The writer was present at a meeting addressed by Captain J. C. Burrows, who was then considered the ablest stump speaker in the land.

Here, also, he heard T. De Witt Talmage, one of the eloquent divines of the day. The notorious Brick Pomeroy also addressed a crowded house there. Fred Douglass, the noted colored orator, held forth in the hall, as well as Mark Twain and Mary A. Livermore.

At the time Mrs. Livermore, leading woman suffragist of that day, spoke the place was packed to the doors. During her address an alarm of fire was sounded and the whole audience rose to its feet in alarm. But for the coolness of Mrs. Livermore there might have been a sad ending to that meeting. She was perfectly contained. Her impressive appeal for quiet and her declaration that there was no fire had its effect. It afterward transpired the alarm was premature and the meeting went on to the end.

There were many other men of note who lived cotemporary with Mr. Luce in Grand Rapids. One of considerable eccentricity was Clark C. Sexton, the founder of the Daily Times, which paper at one time held a considerable place in the newspaper field.

During the Grant-Greeley campaign the new daily espoused the cause of Greeley, its editor aping the personal ways of the great editor to a noticeable degree—copying his mode of dress and eccentricities.

Stern Wheeler, at one time editor of the Times, was a master wielder of the editorial pen, but erratic to the last degree, and almost continually in hot water. The Times occupied the independent field, a part not overworked at that early day. The paper changed ownership several times during a somewhat stormy career.

The writer had a speaking acquaintance with the various editors, including its founder; also with Nathan Church, who at one time owned the paper. Living up on the Muskegon, far away from the bluster and noise of the city, I became a regular correspondent of the Times.

Don Henderson, of the Allegan Journal, undertook the management at one time, in company with George Washington Gage and M. W. Tarbox. At the time Zachariah Chandler was up for re-election to the U. S. Senate, Mr. Henderson supported him with vigorous pen on the editorial page. Immediately following would appear another strident leader denouncing Chandler and supporting his opponent, written by Gage.

It is said a house divided against itself cannot stand. It was so in the

case of the Times. At one time Gage pied the whole page of newly-set type. Afterwards a personal encounter took place which came very near ending in a tragedy.

The Times was sold to a party who sent an invoice for three years' subscription to the North woods correspondent, amounting to \$18. It was easy to settle that by a minimized account of correspondence amounting to several times that sum, with a request for immediate payment.

I think the Daily Leader sprung from the ruins of the old Daily Times. Through the purchase of the Leader came the Evening Press, which still holds the boards as the city's only afternoon paper.

The Wolverine Cyclone was another of the early candidates for public favor, its publisher being James Mason Reynolds. The paper was a weekly, being put out as the personal organ of its publisher. Mr. Reynolds was something of a poet as well, and made a spicy sheet, which, however, soon passed to the newspaper graveyard.

The newspaper business of Grand Rapids was for long years in a state of uncertainty. The Eagle and Democrat held the boards, however, through many years of hardships not unattended by oasis of prosperity which held them to the field for several decades.

Squires' theater was one of the early places of amusement. In the autumn of 1866 Healey's stock company played a long engagement there. Miss Virginia J. Howard being the leading actress. Opening with Fanchon the cricket, the company put on several plays of considerable merit.

What is now the Morton Hotel was then the National Hotel. At the time of the Civil War it was under the management of Canton Smith, who had a son, Major I. C. Smith, in one of the regiments of cavalry which rendezvoused at Grand Rapids while recruiting for the service of Uncle Sam.

Old Timer.

Late News From Oakley.

Oakley, Feb. 8—I am now out of the general merchandise business, having sold my stock to H. A. Conger, who is doing a fine business at the same location.

A tarvia top road, known as the Hoffman road, has been completed, which runs straight North to St. Charles, eleven miles. This is bringing more trade into Oakley.

Charles L. Booth is hopping around the hardware counters these days, as many farmers are getting ready for the spring work.

Lester Brown has opened a new gasoline filling station, as well as a lunch room. They go good together.

All Oakley was cast into gloom Tuesday when it became known that J. R. Sackett, President of the Bank of Oakley, had passed away that morning at his home in the village, after an illness of two months. Death was due to a complication of diseases. Mr. Sackett had been engaged in the banking business in Oakley for the past fifteen years. He was 75 years of age and had been prominent in Masonic circles.

Jas. K. Kundell.

Corporations Wound Up.

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

Chapman Alamo Light Co., Hillsdale.

Smith-Burns Investment Co., Detroit.

Waderlow Brothers, Detroit.

Scotts Co-operative Association, Scotts.

City Investing Co., Detroit.

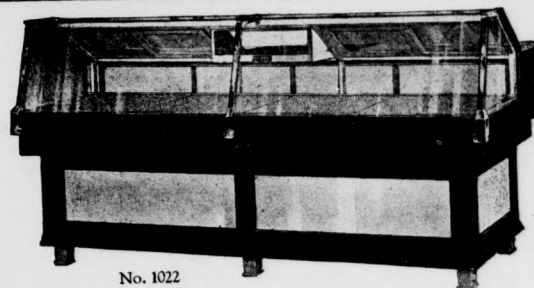
Sand & Gravel Production Co., Detroit.

Powell Brass Co., Grand Rapids.

Holdtite Insulation Co., Detroit.

Dort Motor Car Co., Wilmington, Del., and Flint.

Lake Creek Timber Co., St. Johns.



This McCray Counter Refrigerator affords splendid display, enables prompt and convenient service to customers. Its fine appearance attracts and holds trade, gives customers confidence in your sanitary standards.

Styles and sizes of refrigerators, coolers and display cases to meet every need.

McCray Refrigerator Co.
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Salesrooms in All Principal Cities

Detroit Salesroom — 36 E. Elizabeth St.

Grand Rapids Salesroom — 20 W. Fulton St.

"Look for the McCray Name Plate"

McCray
REFRIGERATORS
— for all purposes —

"Everybody Likes 'Em"



Chocolate Fruit

The delicious goodness of Chocolate Fruit is winning favor wherever sold.

This cake is going to make a lot of money for thousands of grocers during 1925.

How about you?

Ask your wholesale grocer for samples and prices.

Zion Institutions & Industries
ZION, ILLINOIS



Michigan Retail Dry Goods Association.
 President—J. B. Sperry, Port Huron.
 First Vice-President—Geo. T. Bullen, Albion.
 Second Vice-President—H. G. Wesener, Saginaw.
 Secretary-Treasurer—H. J. Mulrine, Battle Creek.
 Manager—Jason E. Hammond, Lansing.

Newest in Millinery.

A new solution to the problem of crowns in women's Spring hats has been found, according to radiogram information from Paris, Maria Guy has found it, and it has taken the form of a round, close-fitting crown, at the center top of which has been placed a smaller circular effect something like the lid of a can. This elongates the crown and gives it an attractive finish.

"When the hat is made of satin," comments The New Millinery Bulletin the official organ of the Retail Millinery Association of America, "this circular ornament is also of satin. On her Riviera sport hats of straw braid, Guy makes this smaller circle of gros-grain ribbon in the same tone. She varies the silhouette of the crown sometimes by placing this ornament a bit off the center-top, slanting toward the back and downward and showing the highest angle from the front. Lucie Hamar prefers small cloche and helmet shapes with subtly modeled brims. Silks and satins are her favorite materials.

"Pinnell of the Rue de la Paix is making special Spring hats for women who wear glasses, using slightly wider curving brims and the modified high crown. Some of these hats are softened by the use of ostrich 'poufs.' These hats are made of satin and of soft straw braid. They are highly becoming and achieve the difficult task of softening the hard outlines that glasses produce.

"Hats of lame, trimmed with dark aigrettes or ostrich fancies, are shown for evening wear. Louise Marsy makes a charming cloche of dull gold lame trimmed with brown aigrettes placed at the side and making a 'V' at the center front of the crown. Another interesting Marsy hat is made of four-inch navy satin ribbon. At the center top of the crown she places two big rudders of this ribbon, one following the crown to the brim on the right side and the other standing up at an angle."

Silk Hose in Excellent Demand.

Not for a long time has the higher priced end of the women's silk hosiery business been in such good shape as it is at present. The demand for the goods is coming from all parts of the country, and on "numbers" ranging from \$18 to \$24 a dozen one of the biggest manufacturing concerns in the industry is now sold up to May 1. On

goods above the latter price the call is also active. An executive of this concern said yesterday that its 1925 sales quota had been set higher than ever before, but despite this fact shipments during January exceeded those specified as the month's goal by 23 per cent. This executive further said that, although the first week in January is usually very dull, this year's sales for that week were 3,000 dozens more than production for the same period. Light retail stocks, due to good consumer buying of hosiery during the holiday season, and rising prices are held responsible for the large business that has been done.

The Salmon Can For Vegetables.

One of the innovations being introduced into the canned vegetable field is the use of the 16-ounce salmon can. Judging by the success which this style of packing has met, especially in the Middle West, it is evident that canners will put up a considerable quantity of their pack in that container to fill future contracts. Among some of the products now offered in salmon cans are peas, red beans, kidney beans and corn. Some markets, like Kansas City for instance, are said to have tried out the pack and want a larger percentage of its purchases in that size of can. Two objects are accomplished, the consumer gets more for his money and packing costs are reduced. Advocates of the salmon can say that increased production can be taken care of by the use of this package and that it is a step toward a standardized container which in the course of time will supersede the present sizes of can now employed.

May Set New Fashion.

Men who keep their ear to the ground in relation to women's fashions profess to see the birth of a new vogue in sports wear in the presentation of flannel "blazers" by Wellesley College to its girl athletes, in place of the sweaters formerly given, particularly as it fits in with the flannel "rage" that now seems to have the women of the country in its grip. The Wellesley "blazers" are made of white flannel, bordered with blue, and it is expected that some enterprising manufacturer will now bring them out in combinations embracing the colors of other girls' colleges and schools. That college girls often set styles is shown by the decorated raincoats and unfastened galoshes that are now affected by many younger members of the fair sex. The unfastened galosh idea is said to have had its beginning among the seniors at Smith College where it was meant to indicate that the wearer was not engaged to be married.

Big Season For Women's Belts.

Business in women's belts, which is now in full swing, is featured by a marked demand for colored suede. All of the shades that match the flannels which are now so popular are offered, and there are a number of hues for wear with linen and the lighter Summer fabrics. All the browns lead at present, particularly that light shade of grayish tan which matches natural kasha cloth. Many new models are being shown, including some unusual novelties based on French designs. One favored style is a set consisting of an inch-and-a-half belt of suede finished along each edge with a narrow beading of steel, and a set of bracelets to match. These bracelets are worn over long sleeves, with a slight fullness gathered in at the wrist. Another popular style, according to the United Belt League of America, shows patent leather stitched over suede.

Women's Shoes Moving Well.

Little fault is to be found with the present movement of women's shoes in this market. Both oxfords and pumps are reported active, the latter being sold well in both strap and gore effects. Pumps generally are said to be running to simpler effects. The oxfords are selling best in tan leather, from all accounts, while the pumps are moving in tan, black and patent leathers, black and brown satins and suedes. Styles with medium toe lasts dominate in the business that is coming in, though orders received for some of the so-called turn effects from certain parts of the country call for shorter and broader lasts than

those generally wanted. Heels of the best-selling models run from an inch to 1½ inches in height, although in more extreme cases they run up to 2½ inches.

Silk Season Going Strong.

The demand for Spring silks lately has been of a very satisfactory nature, according to leading wholesalers. The cutters-up and the retailers have been making increasingly large commitments, with the result that many of the mills are working at a fairly high rate of capacity, night work being the rule in some plants. It is expected that the February consumption of raw silk is likely to exceed, or at least equal, that of January, which showed the largest consumption of any single month since the slump of 1920. Both wide and narrow prints are in excellent demand. The ribbed weaves bengalines, flat crepes, crepes de chine, sheer goods and satin crepes continue to rank as leaders in the demand.

Men's Belts Continue Wide.

The wide belt for Spring is again being featured by the men's wear accessory manufacturers. In both leather and silk webbing the wide style is stressed, in line with the English vogue in men's clothing. The silk webbing belt in a large range of colors is expected to be a good sports and college item. The belt manufacturers profess little concern over the possibility that the belt may be replaced by suspenders. They assert that the "belt habit" is as strong as if not stronger than it ever was.

RADIO SPORT CAPS

For Boys And Girls

ALL SEASON WEAR

*Cool In Summer
Warm In Winter*

FEATURE THIS LINE
FOR
LARGE SALES AND
QUICK TURN-OVER

BRIGHT SNAPPY COLORS

ASK OUR SALESMEN — **RADIO!**
WRITE FOR SAMPLES — **BOBBIE!**

RADIO CAPS!

The Largest Selling Line in
Head Wear for Boys and Girls.
We carry a wide assortment of
styles at *Low Prices*.

ITS NEW!!

GRAND RAPIDS DRY GOODS CO.
GRAND RAPIDS, MICH.

Standard Lines At Popular Prices



Jobbers Are Selling Hosiery.

Although the amount of business done in the local market has been less active of late than was previously the case, jobbers of hosiery are reported busy. Retailers in all parts of the country say that the recent cold weather has enabled them to clean up a good deal of their old stocks of heavy goods, and this is being replaced with Spring merchandise. This condition, according to the special news letter of the National Association of Hosiery and Underwear Manufacturers, presages an early return to this market by wholesalers for duplication purposes. Prices continue firm with all lines, and are tending upward. Mercerized hose have gone up from 2½ to 5 cents a dozen recently as a result of the rising cost of mercerized yarns. Artificial silk hose are also tending strongly upward, with additional advances probable about the middle of the month.

Gingham Prices To Be Late?

One of the topics now up for discussion in the cotton goods trade is the probable date of the opening of Fall lines of gingham. Last year these goods were priced for the new season by the leading producers on Feb. 18, a date that this year would correspond to Feb. 16, but reports around the market indicate that the opening of the 1925 goods by this company may be later than this. The rise in cotton and the recent advances in percales apparently presage higher prices than those of last year, but as yet nothing has been said or done to indicate just how much of a rise would take place. The recent revival in the call for gingham by the jobbing trade makes the date for pricing Fall lines of more general trade interest than would otherwise be the case.

Washable Ties For Sports.

Ties of an essentially sports character, although also adaptable for general wear, are likely to come in for considerable attention this Summer, according to manufacturers here. They stress washable materials, particularly flannel ties to be worn with soft collars. The patterns of these ties run to stripes in college colors. Ties having novelty embroidered patterns are also being featured in white and solid colors. In line with the sports trend, the bow tie is expected to meet with popularity. New variations in shape and tie silk patterns are being developed.

Short Umbrellas the Vogue.

In women's umbrellas the leading novelty at present is the short one of about twenty-six inches in length, which may be used for either sun or rain. The article is made of solid color or fancy bordered silks, with matching pyralin handles and tips and cords or straps. These umbrellas wholesale from \$3.50 each up. They are also made with fancy figured all-over silks, which give the complete touch of novelty. A solid colored umbrella of a black and red combination in silk, handle and tips was said to be a distinct "hit" with buyers.

Women's Wear Fall Prices.

Prices to be announced shortly on women's wear Fall fabrics are not ex-

pected to show much increase over the levels of the Spring season. In the case of practically identical fabrics, such as cashmeres, flannels and chevrons, repeated from the Spring season, the advance is not likely to run more than 5 to 10 per cent. at the outside. In support of this view of the probable prices, it is pointed out that these weaves have been advanced substantially since the Spring openings to take care of the higher raw wool market and the scarcity of noils and wool waste. It is therefore deemed that added increases for the Fall should be comparatively small.

Call For Bathing Suits.

While some of the bathing suit manufacturers have booked a fair volume of business for the coming season, the bulk of the orders from retailers is yet to be received. The trade expects to see an improvement during the next month or two, although the last-minute business is held likely to be again of sizable proportions. The strong market in worsted yarns is making prices on the finished merchandise firm and there is said to be a chance that prices on later orders may be higher. Hig colors are featured in both men's and women's goods. The one-piece suit for women with short skirt attached is described as meeting with growing favor.

Plaid Backs or Not.

The chances are said to favor a growth in the volume of purchasing of napped through-and-through overcoatings for Fall as against plaid backs. While the manufacturing trade and retailers still rank the plaid backs in high favor, owing to their popularity with consumers, despite the better wearing qualities of the through-and-through fabrics, the merchandising aspects of the situation dominate. In a season which starts off with the handicap of poor overcoat turnover by both manufacturers and retailers this Fall and Winter, the price question is uppermost. And the through-and-through weaves are asserted to fill the price bill more than the plaid backs do.

Many Colors Instead of One.

Garment manufacturers and mills who have been counting on one color to stand out for Spring have not been afforded any evidence of this as yet. In fact, it is beginning to be believed that, with the season advanced so far for the mills, there will not be any one color that they can work on in volume. If this color does come to the front later, as was the case with cranberry last Fall, it will come too late for the mills, which would have the only recourse of dyeing in that shade whatever goods they had in stock or in the gray. It is felt that rather than one color being outstanding the demand will be diffused over many shades.

Neckwear Is in Good Demand.

Despite the call that is reported for women's neckwear of the tailored variety lace combinations are still holding their own. A nice business is also being done in rufflings of all kinds. However, there is no gainsaying the fact that the tailored articles have the call. They are especially favored by

buyers when brought out in striped linen. With neckwear of this type tailored vests are being shown, and they promise to do almost as well, if not actually so, as they did when last offered to the trade and the public. Some of them which are developed in high-colored effects have an especially strong style appeal.

New Patterns in Bathrobes.

Seizing as their cue the general trend toward stripes and colorings in men's wear, manufacturers of men's bath robes here are working along similar lines with their Spring offerings. Broadcloth robes are being stressed in the stripe patterns, one manufacturer showing them in a range of twenty colors. These garments will retail at about \$10. Solid colored Shantung robes are also being featured the garments being trimmed with silk braid. Blazer patterns are used for lightweight wool flannel robes to retail at from \$10 to \$12. Plaids are shown in the lower end cotton merchandise.

Staple Linens Come Back Strong.

One of the features of the business that retailers of linens have placed in the local wholesale market for Spring delivery is the strong turn away from fancies and toward staple household goods. Marked increases in demand are reported for bleached damasks, pattern cloths, napkins and towels, as well as toweling by the yard. Fancy linens, while being bought, are limited in their movement by the desire of buyers for new things and the apparent inability of the manufacturers and importers to go on supplying them indefinitely. Taken as a whole, it was said here yesterday, the market for linens is in excellent shape.

Coat Orders Are Growing.

Despite the vogue of the ensemble the separate coat for Spring is meeting with a good demand, according to manufacturers here. Some of them find that their orders thus far are larger than for the corresponding time last year, and all of them agree that the coming weeks are likely to see an expanded demand. The coats of high shades and some of the medium ones such as tan, deer and doe have been leaders in point of demand. The preferred fabrics are the cashmeres, suedes, flannels and some of the novel sports weaves. The coats almost entirely run to three-quarter lengths.

London is soon to have an Americanized hotel with 1000 rooms. Looming just beyond this extravagant venture is a 3000 room palace which British capitalists are planning to wear the title of "the biggest and finest hotel in the world." Hotel architecture of the up-to-date pattern is a standardized and established thing with us. Hot and cold running water in every room, telephone, automatic clock, steam radiator, patent draught-proof doors and windows, sound-proof walls and floors—these are almost commonplace with us and are to be found all up and down the country. But they are still novelties in London town, and the projected new structures are to include them all after the most approved American style.

WASH GOODS



New colorings and designs will be an outstanding feature for Spring.

We offer you a very attractive line, of well selected right priced cotton fabrics. We also are showing beautiful silk novelties—the latest patterns, and at reasonable prices.

When you are in the market to purchase, let us send you samples or ask our salesmen to show them to you.



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Wholesale Dry Goods
Grand Rapids, Michigan

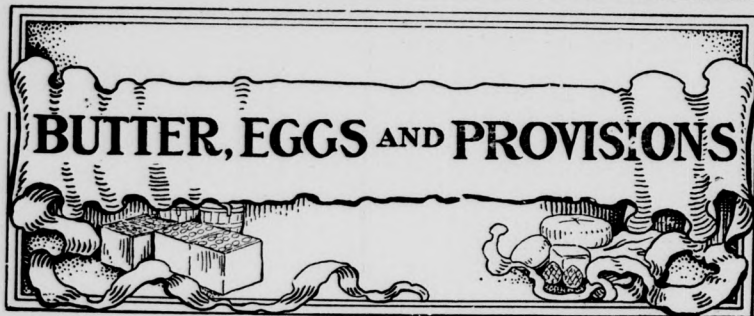
BUY SAFE BONDS



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

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The Egg Standardization Movement.

The conference held in Chicago last week under the auspices of National Poultry, Butter and Egg Association to further the work of unifying quality standardization by the government and trade organizations was attended by approximately fifty authorized persons. They included representatives of the Bureau of Agricultural Economics, of Exchanges in leading cities, of the National Poultry, Butter and Egg Association—whose president, L. B. Kilbourne, presided—of allied state associations, of governmental marketing officials, and of associations of these and others interested.

Progress was made toward the end sought and the work was laid out for further development in a manner giving possible opportunity for ultimate accomplishment, but which is likely to lead to a good deal of lost motion.

No one who has not been directly concerned with the formulation of egg quality standards can fully realize the great amount of detail to be weighed and considered. The work may be, as it has been, attacked from different angles and with various conclusions as to expediency, even when starting with a clean slate. Especial difficulties arise when an attempt is made to harmonize different and already established methods of standardization giving currency to a variety of nomenclature and quality requirements, in such a manner as to create a single system that promises to replace the others without radical changes in principle or effect except for assured betterment.

Without belittling any other attempts it is perhaps fair to say that the chief movements to standardize egg qualities (in the order of their beginnings) have been those instigated by the New York Mercantile Exchange, the Chicago Mercantile Exchange and the Bureau of Agricultural Economics, U. S. Department of Agriculture. The work of the Exchanges in this direction has been subject to revisions from time to time during many years; that of the New York Mercantile Exchange was thoroughly revised in 1924 to the very general satisfaction of the trade although subject to criticism by some in respect to details of requirement for grade; that of the Chicago Mercantile Exchange is now undergoing revision at the hands of an experienced and capable rules committee. The work of the Bureau of Agricultural Economics was started, we believe, some two years ago. It has been published in tentative form with the probable idea of making acceptable changes which might harmonize the system with trade practice, or its acceptable modification. Changes have since been

made by the Bureau in the tentative plan, particularly in respect to the provision of "market grades" more applicable to general commercial use, and probably to bring these toward an approximate accordance with trading rules already established.

The standardization tentatively formulated by the Bureau of Agricultural Economics begins with quality specifications to be applied to the individual eggs. At first it was designed to apply the names of these different combinations of quality elements to eggs packed for market also, under an assumption of such strict uniformity in packing that comparatively small tolerances were provided for in respect to bulk eggs—cases or multiples of cases. At the Chicago conference, however, the Bureau presented a plan for "market grades" requiring in each a certain percentage of eggs of specified quality and with some further change in tolerances, similar to the method of grading established on the Exchanges.

At the conference, upon motion and vote, the government quality specifications as applied to the individual egg were declared to be acceptable. And a committee of seven was appointed by the Executive Committee of the National Poultry, Butter and Egg Association to formulate commercial grades of eggs, using these government quality specifications as a basis. It was hoped that the committee could, in this manner, work out a series of commercial gradings that would harmonize with the rules of the leading Exchanges closely enough to give promise of their general acceptability. In any event the representatives of the Bureau of Agricultural Economics gave assurance that government inspections would, so far as possible, be available as to eggs packed according to such specifications.

The work of the committee has been laid out as follows: The New York and Chicago members are, respectively, to formulate grading rules conforming as closely as possible to the Exchange standards in vogue in each of those cities. The whole committee is to consider these results and suggest a practical adjustment to uniformity. Such a uniform schedule, when finally agreed to by the committee, is to form the basis of its report to the National Association. It is the idea that the resulting grade definitions, even if not fully acceptable to Exchanges as a substitute, may receive sanction to the extent of permitting their use in Exchange trading so far as members may wish to make use of them to secure governmental inspections.

We cannot expect a speedy realization of the ultimate object of all this

Always in Demand

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O. K. Grapefruit

Vinke Brand Onions

The VINKEMULDER CO.

Distributors of Fruits and Vegetables

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Special Small Grain
Corn
SUCCOTASH
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Succotash
EARLY JUNE PEAS
EARLY JUNE SIFT-
ED PEAS
LITTLE GEM PEAS
SWEET MIDGET
PEAS
DAINTY SWEET
PEAS
TELEPHONE PEAS
MELTING SUGAR
PEAS
EXTRA SWEET
WRINKLED PEAS



CUT WAX BEANS
CUT REFUGEE Beans
GOLDEN WAX Beans
REFUGEE BEANS
EXTRA GOLDEN
WAX BEANS
EXTRA REFUGEE
BEANS
SMALL GREEN LIMA
BEANS
LIMA BEANS
FRESH GARDEN
BEETS
FRESH GARDEN
SPINACH
TOMATOES
WILD Blackberries
BLACK Raspberries
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ABOVE ITEMS IN EXTRA STANDARD "GOODWILL BRAND"
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Wholesale Grocers
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RED STAR

*We know of no flour which
has successfully pioneered more
trade fields. Where it enters it
invariably establishes itself.*

JUDSON GROCER COMPANY

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effort. The work of last week's conference was in the right direction but looking back upon it with fuller consideration than seemed possible at the time, when a variety of views were seeking expression, it seems that a somewhat different method of procedure would have promised quicker realization. Practical attempt to apply the government egg quality standards to commercial grading rules brings out some difficulties that could not fully be foreseen under the circumstances prevailing during the conference. Considering the care and thought expended upon the grading rules of the Exchanges and the differences in detail treatment resulting, even when starting from the same general principles, it appears that any body of experienced men aiming to arrive at results nationally acceptable, will be handicapped by any limitation as to fundamentals. While the work now in hand may be carried some distance toward the goal under the restriction implied by the conference action, it is probable that the committee, if working in co-operation with the Bureau of Agricultural Economics upon egg standardization as a whole, and beginning with free scope at the fundamentals, could reach results best adapted to commercial needs and consequently most satisfactory to both government and trade organizations, and "get there" more quickly.

Possibly such a consummation might be reached in the work of the present committee if the Bureau representatives can co-operate to the extent of making such modifications as may be mutually deemed necessary in the fundamentals that have, as the matter now stands, been made to govern and restrict the committee's efforts.—N. Y. Produce Review.

Don't Tax It, Go Along With It.

Eastern grocers have read occasionally about the grocery stores in automobile trucks that go to the consumer's door. They haven't paid much attention, as the truck stores haven't done much in the East. In the West, however, they are becoming strong, so strong that the Southern California Retail Grocers' Association has called a mass meeting of grocers to devise plans to fight them. The Southern California Association tells the grocers their livelihood is in danger and their business may be swept away. It calls the truck store development a menace alike to the country and the city.

The only plan so far tried against the truck grocery stores is taxation. That has been adopted in some places, with some success, but in other places has failed of adoption. I predict that in most places it will fail of adoption because the public won't see the grocer's side of it at all. To the consumer it will be made to appear as a greedy effort to sew the market up against cheaper competition.

I don't think this is the way to meet the progress of the times. When the chain store first came, some grocers thought the way to meet it was to tax it out of existence. That failed, of course. Now comes the truck stores, in a way more important even than the chains, because they compete with

the chains as well as with independents. Tax them out, say the independents. How foolish! You can't stop progress that way. Putting a grocery store in a truck and driving it up to the consumer's door is progress. It deserves to live. If I were an independent grocer threatened with the competition of truck stores, I should beat them to it. I should establish a truck store of my own, or join with my competitors to do it, in advance of the outsider. Recognize the changing times, and go along with them, that's better than trying to stop them by taxation.

E. J. Buckley.

Demand For Canned Fish Gains Steadily.

Increase in the demand for salmon and other items on the canned fish lists is beginning to be felt all along the line with the approach of the Lenten season.

Stocks of salmon in first hands are by no means heavy, and while the market has held steady, holders are by no means anxious to force sales on concessions. The usual period of early Spring consumption is now in sight and it is reasonable to predict some early upward price revisions.

Wholesalers and retailers are already starting to feel out the markets; and the packers are sitting tight and refusing to sacrifice the few holdings available for movement into regular trade channels.

Reports from the Pacific Coast clearly indicated that stocks are virtually all cleaned up except possibly flats and halves reds. It was reported that there are some limited quantities of lower in pinks and chums in first hands, but that stocks are pretty well cleaned up in all varieties, as compared with some former years at this time.

Instances of a strong tone were noted in shrimp and tuna fish, also founded upon shortages. Sardines, lobster and crab meat were in seasonal demand with the markets showing a strong undercurrent toward a firming up in prices with the trade starting to replenish stocks on their shelves to meet the steady increase in the consumer demand. John A. Lee.

Georgia Pecan Groves Flooded.

The continuous rains for the past two weeks in the vicinity of Columbus, Ga., have caused the water to flood a vast number of pecan groves and have submerged the trunks of the pecan trees up to the limbs. This condition is prevalent in South and Southwest Georgia, where most of the cultivated pecans are grown. The Chattahoochee and Flint rivers have overflowed their banks to such an extent that it has caused considerable suffering and a number of people and livestock have been drowned. A freeze is predicted, which will prolong this situation. Just what damage has been done to the pecan trees cannot be ascertain at the present time.

Modern Slogans.

A butcher in a certain town had read considerable about "Milk From Contented Cows," and wanting to keep up with the times, he placed this sign in his window: "Sausages From Pigs That Died Happy."

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Warehouse Space on
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Satisfied Customers
when you sell
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FLOUR

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The Quality is Standard and the
Price Reasonable

Genuine Buckwheat Flour
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The Sunshine Mills
PLAINWELL, MICHIGAN

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The best all purpose flour.

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Look for the Perfection label on
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Michigan Retail Hardware Association.
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 Vice-President—Scott Kendrick, Flint.
 Secretary—A. J. Scott, Marine City.
 Treasurer—William Moore, Detroit.

Planning the Spring Sales Campaign.

Written for the Tradesman.

Although February has not yet run its course, weather prophets in many quarters are predicting an early spring by way of compensation for the severe winter.

Whether spring comes early or late, however, it behooves the hardware dealer to make timely preparation for the spring sales campaign. Spring means much to the hardware dealer. Active trade begins as a rule with the melting of the snow, and continues right through until the arrival of warm weather.

Particular attention should be paid at this juncture to the farm trade. The needs of the farmer when the spring opens are many. He requires implement paint, nails for repair work, pitchforks, shovels, implement repair parts. He requires seed—and there is no reason why the hardware dealer who caters particularly to country trade should not supply this as well as the other goods the farmer buys. In fact, before starting to till the soil, the farmer has to stock up with many lines; and his trade gravitates naturally to the hardware dealer.

Some dealers are inclined to scoff at outside salesmanship, claiming that it does not pay. Everything depends upon the individual circumstances of the community. The small town or village dealer hardly enough to make excursions into the rural districts during the first two months of the year when there is not enough business doing to make his presence in the store imperative, will reap the benefit of such missionary work when spring opens. The farmers he met and made friends with on his cold winter trips are ready to do their spring buying, and it is a safe wager they will go to the man who "got out and mixed" with them.

A heavy farm trade means that Saturdays or other market days will be particularly busy; and steps should be taken to secure good service. Some dealers make an effort to bring out the city trade earlier in the week, concentrating their advertising with that end in view. Undoubtedly, in towns where farm trade is an important factor, it pays to leave the Saturdays clear as far as possible for trade with the farmers; but it is not possible to break city people entirely of their preference for Saturday shopping.

One of the surest signs of spring is the activity of builders and contractors. Building work, delayed through the winter months, opens up as a rule with the first hint of spring.

This has its significance for the hardware dealer. Building supplies will be in demand as soon as the season opens. But it is for the hardware dealer to scout around ahead of the season, to get a line on potential customers, and to pave the way for spring trade.

It is important to get early trade, for the contractors quite often place their business with the same firm right through the season, provided satisfaction is given. The dealer who secures the first few orders has a splendid opportunity to get the repeats.

It is good policy to canvass builders and contractors early. Persuade them to place an initial order; and depend upon the quality of your goods and the efficiency of your service to keep them in line.

A good trade can be done during the spring in building paper. Methods in the Eastern states are perhaps not as aggressive as those in the West. I recall the experience of one Western hardware dealer who made a tour of inspection of his city and stopped at every place where building work was being done. He canvassed either the owner or the contractor for building paper, and sold several hundred dollars worth in less than a month. And that at a time when prices were lower than now. In addition, he picked up orders for other goods.

There should be a considerable demand for cement. Opinions among hardware dealers in regard to handling cement differ quite decidedly. But one dealer some time ago quoted his own experience in a way that was illuminating:

"Two years ago I sold twenty-four barrels of cement. Last year I disposed of over 800 barrels. The difference was all in a change of tactics. The first year I carried cement; the second year I featured it. It made all the difference in the world.

"The first year I had the cement in my warehouse at the rear of the store and sales were made when anyone called in and asked for it. I realized last spring that there was a tremendous amount of cement being sold in town, but that I was not getting much share in it. So I decided to really push that line. I began to talk cement to customers and to advertise it. The contractors soon began to realize that I was carrying cement, and as I had a first class connection with them in other lines, my sales doubled, trebled, quadrupled, and so on right through the season."

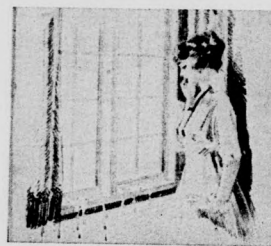
There is a big difference between "carrying" goods and "featuring" them. The dealer who decides it is worth while to handle cement at all,

Foster, Stevens & Co.

WHOLESALE HARDWARE



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 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, Rattle-proof

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FISHING TACKLE

A VISIT

to the G. R. Store Fixture Co. will put you next to saving money on Store, Office or Restaurant equipment. Cash or easy terms.

will find it even more worth while to push it.

There is a steadily growing demand for ready roofing; and this plays right into the hardware dealer's mitt. Roofing manufacturers have given their lines a lot of publicity, and the value of many of the ready-made products has also been demonstrated by the test of actual experience. The hardware dealer can assist the work materially, and can at the same time benefit himself by taking advantage of the manufacturers' advertising campaigns.

A window display of roofing is a good help. At first glance the display possibilities of the line may seem rather limited. But a miniature house or barn, showing the roof and walls covered with the material, will attract a lot of attention.

There is a still larger field for metallic ceilings, sidings and shingles. The owner of every building is a potential prospect. Getting the business is largely a matter of educating your prospects to the value of metallic shingling, ceilings, etc. The great thing is to get the line started; once this is done, one satisfied customer will bring another.

In particular, your fellow merchants in other lines are excellent prospects, particularly those whose store interiors need renovating. Old plaster cracks, gets discolored, and needs constant repapering and re-painting. Here is the chance for the hardware dealer to get in some missionary work for his metal goods, and at the same time to do a good bit of business. Outside canvassing is, of course, a great help in landing this business.

A great thing in connection with the spring sales campaign is to plan it thoroughly and to get it under way early. Don't wait for the demand to start, but get out, get busy, and help start the demand.

To this end, a lot of time in February and early March, when business is still slack inside the store, can be profitably spent getting out and getting personally in touch with prospects in various lines. An aggressive canvass of such prospects will secure at least a few advance orders; and such orders help materially to give the spring selling campaign a proper impetus from the very start.

This done, when the campaign does get under way follow it up aggressively. Work out your plans as you laid them down in the first place—unless you can improve on them as you go along. Set out to make spring business big business for your hardware store; to make two or three blades of business grass grow where one or none grew last year. The aggressive spirit transmuted into action is the sort of thing that produces results.

Victor Lauriston.

Keeping Right Kind of Goods in Stock Written for the Tradesman.

To give customers just what they want and just when they want it is one of the secrets of successful retailing—that is, if anything so commonplace can be termed a "secret." Yet time and again in a host of stores customers are turned empty handed away with the statement:

"We're just out."

To this may be appended the assurance: "The goods are on order and will be here any day." But the customer, if she is in a hurry goes elsewhere.

It doesn't pay to build up a reputation for being "just out." And the store which is careless in the matter of keeping in touch with the stock is bound, eventually, to build up just such a reputation. The customer who has gone to blank's two or three times for a specific article and failed to get it will presently be found going first of all to So-and-So's on the principle: "I have to go here anyway; why not now?" And this means that, in course of time, good customers will be lost; and a successful business is nothing more or less than the sum total of a large number of individual customers.

Hence, the merchant who wants to build business will pay close attention to the problem of keeping his stock constantly up to the mark.

The larger the store, the more difficult the problem becomes, and yet, strange to say, the problem seems to be most frequently encountered in the small store. Most businesses are a matter of growth, and growth has been helped by careful attention to stock. The big store not infrequently is the result of careful habits of buying and energetic methods of selling. An important item in buying is to know when stocks are low, what lines are in most demand, and how rapidly the goods purchased can be cleared out. This knowledge will be in some measure furnished by close attention to the stock.

Elaborate systems for keeping track of stock can be installed and will prove worth while; but the merchant who does not feel equal to the expense of a ready-made system can at least make a good start by the use of an old fashioned want book. This is often ample for the small store; and every small store needs it, for where a small stock is carried, it is essential to keep closely in touch with the stock.

But use the want book intelligently and systematically. Many merchants never make note of a line in the want book until it is entirely sold out. This means that considerable time must elapse before the goods are again in stock; and this in turn means that if there is any great demand a lot of good business will be turned away.

The want book should be used as a guard against running out of goods, not as a mere record of goods that are out of stock. When any line is low note should be made of the fact. The entries should be made systematically. It is not enough for the proprietor to jot down an incomplete list of goods from memory; every possibility of shortage should be recorded at the moment it comes to light. And every clerk should be taught to make note of these prospective "outs" the moment he notices them, no matter if this process involved half a dozen duplicate entries in a single day. Any stock-keeping system no matter how elaborate is absolutely worthless unless the entire staff co-operate in carrying it out and keeping it up to the minute.

These entries should, from time to time, be gone over systematically; and

reviews of this nature should take place frequently, so that re-orders can be dispatched in plenty of time to prevent the loss of sales and the turning away of customers. The purpose of the want book should be, not cure, but prevention. Of course, where articles do get out of stock, it will facilitate prompt re-ordering; but it should serve also to enable the merchant to order a new supply of a quick selling line before the old order is exhausted.

If the want book system appears too primitive (it is a very serviceable system, just the same) a counter slip or daily report system is good. The daily report idea is usually employed in departmental stores. Each day the department head prepares on a printed, ruled form a list of goods asked for during the day that were not in stock; or, if preferred, a list of goods the stock of which showed signs of being nearly sold out. Besides necessary blanks for the number of the department and sub-department and the date, each line contains ample space for a complete and accurate description of the goods sold out, or nearly sold out. This gives such vital details as size, color, number; and a note can also be made as to the rapidity with which they have been cleared out. However, this list can be extended to include goods for which customers have asked and which are not now and have not been in stock. Regarding these full particulars cannot always be obtained; but the clerks are directed to secure as exact a description as possible of the article wanted. A form like this not merely guards against stock depletion; it also calls the attention of the buyer to many lines which customers want and which have not heretofore been handled. This is important in catering to customers giving them, as nearly as possible, what they want.

Another retailer has printed want slips which are supplied to each clerk. If an article asked for is not in stock, or if an article sold is the last or near the last of the existing stock, the clerk is required to fill out a want slip immediately, and without delay, to transmit it via cash carrier to the cashier's desk. Every time an article is called for a separate slip must be filled in, even though the same article may be reported half a dozen or a dozen times in a single day. This procedure may seem like a waste of time; but the number of times an untried article is called for will help the buyer to decide whether or not it should be largely stocked. Helpful information of this sort will often prove a very useful guide in purchasing.

Any system, whether the old fashioned want-book or the newer arrangement of slips or blank forms is employed, must be kept up persistently and systematically to be of any use at all. The dealer who takes a sudden spurt to keep track of his stock and then gets tired of the job will get no value from even the most elaborately devised system of stock keeping. Care and regularity in making note of goods nearly or entirely depleted, and frequent study of the resulting information, are both necessary if the stock-keeping system is to be of value to the retailer.

Victor Lauriston.

20,000 PARTNERS PROFIT FROM CONSUMERS POWER PREFERRED SHARES



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Nothing as Durable
Nothing as Fireproof
Makes Structures Beautiful
No Painting
No Cost for Repairs
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Weather Proof
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Used and Rebuilt machines all makes, all makes repaired and overhauled, all work guaranteed, our ribbons and carbon paper, the best money will buy.
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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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GRAND RAPIDS MICHIGAN

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, Ohio



BRINGS YOU TRADE



News and Gossip About Michigan Hotels.

Detroit, Feb. 10—Thos. C. Riley, operates the Dresden Hotel, at Flint, as owner and manager. He is continually improving its physical condition and seems to enjoy doing so. Modern plumbing, etc., already obtains, but paint and paper are being continually bestowed with a lavish hand.

The Dresden, during the recent period of depression, has been doing a very good business, with very good people, who appreciate his service and reasonable prices. Mr. Riley's dollar dinners are very much talked of by traveling men. Here you have one of them:

Fruit Cocktail
Vegetable Soup, a la Julienne
Celery Branches
Baked Salmon Trout, a la Italienne
Grilled Club Steak, Mushroom Sauce
Roast Loin of Pork
Candied Sweet Potatoes
Fried Calves Liver and Bacon
Ham and Eggs, Country Style
French Fried Potatoes
Escalloped Potatoes
June Peas
Combination Salad, French Dressing
Hot Parker House Rolls
Hot or Cold Mince Pie
Pineapple and Maple Sundaes
Lemon Sherbert
Cranberry Sauce
Pimento Cheese
Cake
Orange Marmalade
Beverages

An efficient head waitress is on the alert to see that you are getting what you want and all you want. This is Tom Riley's idea of service and it seems to prove exceedingly popular.

The Harrington, Port Huron, under the guiding hand of John A. Anderson, does nicely. Just now John is planning to improve his kitchen facilities so that they will be adequate to the increased requirements, such as the serving of banquets, club luncheons, and a visible increase in local patronage, in addition to that supplied by the commercial men.

The Harrington coffee shop makes a hit with me. It is well arranged, inviting and supplies good food. Here is a 50 cent luncheon, worth much more, to be had there daily:

Chicken Broth, with Noodles
Baked Lake Huron Whitefish
Chicken Fricassee, with Hot Biscuits
Roast Pork
Boiled Potatoes
Creamed Carrots
Fruit Jello
Home made Bread, Creamery Butter
Coffee

Also the Harrington specializes on Roast Beef or Roast Pork, daily, with mashed potatoes, at the modest charge of 40 cents. The above is a simple meal, but after all it is ample and all you require, and the price—well, places it within the reach of all.

His many friends among the traveling fraternity, as well as the hotel men of Michigan, will be glad to hear of the good fortune which has befallen Frank A. Duggan, former assistant manager of the Detroit Statler, who now occupies the position of assistant to Mr. Statler, and manager of the Pennsylvania, Statler's 2,200 room hotel in New York.

Frank Duggan's rise in the hotel profession has been most extraordinary and certainly a matter of interest to all young men who contemplate hotel operation as a profession. Five years ago, after service in the war, he came to the Pennsylvania Hotel as assistant steward. The extreme conscientiousness and remarkable energy which he displayed in his work brought

about his transfer to the Hotel Statler, in Detroit, and his promotion to banquet steward there. It was in the Statler organization in Detroit that his rapid climb began. He went from first assistant steward to steward, and soon after became assistant to the manager.

In October of last year Mr. Duggan became manager of the Detroit Golf Club, the most important institution of its kind in this section, and while Mr. Statler's offer was a decided blow to the Club's program, the officers and directors decided they would not stand in the way of his further advancement and cancelled his contract.

Frank Duggan is 38 years old, a college graduate and a former member of the California bar. Mr. Statler said, in appointing him to the responsible position he now holds, that he was particularly pleased about it, because his new assistant has shown the sort of splendid mettle that made him forge ahead in his upward climb, with so much more rapidity than is usual.

Last week I had the good fortune to be invited to an inspection to Webster Hall, Detroit's luxurious new hotel for bachelors (it having been opened just a few days previously) through the courtesy of Roscoe L. Morsena, its managing director.

Webster Hall, situated at Cass and Putnam avenues, combines many home like features with the service of a first-class hotel, has all the characteristics of a club, and yet at a most moderate cost.

It was designed to appeal particularly to a high type of young business men and contains many of the features to be found only in expensive clubs. It has about 800 rooms, and is twelve stories high. Many of the guest rooms are for the accommodation of two, while others have single beds only. The furnishings are all of the very finest, and lighting effects beautiful. There are connecting baths with all rooms, and on each floor is a room for athletics for the free use of guests. There are also several conveniently located hand ball courts.

On the main lobby floor there is a large dining room, with handsome furnishings, and so arranged that private dining rooms may be shut off from the main dining room on either side. In all there are ten of these private dining rooms available, with a total seating capacity of 600. Located on this floor are the lobby, general offices, a lounging room, reading and checking rooms. Also there is a beautiful reception room for ladies, who are allowed the privileges of the first floor.

Additional rooms in the basement consist of library, lounges, billiard and card rooms, and a regulation size swimming pool, surrounded by a balcony, and having connecting locker rooms and showers. The water is purified by three different methods.

The catering service, for breakfast and luncheon is on the cafeteria basis, with a comprehensive table d'hote dinner, all at moderate prices. The kitchen equipment is equal to that of any hotel in the country and chefs of national repute are maintained therein.

Owing to Detroit's many factories requiring engineers and other highly trained executives Webster Hall is found to have a large and growing

HOTEL CHIPPEWA

HENRY M. NELSON
Manager

European Plan
New Hotel with all Modern Conveniences—Elevator, Etc.
150 Outside Rooms
Hot and Cold Running Water and Telephone in every Room
Dining Room Service
\$1.50 and up
60 Rooms with Bath \$2.50 and \$3.00



WHEN IN KALAMAZOO

Stop at the

Park-American Hotel

Headquarters for all Civic Clubs

Excellent Cuisine
Turkish Baths
Luxurious Rooms
ERNEST McLEAN, Mgr.

HOTEL BROWNING

GRAND RAPIDS

150 Fireproof
Rooms

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

Rooms with bath, single \$2 to \$2.50
Rooms with bath, double \$3 to \$3.50

MORTON HOTEL

GRAND RAPIDS' NEWEST HOTEL

400 Rooms—400 Baths

Rates \$2.00 and Up

The Center of Social and Business Activities

THE PANTLIND HOTEL

Everything that a Modern Hotel should be.

Rooms \$2.00 and up.

With Bath \$2.50 and up.



NEW
MERTENS
FIRE PROOF

One half block East
of the Union Station
GRAND RAPIDS MICH

CODY HOTEL

GRAND RAPIDS

RATES } \$1.50 up without bath
 } \$2.50 up with bath
CAFETERIA IN CONNECTION

The Durant Hotel

Flint's New Million and Half
Dollar Hotel.

300 Rooms 300 Baths

Under the direction of the
United Hotels Company

HARRY R. PRICE, Manager



**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

OCCIDENTAL HOTEL

FIRE PROOF
CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.

Muskegon Michgan

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.

Columbia Hotel

KALAMAZOO

Good Place To Tie To

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

HOTEL DOHERTY

CLARE, MICHIGAN

Absolutely Fire Proof Sixty Rooms
All Modern Conveniences

RATES from \$1.50, Excellent Coffee Shop
"ASK THE BOYS WHO STOP HERE"

Bell Phone 596 Cltz. Phone 61366

JOHN L. LYNCH SALES CO.
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GRAND RAPIDS, MICHIGAN

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.

Henry Smith Floral Co., Inc.

52 Monroe Ave.

GRAND RAPIDS, MICHIGAN

PHONES: Citizens 65173, Bell Main 173

clientele, and as most of them are college men, it is in keeping with the general order of things that two entire floors should be reserved for alumni headquarters and fraternities.

Mr. Morsena, who is resident manager of the Hall, confessed to me that at one time he was connected with the Hotel Vincent, at Saginaw, but more latterly his duties have been confined to club work and the organization of same, his latest connection being with the Elk's Club at Louisville. He possesses a most pleasing personality, loves his work, and will be glad to meet members of the hotel fraternity especially when they can make it convenient to call upon him.

Frank S. Verbeck.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Feb. 9—Colwell & Burns, the enterprising clothiers, have opened a branch store at Manistique, having purchased the Saulson department store at that place. A few changes have been made in the management of the store. Geo. Colwell, who has been in Newberry the past year, conducting the Colwell & Burns department store there, has been transferred to Manistique; Waldo Mathews, who has been appointed manager of the Newberry store to succeed Mr. Colwell has left the main store here for his new post. Colwell & Burns have been in business here only two and one-half years and are making a very creditable showing in the line of progress.

The Alto Hotel, which has been conducted under the management of James McKenna for the past several months has been sold to Welch & Hemm, proprietors of the Northern Hotel, at St. Ignace. The new owners are going to remodel and redecorate the hotel. Mr. Welch states that they are going to change the name and has in mind to name it Hotel Saint Marie or the Northern Hotel. A large electric sign will be ordered as soon as they decide on the name of the hotel. Mr. Welch has had a very successful season with the Northern Hotel, at St. Ignace, which was also remodeled this winter at a cost of \$12,000. The hotel is situated opposite the locks and convenient to trains and near the business section. It is an ideal tourist hotel, as well as a commercial hotel, and with the years of experience that Mr. Welch has had at the business there is a promising future in store for the new proprietors, as the Soo has been handicapped during the tourist season by not having enough of the right kinds of hotel accommodations.

The success of a charity bazaar depends on how much has been taken in—and how many.

The Sooford Auto Co. has purchased the Harry Draper garage, at Pickford, also the garage at Rudyard. This will give the home office two additional branches. The Rudyard garage is one of the most modern in the country and immediate steps will be taken to bring the Pickford branch up to similar high standard. Both of the branches have been ford service stations.

L. D. Kemp, who for many years conducted a cement and building material business here, has sold the business to MacLachlan Bros. Co. With the joining of the building and stock of the two companies, the officials of the MacLachlan Bros. Co. feel they are highly capable of caring for the needs of the public in this line in this section of the country. The buildings which became the property of the new owners through this deal are located on Gros Cap avenue. Mr. Kemp, who has conducted the business for many years, retired.

The man who makes a good living for his family seldom is much use around the house.

Ted Steffens, the well-known traveling salesman for the National Grocer Co. here, received word last week that he had won the Essex coach awarded

by the Mar-O-Bar Candy Co., of Minneapolis. The prize was given to the representative selling the largest number of milky way bars of candy in the territory. The contest opened Nov. 25 and closed Dec. 25. Mr. Steffens' territory consists of Chippewa and Mackinow counties.

A new restaurant will be opened on Monday at 228 Ashmun street. It will be known as the Busy Bee.

Dave Hackney, of the Sooford Auto Co., was apprised that he was the winner of a spotlight given away by the Stewart-Warner Speedometer Co., of Chicago, in a radio contest. Mr. Hackney suggested the name "Speed Wave," which was accepted as a name for the radio. Mr. Hackney said that "Eclipse" was the name sent in by 3,000 fans all over the country. The Soo must be a favored spot with two grand prizes coming here last week.

Not all who think they think have thoughts.

James Lake, for a number of years conducting a retail grocery store on Court street, but who retired ten years ago, died at his home on Friday, Feb. 6. Mr. Lake was 83 years of age at the time of his death and was one of the pioneer contractors and builders in this city. He is survived by five children. William G. Tapert.

I Am the Salesman.

I am the salesman,
I am the motive power
In the engine of business.
I am the personification of modesty,
Yet I am not timid.
I have the tenacity of a bull dog,
Yet I am not pugnacious nor vicious.
I know when to stand pat
And when to take a backward step.
I am possessed of an abundance of courage,
Yet I must avoid playing the part of an actor.
I have learned to smile in the face of discouragement,
Yet I am mindful of my greater task.
I am a walking encyclopedia of the house and product I represent,
Yet I am unassuming as I impart this knowledge.
I am enthusiastic to a degree that inspires confidence,
Yet I do not let my enthusiasm run away with me.
I am schooled in perseverance
And ever so tactful in its application.
I am often faced with the necessity of forcing my entrance,
Yet leave graciously with a friendly atmosphere behind me.
I am paid for talking at the right time,
Yet I am a good listener when the occasion demands.
I am a thinker while I listen
And I am a part of my audience when I talk.

I am indulgent,
I am abused,
I am flattered,
I am amused.

I maneuver for my entree,
Start to work when I get in,
Thinking only of the outcome,
I'm a salesman, I must win!

I know my story forward
And I know it backward, too;
So I follow on with logic
Point by point, until I'm through.

Now my story's going over,
I can feel it in the air;
Each thought I pound and hammer,
All the facts I'm laying bare.

But now I'm in a corner,
I have failed in one attack;
As I place my best foot forward,
Every step I'm tracing back.

Until I find the road again,
Where I can start anew,
Regain the ground I've had to lose
With confidence imbue.

And finally the time has come,
He signs with tactful grace;
And tenders me the document—
I've met his moods straight face-to-face.

I'm leaving now—it's time to go,
I've sauntered forth and stepped aside;
Success is sweet when won like that,
I've played my part as gives me pride.

Wise in the Ways of the World.

Bride: "I bought three hams here recently and they were fine."

Butcher: "I'm glad you liked them, lady."

Bride: "Well, can you send me up three more off the same pig?"

Gabby Gleanings From Grand Rapids.

Grand Rapids, Feb. 10—Henry Van Cleve, of the Coit-Alber Bureau, Cleveland, Ohio, student and author on psychology, addressed the Salesman's Club of Grand Rapids at the Pantlind Hotel Saturday.

Team No. 1 has charge of the program on Saturday, Feb. 14. J. E. Walker is manager, George B. Frazee, captain, assisted by William G. Bancroft, N. J. DeYoung, Marion D. Estes, Dan Viergever, John V. Rippenger, Oscar Levy and H. S. Penny.

The Salesman's Club now has 109 members and seven new applications for membership are in the hands of the executive committee. Thirty-two industries are represented.

For several weeks past the committees on entertainment have been casting about for a hard-headed, cold-blooded purchasing agent who has the nerve and ability to tackle the subject awaiting him, "An Appraisal of the Salesmen I Have Met," or "Some Don't for Salesmen."

The U. C. T. meeting Saturday, Feb. 7, was attended by about 150 members, their wives and friends. During the business meeting the ladies played 500 on the mezzanine floor. Prizes were won by Mrs. G. H. Moore and Mrs. H. Yolt. After the business meeting H. W. Lightner, local playground director, assembled all present into the lodge rooms, where a series of games and dances were enjoyed by all. Five candidates were initiated into the mysteries of U.-C.-T.-ism during the evening.

E. A. Stowe has purchased the interest of J. W. Sealock in the Wolverine Metal Specialties Co., which will necessitate a realignment of the officers and directors at the annual meeting Feb. 16.

The semi-annual statement of the Grand Rapids Mutual Building and Loan Association shows total assets of \$6,207,112.11, including cash on hand of \$131,893. This shows a gain for the year of \$1,115,964.88, the largest annual gain in the history of the Association. During the year 529 mortgage loans were made for \$1,814,800, which was more money loaned on Grand Rapids homes than was loaned by any bank, trust company or other building and loan association.

The new stock of the Kent State Bank is already selling above \$200 per share. It is understood that the new stock will be put on an 8 per cent. basis with the declaration of a 2 per cent. dividend April 1.

Frank Chartier, who covers Central Western Michigan for the Valley City Milling Co., was operated on at Butterworth hospital Sunday night for abscess of the liver. His condition is very critical.

The hotel situation is occupying a lot of the spare thoughts of salesmen all over the Nation. National publications which cater, as this one does, to salesmen, are devoting a great deal of type and space to the subject. A great deal of the room which used to be taken up with the arguments pro and con, as to whether commission or straight salary was the best compensation, is now being devoted to hotels and what they have to offer salesmen.

Several magazines are conducting regular bureaus, wherein they publish the views of both sides, the salesman and the hotel-keeper. Some very interesting things are brought to light in these discussions. Principally the hotel men, who have aired their views, feel that they are called to defend their rates. Yet, a glance over the most "crabbed" salesman's writings, fails to show any fault finding in regard to this particular phase. The only reference made to price is in some instances where the traveler complains that clerks try to sell them a higher priced room than their business requires. They feel that they are not looked upon as "regulars" which they are for a fact.

The most of the criticisms from the pen of the commercial travelers seems to be in reference to paying for something they cannot get. And their ideal type of hotel, seems to be one which will make them "feel at home."

The writer cannot lay too great a stress upon this latter point. It is the most important item to the hotel man who would secure the steady, desirable business of the commercial traveler, and the business that follows in his wake, if he has been made a booster for your hostelry.

With the commercial traveler who spends the greater part of his time on the road, the hotels at which he stops are his "homes." Should he be poorly taken care of there he feels just the same as one who has been so treated by those in charge of his household. The resentment that is bound to follow, certainly can do a lot of harm to the hotel manager's business. Our friend, the commercial traveler, goes on his way, passing the word to his commercial traveler friend and to tourists who apply to him for information.

If, however, the Traveler has been made to feel "at home" he spends his time and effort boosting the establishment, and in all probability describes the hotel in question in glowing terms that the manager himself would hesitate to use in his advertising. The commercial traveler usually says, "Well, you go right into the So-and-so Hotel and see the clerk, or the manager, and tell him that I sent you there. They will fix you up wonderfully well." Can you figure the power of that speech as a business getter?

Where you find that the commercial travelers, and their steady business does not receive the proper consideration, your own personal trade is power, take it elsewhere.

Why waste time on someone who does not appreciate your trade, when there are so many royal hosts who really want your patronage? Turn your business to the hotel man who appreciates it, and therefore deserves it.

Tender Tribute To Old Barney.

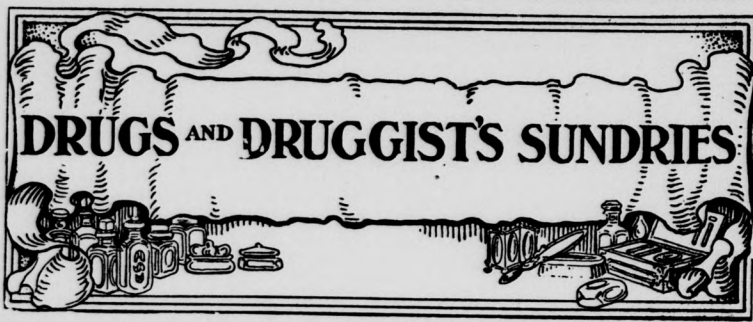
Mears, Feb. 6—I think the tribute the Worden Grocer Company paid its old employe in this week's Tradesman was fine. We will all miss Barney. The memorial shows that big business and corporations are not soulless. Barney was a man and the men who caused the memorial to be written are men. I only hope when I check out, I can leave a friend who can truthfully say half as much for me.

Chas. Brubaker.

Mt. Pleasant—The bid of Edward Greenberg, who offered \$60,000 for all of the property of the Transport Truck Co., was accepted by Judge Arthur Tuttle in the U. S. Court at Bay City. Immediately following the sale Greenberg announced that he would re-organize the company and continue the manufacture of trucks. The property purchased consists of machinery, parts and other articles inventoried for which \$42,500 had been offered by other would-be purchasers and real estate and building on which the Transport Truck Co. had expended upward of \$200,000. The old company was capitalized at \$2,000,000 and had many small stockholders. It was operated but a few years before it failed.

Holland—Adrian Caauwe succeeds James Piers in the grocery, dry goods and shoe business at 649 Michigan avenue.

Lansing—Carl H. Smith succeeds Sam R. Corkin in the grocery business, at 926 West Kalamazoo street.



Must Keep Pace With Mental Therapeutics.

There are certain occurrences that most of us are apt to regard with an air of indifference not because we consider them as merely to be taken for granted, but because we unconsciously feel, and therefore assume, that we are incapable of changing their course. Again, we are so prejudiced most of the time, that we shrink from admitting anything that may conflict with our material interests. Instead of frankly admitting our imperfections, no matter how serious or trifling they may be, we frantically endeavor when any voices of reproach come ringing in the air, to silence that which cannot be silenced, to submerge that which will time and again reappear on the surface.

These last few years have been characterized by the upshot of various so-called medical sects or cults, whose practitioners, although ostracized by law, have nevertheless been skillful enough to so beguile the public that they have ultimately secured a measure of toleration that enables them to "enter where angels fear to tread." Practically devoid of any substantial training; in the face of innumerable accusations hurled against them by the American Medical Association; and without the use of any drugs, these men have nevertheless secured a clientele whose ailments they have presumably alleviated, and effected a number of cures little short of miraculous.

Moreover, the laity is gradually evincing signs of restlessness and doubt, wavering, gradually but surely in their belief in the use of drugs. No matter how much we try to overlook the matter and endeavor to smother our feeling the wave of pessimism is growing higher and higher. To-day it is a matter of common occurrence for pharmacists to hear such remarks as "Anyhow, I'm beginning to think that all this stuff is nonsense, it is no use clogging up the system with dope." Many of my friends will no doubt exclaim that in spite of these remarks their cash registers are ringing as often as ever. It may be so, but it most likely accounts for the fact that the modern drug store is a typical department store.

Here we are confronted with a problem as vexing as any. The fruit of centuries of medical research and botanical discoveries is being gnawed at by worms. Ceaselessly, silently and persistently they are drilling their way in. People who haven't the slightest idea of the nature of drugs and their mode of action, suddenly become self-

appointed authorities and calmly proclaim that what has been found effective for hundreds of years, is now only a myth and a delusion. People who have been patronizing the regular medical men for years, come to tell you of the relief and comfort they have suddenly obtained from drugless healers. Shall we, as Shakespeare once said, "Suffer the slings and arrows of outrageous fortune," or more properly, take arms against a sea of trouble and by opposing end them."

There are two ways of fighting an enemy. One is to match your wits against his and see who is the better man. The other is to adopt his methods in additions to your own. In other words to outpoint him at his own game. Let us therefore impartially investigate into the methods that our competitors are pursuing. Let us see why it is that the drugless healers are becoming more popular as time elapses.

It has always been customary to classify a certain period after the outstanding features that it possesses. We have had the age of inventions, the age of electricity, which is not yet over with by any means, and to all indications we are approaching an age extremely difficult to classify under one heading, but for want of a better term, I shall call "Psychic Investigation." Never before have people devoured books on spiritualism, psychoanalysis and autosuggestion, with such perfect avidity. Never before has the realization, that man is endowed with a mind whose latent powers have yet to be fully explored, been greater and though much that has been said and written is pure guesswork, as usually is the case when any comparatively new subject is discussed, nevertheless certain momentous conclusions have been reached.

We know, for instance, that this delicate and elaborate piece of machinery which we call our body, despite all the involuntary muscles it contains, must still take orders consciously or unconsciously from the party higher up which we call "mind." If the diseased body says, through the symptoms that it manifests, "I won't get well," and the mind dictates "I will" the chances are in nine cases out of ten cases, that the patient fully recovers. Again you know how easy it is to talk somebody into the belief that he is sick, and if persisted in long enough the suggestion becomes a reality. The fact is that the medical profession in general has given but little consideration to these and other allied subjects, at least not so much as its far reaching importance warrants. It is only recently that medical schools

have begun to adopt psychology as part of the curriculum and doing that, they have taken a step in the right direction. It has long been the habit for physicians to immediately reach out for the prescription blank after examining the patient. This I claim is a most pernicious practice. Primarily, because the patient is craving more for mental stimulus and encouragement rather than for "dope" as the public now calls it. I do not wish to be misconstrued; if the patient really needs drugs he should have them by all means. But he should have something more besides; that is he should be put in a proper frame of mind, so that the drug will exert an action more beneficial than claimed for it in any materia medica. The more physicians neglect to do this the greater influence will drugless healers acquire, for that in brief is their method.

The pharmacist, too, is in a position to influence the patient for better or worse. It is perfectly all right to have a soda fountain and cigar counter, but to show the patient that it is occupying 66 per cent. of your interests is surely a very poor way of encouraging the efficiency of drugs. What is more, so many pharmacists have a habit of commenting upon prescriptions according to whether or not they are on good terms with the physician. This is all wrong but if there is anything to be said at all, let it be our motto to boost every prescription, irrespective of whether or not it merits praise. Sometimes the most simple ingredients, which we deem valueless exert a most beneficial action if only we suggest to the patient the benefit that he will derive therefrom.

It is quite obvious of course, that in an article such as this, actual methods of procedure cannot be discussed for two reasons. First, because the limitation of space does not permit it, and secondly because there are plenty of volumes obtainable from the most authoritative sources upon the subjects that I have intimated. In any event, suffice it to say that if medication by drugs, is to hold its own it is absolutely necessary that physicians and pharmacists keep pace with the rapid advances now being made in the field of mental therapeutics and cease to ridicule drugless healers by adopting their methods in addition to our own.

Samuel Langer.

Nail Bleaches and Polishes.

Sodium perborate is highly recommended as a nail bleach. Mix one teaspoonful with about one and one-half ounces of lukewarm water, and apply the liquid to the finger nails with a nail brush, rubbing for a few minutes. The powder may also be sprinkled dry on the nails and then rubbed with a damp brush, but the first mentioned method is the most satisfactory.

Sodium perborate is to be preferred to hydrogen peroxid because its alkaline character enables it to dissolve the fatty matter of the nails and thus exert its bleaching agent, while the peroxid is always acid and has but little action on the nails.

An effective liquid preparation is the following:

Oxalic acid ----- 1 dr.

Rose water ----- 2 ozs.

Apply to the discolored nails with friction by means of soft leather of flannel.

Citric or acetic acid may be substituted for the oxalic acid.

New Fad For Rich Men.

I have often wondered why some millionaire does not develop a passion for collecting trees—beautiful trees.

When I am living in the country I take the keenest joy in the ownership of the trees which adorn my property. The best ones are elms and hickories.

When the electric light company put its poles up along the road, in front of the place, I was visited by an agent who suggested I let him cut down a gorgeous Balm of Gilead, at least fifty years old, because one lower limb scraped a cable. I am not one of those overly sensitive men who weep copiously over the destruction of a tree, but shed not a single tear when their wives work an hour or two longer each day cleaning chimneys and wicks of lamps, all of which bother might be saved by the installation of electric light.

I didn't let the tree come down, because I thought that the destruction was entirely unnecessary, and so it proved to be. The farmers about me felt no such restraint. They have lived among trees all their lives, and one tree more or less means nothing to them.

One Sunday recently I wandered over a small farm which could be bought for \$500 an acre, and on every acre there stood at least one handsome warrior worth at least a thousand dollars to anyone with an eye for natural beauty.

The city is already extending its tendrils into this district. Soon the axe will be applied to make way for poles and pipes and streets.

Would it not be good for the soul of some man to gather into his safety deposit box the titles to some of this land that he might extend the existence of these trees?

It is reported that France began systematic tree-planting more than 300 years ago. When a contract is let for a new state road the specifications include the trees to be set out, and the contractor is held responsible.

And one of the best things that can be said for the American farmer, particularly around the country where this is written, is that he has allowed many of his best trees to stand. How often do you see a high, graceful elm breaking the monotony of a tilled field.

The French idea of planting trees is good, but a better idea is to preserve trees which have already achieved stately magnificence.

William Feather.

Tit For Tat.

An auto had just knocked a man down and run over his toes, and the victim was claiming damages.

"Great Scott," gasped the astounded owner of the car; "you want \$200 for a damaged foot! I'm not a millionaire, you know."

"Perhaps you ain't," tersely replied the victim, "and I ain't no centipede either."

Price Cutting.

When a druggist begins cutting his prices to hold his trade, all the little devils whose special business it is to harass broken down and bankrupt merchants cackle at the prospect of another harassee.

That's only another way of saying that the practice of price-cutting to hold customers is a rather clear indication that something is wrong and that the wrong thing is being done to right it. Price cutting to hold your own trade, or to get your competitors' customers will react against your own business in the end.

There are some times when price-

cutting is necessary. Often it is the only way to get out from under an over-stock in some line or perhaps the entire store. That's the time to cut, but give all your customers the advantage of the lower sale prices. Unless it is to your advantage because of an overstock or some other good reason, don't cut your price just because your competitor across the street is cutting his.

No Use For Horse Radish.

"How about some nice horse radish?" said the grocer to the bride.

"Oh, no, indeed! We keep an auto."

Soda Fountains for 1925

If you are in the market for a new
SODA FOUNTAIN
Write us and we will be pleased to tell you about the

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"Personal Stationery—Cheaper than scratch
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I ever got for my money," said another.

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lar. Send me five pound package."
Try it!

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The home of Quality Papers.



Walker
MUSKEGON
MICHIGAN

**Makes
Good
Chocolates**

WHOLESALE DRUG PRICE CURRENT

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

Acids		Lavendar Flow.		Cinchona	
Boric (Powd.)	15 @ 25	Lavendar Garn	85 @ 1 20	Colchicum	@ 2 10
Boric (Xtal)	15 @ 25	Lemon	1 50 @ 1 75	Cubeb	@ 1 80
Carbolic	39 @ 46	Linseed, bld, bbl.	@ 1 28	Digitalis	@ 3 00
Citric	59 @ 70	Linseed, bld less 1	35 @ 1 48	Gentian	@ 1 80
Muriatic	3 1/2 @ 8	Linseed, raw, bbl.	@ 1 26	Ginger, D. S.	@ 1 80
Nitric	9 @ 15	Linseed, ra. less 1	33 @ 1 46	Gualac	@ 2 20
Oxalic	15 @ 25	Mustard, artifi. oz.	@ 60	Gualac, Ammon.	@ 2 00
Sulphuric	3 1/2 @ 8	Neatsfoot	1 35 @ 1 50	Iodine	@ 95
Tartaric	40 @ 50	Olive, pure	3 75 @ 4 50	Iodine, Colorless	@ 1 50
Ammonia		Olive, Malaga,		Iron, Clo.	@ 1 35
Water, 26 deg.	10 @ 18	yellow	2 75 @ 3 00	Kino	@ 1 40
Water, 18 deg.	8 1/2 @ 13	Olive, Malaga,		Myrrh	@ 2 50
Water, 14 deg.	6 1/2 @ 12	green	2 75 @ 3 00	Nux Vomica	@ 1 55
Carbonate	20 @ 25	Orange, Sweet	4 50 @ 4 75	Opium	@ 3 50
Chloride (Gran.)	10 1/2 @ 20	Origanum, pure	@ 2 50	Opium, Camp.	@ 85
Balsams		Origanum, com'l	1 00 @ 1 20	Opium, Deodor'd	@ 3 50
Copaiba	75 @ 1 20	Pennyroyal	3 00 @ 3 25	Rhubarb	@ 1 70
Fir (Canada)	2 55 @ 2 80	Peppermint	15 00 @ 15 25	Paints.	
Fir (Oregon)	65 @ 1 00	Rose, pure	13 50 @ 14 00	Lead, red dry	16 1/4 @ 16 3/4
Peru	3 00 @ 3 25	Rosemary Flows	1 25 @ 1 50	Lead, white dry	16 1/4 @ 16 3/4
Tolu	3 00 @ 3 25	Sandalwood, E.		Lead, white oil	16 1/4 @ 16 3/4
Barks		I.	10 00 @ 10 25	Ochre, yellow bbl.	@
Cassia (ordinary)	25 @ 30	Sassafras, true	2 50 @ 2 75	Ochre, yellow less 2 1/2	@
Cassia (Saigon)	50 @ 60	Sassafras, artifi	80 @ 1 20	Red Venet'n Am.	2 1/2 @
Sassafras (pw. 50c)	@ 55	Spearmint	6 00 @ 6 25	Red Venet'n Eng.	4 @
Soap Cut (powd.)		Sperm	1 80 @ 2 05	Putty	5 @
30c	18 @ 25	Tansy	5 00 @ 5 25	Whiting, bbl.	@ 4 1/2
Berries		Tar, USP	50 @ 55	Whiting	5 1/2 @ 10
Cubeb	@ 1 25	Turpentine, bbl.	@ 1 00 1/2	L. H. P. Prep.	2 80 @ 3 00
Fish	@ 40	Turpentine, less 1	07 @ 1 20	Rogers Prep.	2 80 @ 3 00
Juniper	09 @ 20	Wintergreen,		Miscellaneous	
Prickly Ash	@ 30	leaf	6 00 @ 6 25	Acetalid	47 @ 55
Extracts		Wintergreen, sweet		Alum	08 @ 12
Licorice	60 @ 65	birch	3 00 @ 3 25	Alum, powd. and	
Licorice powd.	@ 1 00	Wintergreen, art.	80 @ 1 20	ground	09 @ 15
Flowers		Wormseed	6 50 @ 6 75	Bismuth, Subli-	
Arnica	25 @ 30	Wormwood	8 50 @ 8 75	trate	3 22 @ 3 43
Chamomile (Ger.)	20 @ 25	Potassium		Borax xtal or	
Chamomile Rom.	50	Bicarbonate	35 @ 40	powdered	07 @ 13
Gums		Bichromate	15 @ 25	Cantharides, po.	1 75 @ 2 25
Acacia, 1st	50 @ 55	Bromide	69 @ 85	Calomel	1 89 @ 2 09
Acacia, 2nd	45 @ 50	Bromide	54 @ 71	Capsicum, powd	43 @ 55
Acacia, Sorts	20 @ 25	Chlorate, gran'd	23 @ 30	Carmine	6 00 @ 6 60
Acacia, Powdered	35 @ 40	Chlorate, powd.	16 @ 25	Cassia Buds	25 @ 30
Aloes (Barb Pow)	25 @ 35	or Xtal	30 @ 40	Cloves	50 @ 55
Aloes (Cape Pow)	25 @ 35	Cyanide	23 @ 48	Chalk Prepared	14 @ 16
Aloes (Soc. Pow.)	65 @ 70	Iodide	28 @ 43	Chloroform	55 @ 65
Asafoetida	65 @ 75	Permanganate	20 @ 30	Chloral Hydrate	1 35 @ 1 85
Pow.	1 00 @ 1 25	Prussiate, yellow	65 @ 75	Cocaine	11 35 @ 12 00
Campbor	1 05 @ 1 15	Prussiate, red	@ 1 00	Cocoa Butter	50 @ 75
Gualac	@ 70	Sulphate	35 @ 40	Corks, list, less	40 @ 50
Gualac, pow'd	@ 75	Roots		Copperas	2 1/2 @ 10
Kino	@ 85	Alkanet	25 @ 30	Copperas, Powd.	4 @ 10
Kino, powdered	@ 90	Blood, powdered	35 @ 40	Corrosive Sublim	1 55 @ 1 76
Myrrh	@ 60	Calamus	35 @ 50	Cream Tartar	40 @ 46
Myrrh, powdered	@ 65	Elecampane, pwd	25 @ 30	Cuttle bone	40 @ 50
Opium, powd.	19 65 @ 19 92	Gentian, powd.	20 @ 30	Dextrine	6 @ 15
Opium, gran.	19 65 @ 19 92	Ginger, African,		Dover's Powder	3 50 @ 4 00
Shellac	90 @ 1 10	powdered	30 @ 35	Emery, All Nos.	10 @ 15
Shellac Bleached	1 00 @ 1 10	Ginger, Jamaica	60 @ 65	Emery, Powdered	8 @ 10
Tragacanth, pow.	@ 1 75	Ginger, Jamaica,		Epsom Salts, bbls.	@
Tragacanth	1 75 @ 2 25	powdered	55 @ 60	Epsom Salts, less 3 1/2	@ 10
Turpentine	@ 25	Goldenseal, pow.	5 50 @ 6 00	Ergot, powdered	@ 1 00
Insecticides		Ipecac, powd.	3 75 @ 4 00	Flake, White	15 @ 20
Arsenic	15 @ 25	Licorice	35 @ 40	Formaldehyde, lb.	13 @ 20
Blue Vitriol, bbl.	@ 07	Licorice, powd.	20 @ 30	Gelatine	1 10 @ 1 25
Blue Vitriol, less 8 1/2	@ 15	Oris, powdered	30 @ 40	Glassware, less 55%	
Bordea. Mix Dry 12 1/2	@ 23 1/2	Poke, powdered	35 @ 40	Glassware, full case 60%	
Hellebore, White		Rhubarb, powd.	1 00 @ 1 10	Glauber Salts, bbl.	@ 02 1/2
powdered	20 @ 30	Rosinwood, powd.	@ 40	Glauber Salts less 40%	
Insect Powder	75 @ 85	Sarsaparilla, Hond.	@ 1 00	Glue, Brown	21 @ 30
Lead Arsenate Po.	22 @ 36 1/2	ground	@ 1 25	Glue, Brown Grd	15 @ 30
Lime and Sulphur		Sarsaparilla Mexican,	@ 1 25	Glue, white	27 1/2 @ 35
Dry	9 @ 20 1/2	ground	@ 1 25	Glue, white grd.	25 @ 35
Paris Green	32 @ 48	Squills	35 @ 40	Glycerine	65 @ 75
Leaves		Squills, powdered	60 @ 70	Hops	25 @ 45
Buchu	1 35 @ 1 50	Tumeric, powd.	17 @ 25	Iodine	6 45 @ 6 90
Buchu, powdered	@ 1 50	Valerian, powd.	40 @ 50	Iodoform	7 35 @ 7 65
Sage, Bulk	25 @ 30	Seeds		Lead Acetate	20 @ 30
Sage, 1/4 loose	@ 40	Anise	@ 35	Mace	@ 1 40
Sage, powdered	@ 35	Anise, powdered	35 @ 40	Mace, powdered	@ 1 45
Senna, Alex.	50 @ 75	Bird, ls	13 @ 17	Menthol	16 50 @ 17 00
Senna, Tinn.	30 @ 35	Canary	13 @ 20	Morphine	11 18 @ 11 93
Senna, Tinn. pow.	25 @ 35	Caraway, Po.	30 @ 30	Nux Vomica	@ 30
Uva Ursi	20 @ 25	Cardamon	@ 30	Nux Vomica, pow.	17 @ 25
Oils		Celery, powd.	45 @ 50	Pepper black pow.	23 @ 25
Almonds, Bitter,		Coriander pow.	35 @ 27 @ 30	Pepper, White	40 @ 45
true	7 50 @ 7 75	Dill	12 1/2 @ 20	Pitch, Burgundry	10 @ 15
Almonds, Bitter,		Fennell	25 @ 40	Quassia	12 @ 15
artificial	4 00 @ 4 25	Flax	09 @ 15	Quinine	72 @ 1 32
Almonds, Sweet,		Flax, ground	09 @ 15	Rochelle Salts	30 @ 35
true	1 40 @ 1 60	Foenugreek pow.	15 @ 25	Saccharine	@ 30
Almonds, Sweet,		Hemp	@ 1 25	Salt Peter	11 @ 22
imitation	60 @ 1 00	Lobelia, powd.	@ 1 25	Selditz Mixture	30 @ 40
Amber, crude	1 50 @ 1 75	Mustard, yellow	15 @ 25	Soap, green	15 @ 30
Amber, rectified	1 75 @ 2 00	Mustard, black	20 @ 25	Soap mott cast.	22 1/2 @ 25
Anise	1 00 @ 1 25	Poppy	22 @ 25	Soap, white castile	@ 12 00
Bergamont	5 75 @ 6 00	Quince	1 50 @ 1 75	less, per bar	@ 1 45
Cajeput	1 50 @ 1 75	Rape	15 @ 20	Soda Ash	3 1/2 @ 10
Cassia	4 25 @ 4 50	Sabadilla	25 @ 35	Soda Bicarbonate	3 1/2 @ 10
Castor	1 75 @ 2 00	Sunflower	11 1/2 @ 15	Soda, Sal	02 1/2 @ 53
Cedar Leaf	1 50 @ 1 75	Worm, American	30 @ 40	Spirits Camphor	@ 1 25
Citronella	1 25 @ 1 50	Worm, Levant	4 00 @ 4 25	Sulphur, roll	3 1/2 @ 10
Cloves	3 25 @ 3 50	Tinctures		Sulphur, Subl.	04 @ 10
Cocunut	2 00 @ 2 10	Aconite	@ 1 80	Tamarinds	20 @ 25
Cod Liver	2 00 @ 2 25	Aloes	@ 1 10	Tartar Emetic	70 @ 75
Cotton Seed	1 40 @ 1 60	Arnica	@ 1 10	Turpentine, Ven.	50 @ 75
Cubeb	7 50 @ 7 75	Asafoetida	@ 1 35	Vanilla Ex. pure	1 75 @ 2 25
Eigeron	6 00 @ 6 25	Belladonna	@ 1 35	Vanilla Ex. pure 2	50 @ 3 00
Eucalyptus	1 25 @ 1 50	Benzoin	@ 2 10	Zinc Sulphate	06 @ 15
Hemlock, pure	1 75 @ 2 00	Benzoin Comp'd	@ 2 55		
Juniper Berries	3 00 @ 3 25	Buchu	@ 2 85		
Juniper Wood	1 50 @ 1 75	Cantharadial	@ 2 80		
Lard, extra	1 50 @ 1 70	Capsicum	@ 1 75		
Lard, No. 1	1 35 @ 1 50	Catechu	@ 1 75		

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

Some Prunes
Package Oats
Evap. Apples
Playing Cards

DECLINED

Cream of Tartar
Lard

AMMONIA
Arctic, 16 oz. ----- 2 00
Arctic, 32 oz. ----- 3 25
Quaker, 36, 12 oz. case 3 85



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, 25 lb. keg 12 95
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

BEECH-NUT BRANDS.



Mints, all flavors ----- 60
Gum ----- 70
Fruit Drops ----- 70
Caramels ----- 70
Sliced bacon, large ----- 3 60
Sliced bacon, medium ----- 3 25
Sliced beef, large ----- 5 10
Sliced beef, medium ----- 2 80
Grape Jelly, large ----- 4 50
Grape Jelly, medium ----- 2 70
Peanut butter, 16 oz. 4 70
Peanut butter, 10 1/2 oz. 3 25
Peanut butter, 6 1/4 oz. 2 00
Peanut butter, 3 1/2 oz. 1 25
Prepared Spaghetti ----- 1 40
Baked beans, 16 oz. ----- 1 40

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

BREAKFAST FOODS
Cracked Wheat, 24-2 3 85
Cream of Wheat, 18s 3 60
Pillsbury's Best Cerl 2 20
Quaker Puffed Rice ----- 5 60
Quaker Puffed Wheat 4 30
Quaker Brst Blauit 1 90
Quaker Brst Biscuit 1 90
Ralston Branzen ----- 2 70
Ralston Branzen ----- 3 20
Ralston Food, large ----- 4 00
Saxon Wheat Food ----- 3 90



Shred. Wheat Biscuit 3 85
Vita Wheat, 12s ----- 1 80
Post's Brands.
Grape-Nuts, 24s ----- 3 80
Grape-Nuts, 100s ----- 2 75
Instant Postum, No. 8 5 40
Instant Postum, No. 9 5 00
Instant Postum No. 10 4 50
Postum Cereal, No. 0 2 25
Postum Cereal, No. 1 2 70
Post Toasties, 36s ----- 3 45
Post Toasties, 24s ----- 3 45
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

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

Shoe
No. 4-0 ----- 2 25
No. 20 ----- 3 00

BUTTER COLOR
Dandelion, ----- 2 85
Nedrow, 3 oz., doz. 2 50

CANDLES
Electric Light, 40 lbs. 12 1
Plumber, 40 lbs. ----- 12 8
Paraffine, 6s ----- 14 1/2
Paraffine, 12s ----- 14 1/2
Wicking ----- 40
Tudor, 6s, per box ----- 30

CANNED FRUIT.
Apples, 3 lb. Standard 1 50
Apples, No. 10 ----- 4 50@5 50
Apple Sauce, No. 10 8 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 10 00
Blueberries, No. 2 2 00@2 75
Blueberries, No. 10 ----- 12 00
Cherries, No. 2 ----- 3 00
Cherries, No. 2 1/2 ----- 3 75
Cherries, No. 10 ----- 10 75
Loganberries, No. 2 ----- 3 00
Peaches, No. 1 1 25@1 80
Peaches, No. 1 Sliced 1 40
Peaches, No. 2 ----- 2 75
Peaches, No. 2 1/2 2 45
Peaches, 2 1/2 Cal. 3 25@3 75
Pineapple, 1, sl. 1 80@2 00
Pineapple, 2, sl. 2 80@3 00
Pineapple, 2 br. sl. 2 65@2 85
Pineapple, 2 1/2, sl. 3 35@3 50
Pineapple, 2, cru. ----- 2 90
Pineapple, 10 cru. ----- 12 00
Pears, No. 2 ----- 3 25
Pears, No. 2 1/2 ----- 4 00@4 50
Plums, No. 2 ----- 1 75@2 00
Plums, No. 2 1/2 ----- 2 50
Raspberries, No. 2, blk 3 25
Raspb's, Red, No. 10 12 00
Raspb's, Black, No. 10 ----- 11 50@12 50
Rhubarb, No. 10 ----- 5 25

CANNED FISH.
Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 3 00@3 40
Clams, Steamed, No. 1 1 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 90
Lobster, No. 1/4, Star 2 70
Shrimp, 1, wet 2 10@2 25
Sard's, 1/4 Oil, ky 5 75@6 00
Sardines, 1/4 Oil, kless 5 00
Sardines, 1/4 Smoked 7 50
Salmon, Warrens, 1/2 2 75
Salmon, Red Alaska ----- 3 10
Salmon, Med. Alaska 2 75
Salmon, Pink Alaska 1 75
Sardines, Im. 1/4, ea. 10@28
Sardines, Im. 1/4, ea. ----- 25
Sardines, Cal. ----- 1 65@1 80
Tuna, 1/2, Albocore ----- 95
Tuna, 1/2, Curtis, doz. 2 20
Tuna, 1/2, Curtis, doz. 3 50
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT.
Bacon, Med. Beechnut 2 70
Bacon, Lge. Beechnut 4 50
Beef, No. 1, Corned ----- 2 75
Beef, No. 1, Roast ----- 2 75
Beef, No. 2 1/2, Eagle sil 1 25

CATSUP.
B-nut, Small, ----- 2 70
Lily Valley, 14 oz. ----- 2 60
Lily of Valley, 1/2 pint 1 75
Paramount, 24, ss ----- 1 45
Paramount, 24, 16s ----- 2 40
Paramount, 6, 10s ----- 10 00
Sniders, 8 oz. ----- 1 95
Sniders, 16 oz. ----- 2 95
Quaker, 10 1/2 oz. ----- 1 60
Quaker, 14 oz. ----- 2 25
Quaker, Gallon Glass 12 50

CHILI SAUCE
Snider, 16 oz. ----- 3 50
Snider, 8 oz. ----- 2 50
Lilly Valley, 8 oz. ----- 2 10
Lilly Valley, 14 oz. ----- 3 50

OYSTER COCKTAIL.
Sniders, 16 oz. ----- 3 50
Sniders, 8 oz. ----- 2 50

CHEESE
Roquefort ----- 55
Kraft Small tins ----- 1 40
Kraft American ----- 1 40
Chili, small tins ----- 1 40
Pimento, small tins ----- 1 40
Roquefort, small tins 2 25
Camenbert, small tins 2 25
Wisconsin Old ----- 30
Wisconsin new ----- 29
Longhorn ----- 30
Michigan Full Cream 27
New York Full Cream 30
Sap Sago ----- 42

Beef, No. 1/4, Qua. sil. 1 75
Beef, 5 oz., Qua. sil. 2 50
Beef, No. 1, B'nut, sil. 4 05
Sap Sago ----- 25
Beefsteak & Onions, s 2 75
Chili Con Ca., 1s 1 35@1 45
Deviled Ham, 1/4s ----- 2 20
Deviled Ham, 1/4s ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/4 Libby 62 1/2
Potted Meat, 1/2 Libby 90
Potted Meat, 1/4 Rose 85
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/4 1 35
Vienna Sausage, Qua. 95
Veal Loaf, Medium ----- 2 30

Baked Beans
Campbells ----- 1 15
Quaker, 18 oz. ----- 95
Freemont, 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 60@4 75
No. 2 1/2, Lge. Green 4 50
W. Bean, cut ----- 2 25
W. Beans, 10 ----- 8 50@12 00
Green Beans, 2s 2 00@2 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 75@2 40
Beets, No. 2, cut ----- 1 60
Beets, No. 3, cut ----- 1 80
Corn, No. 2, Ex. stan 1 65
Corn, No. 2, Fan. 1 80@2 35
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 ----- 42
Mushrooms, Choice ----- 55
Mushrooms, Sur Extra 75
Peas, No. 2, E. J. 1 50@1 60
Peas, No. 2, Sift. ----- 1 85
Peas, No. 2, Ex. Sift. ----- 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 35@1 50
Pumpkin, No. 10 4 50@5 60
Pimentos, 1/4, each 12@14
Pimentos, 1/2, each ----- 27
Sw't Potatoes, No. 2 1/2 1 60
Sauerkraut, No. 3 1 40@1 50
Succotash, No. 2 1 65@2 50
Succotash, No. 2, glass 2 80
Spinach, No. 1 ----- 1 25
Spinach, No. 2 ----- 1 60@1 90
Spinach, No. 3 ----- 2 10@2 50
Spinach, No. 10 ----- 6 00@7 00
Tomatoes, No. 2 1 40@1 60
Tomatoes, No. 3 2 00@2 25
Tomatoes, No. 2, glass 2 60
Tomatoes, No. 10 ----- 7 50

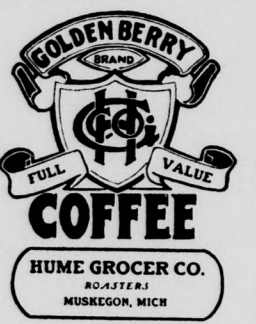
CHEWING GUM.
Adams Black Jack ----- 65
Adams Bloodberry ----- 65
Adams Dentyne ----- 65
Adams Calif. Fruit ----- 65
Adams Sen Sen ----- 65
Beeman's Pepsin ----- 65
Beechnut ----- 70
Doublemint ----- 65
Juicy Fruit ----- 65
Peppermint, Wrigleys ----- 65
Spearmint, Wrigleys ----- 65
Wrigley's P-K -----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

CHOCOLATE.
Baker, Caracas, 1/4s ----- 37
Baker, Caracas, 1/4s ----- 35
Hersheys, Premium, 1/4s ----- 35
Hersheys, Premium, 1/4s ----- 36
Runkle, Premium, 1/4s ----- 29
Runkle, Premium, 1/4s ----- 32
Vienna Sweet, 24s ----- 3 10

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

COCOANUT.
1/4s, 5 lb. case Dunham 42
1/4s, 5 lb. case ----- 40
1/4s & 1/2s 15 lb. case ----- 41
Bulk, barrels shredded 23
48 2 oz. pkgs., per case 4 15
48 4 oz. pkgs., per case 7 00

CLOTHES LINE.
Hemp, 50 ft. ----- 2 25
Twisted Cotton, 50 ft. 1 75
Braided, 50 ft. ----- 2 75
Sash Cord ----- 4 25



COFFEE ROASTED
Bulk
Rio ----- 32
Santos ----- 35@37
Maracaibo ----- 40
Guatemala ----- 41
Java and Mocha ----- 47
Bogota ----- 43
Peaberry ----- 37 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
Leader, 4 doz. ----- 6 75
Eagle, 4 doz. ----- 9 00

MILK COMPOUND
Hebe, Tall, 4 doz. ----- 4 50
Hebe, Baby, 8 doz. ----- 4 40
Caroline, Tall, 4 doz. 3 80
Caroline, Baby ----- 3 50

EVAPORATED MILK



Quaker, Tall, 4 doz. ----- 4 45
Quaker, Baby, 8 doz. 4 35
Quaker Gallon, 1/4 dz. 4 30
Blue Grass, Tall, 48 ----- 4 25

Blue Grass, Baby, 96 4 15
Blue Grass, No. 10 ----- 4 25
Carnation, Tall, 4 doz. 4 75
Carnation, Baby, 8 dz. 4 65
Every Day, Tall ----- 4 50
Every Day, Baby ----- 4 40
Pet, Tall ----- 4 75
Pet, Baby, 8 oz. ----- 4 65
Borden's, Tall ----- 4 75
Borden's Baby ----- 4 65
Van Camp, Tall ----- 4 90
Van Camp, Baby ----- 3 75

CIGARS
Worden Grocer Co. Brands

Master Piece, 50 Tin. 37 50
Websteretts ----- 37 50
Webster Savoy ----- 75 00
Webster Plaza ----- 95 00
Webster Belmont ----- 110 00
Webster St. Reges ----- 125 00
Starlight Rouse ----- 90 30
Starlight P-Club ----- 135 00
Little Valentine ----- 37 50
Valentine Broadway ----- 75 00
Valentine DeLux Im ----- 95 00
Tiona ----- 30 00
Clint Ford ----- 35 00
Nordac Triangulars, 1-20, per M ----- 75 00
Worden's Havana ----- 75 00
Specials, 20, per M ----- 75 00
Little Du. Stogie 18 50

CONFECTIONERY
Stick Candy Pails
Standard ----- 17
Jumbo Wrapped ----- 19
Pure Sugar Sticks 600s 4 2f
Big Stick, 20 lb. case 20

Mixed Candy
Kindergarten ----- 18
Leader ----- 17
X. L. O. ----- 14
French Creams ----- 19
Cameo ----- 21
Grocers ----- 12

Fancy Chocolates
5 lb. Boxes
Bittersweets, Ass'ted 1 70
Choc Marshmallow Dp 1 70
Milk Chocolate A A ----- 1 80
Nibble Sticks ----- 1 25
Primrose Choc. ----- 1 25
No. 12 Choc., Dark ----- 1 70
No. 12 Choc., Light ----- 1 75
Chocolate Nut Rolls ----- 1 75

Gum Drops Pails
Anise ----- 17
Orange Gums ----- 17
Challenge Gums ----- 14
Favorite ----- 20
Superior, Boxes ----- 24

Lozenges, Pails
A. A. Pep. Lozenges 18
A. A. Pink Lozenges 18
A. A. Choc. Lozenges 18
Motto Hearts ----- 20
Malted Milk Lozenges 22

Hard Goods, Pails
Lemon Drops ----- 20
O. F. Horehound dps. 20
Anise Squares ----- 19
Peanut Squares ----- 20
Horehound Tablets ----- 19

Cough Drops Bxs.
Putnam's ----- 1 30
Smith Bros. ----- 1 50

Package Goods
Creamery Marshmallows
4 oz. pkg., 12s, cart. 95
4 oz. pkg., 48s, case 3 90

Specialties.
Walnut Fudge ----- 23
Pineapple Fudge ----- 21
Italian Bon Bons ----- 19
Atlantic Cream Mints ----- 31
Silver King M. Mallows 31
Walnut Sundae, 24, 5c ----- 80
Neapolitan, 24, 5c ----- 80
Yankee Jack, 24, 5c ----- 80
Mich. Sugar Ca., 24, 5c 80
Pal O Mine, 24, 5c ----- 80

COUPON BOOKS
50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50

Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

CREAM OF TARTAR
6 lb. boxes ----- 32

DRIED FRUITS
Apples
Domestic, 20 lb. box 11
N. Y. Fcy, 50 lb. box 16 1/2
N. Y. Fcy, 14 oz. pkg. 17 1/2
Apricots
Evaporated, Choice ----- 24
Evaporated, Slabs ----- 27
Evaporated, Slabs ----- 20
Citron
10 lb. box ----- 48
Currants
Package, 14 oz. ----- 17
Greek, Bulk, lb. ----- 16

Dates
Hollowi ----- 09
Peaches
Evap., Choice, unp. ----- 15
Evap., Ex. Fancy, P. P. 20

Peal
Lemon, American ----- 24
Orange, American ----- 24

Raisins.
Seeded, Lulk ----- 9
Thompson's seedless blk 9 1/2
Seeded, 15 oz. ----- 11
Thompson's seedless, 15 oz. ----- 11

California Prunes
70@80, 25 lb. boxes ----- 09
60@70, 25 lb. boxes ----- 10 1/2
50@60, 25 lb. boxes ----- 12
40@50, 25 lb. boxes ----- 14 1/2
30@40, 25 lb. boxes ----- 17
20@30, 25 lb. boxes ----- 23

FARINACEOUS GOODS
Beans
Med. Hand Picked ----- 07 1/2
Cal. Limas ----- 16
Brown, Swedish ----- 08 1/2
Red Kidney ----- 09 1/2

Farina
24 packages ----- 2 50
Bulk, per 100 lbs ----- 06 1/2

Hominy
Pearl, 100 lb. sack ----- 4 25

Macaroni
Domestic, 20 lb. box 16
Armours, 2 doz., 8 oz. 2 00
Fould's 2 doz., 8 oz. 2 25
Quaker, 2 doz. ----- 2 00

Pearl Barley
Chester ----- 5 50
00 and 0000 ----- 7 25
Barley Grits ----- 06

Peas
Scotch, lb. ----- 7 1/2
Split, lb. yellow ----- 08
Split, green ----- 10

Sago
East India ----- 10

Taploca
Pearl, 100 lb. sacks ----- 9 1/2
Minute, 8 oz., 3 doz. 4 00
Dromedary Instant ----- 3 50

FLAVORING EXTRACTS



Doz Lemon PURE Vanilla
1 50 ----- 1/2 ounce ----- 2 00
1 80 ----- 1 1/4 ounce ----- 2 65
3 25 ----- 2 1/2 ounce ----- 4 20
3 00 ----- 2 ounce ----- 4 00
5 50 ----- 4 ounce ----- 7 20

UNITED FLAVOR
Imitation Vanilla
1 ounce 10 cent, doz. 90
2 ounce, 15 cent, doz. 1 25
3 ounce, 25 cent, doz. 2 00
4 ounce, 35 cent, doz. 2 25

Jiffy Punch
3 doz. Carton ----- 2 25
Assorted flavors.
Mason, pts., per gross 7 70
Mason, qts., per gross 9 00
Mason, 1/2 gal., gross 12 05
Ideal Glass Top, pts. 9 25
Ideal Glass Top, qts. 10 80
gallon ----- 15 25

FRUIT CANS.
Mason.
Half pint ----- 7 35
One pint ----- 7 70
One quart ----- 9 00
Half gallon ----- 12 00

Ideal Glass Top.
Half pint ----- 8 85
One pint ----- 9 20
One quart ----- 10 90
Half gallon ----- 15 25

Rubbers.
Good Luck ----- 75@80

GELATINE	
Jello-O, 3 doz.	3 45
Knox's Sparkling, doz.	2 25
Knox's Acidu'd, doz.	2 25
Minute, 3 doz.	4 05
Plymouth, White	1 55
Quaker, 3 doz.	2 70

HORSE RADISH	
Per doz., 5 oz.	1 20

JELLY AND PRESERVES	
Pure, 30 lb. pails	3 50
Imitation, 30 lb. pails	1 80
Pure 6 oz. Asst., doz.	1 10
Buckeye, 22 oz., doz.	2 20

JELLY GLASSES	
8 oz., per doz.	35

OLEOMARGARINE	
Kent Storage Brands.	
Good Luck, 1 lb.	26
Good Luck, 2 lb.	25 1/2
Gilt Edge, 1 lb.	26
Gilt Edge, 2 lb.	25 1/2
Delicia, 1 lb.	21
Delicia, 2 lb.	20 1/2

Van Westenbrugge Brands
Carload Distributor



Nucoa, 1 lb.	25 1/2
Nucoa, 2 and 5 lb.	25

Wilson & Co.'s Brands	
Certified	25 1/2
Nut	20
Special Role	25 1/2

MATCHES	
Swan, 144	5 75
Diamond, 144 box	8 00
Searchlight, 144 box	8 00
Red Stick, 720 1c bxs	5 50
Red Diamond, 144 bx	6 00

SAFETY MATCHES	
Quaker, 5 gro. case	4 75

MINCE MEAT	
None Such, 3 doz.	4 85
Quaker, 3 doz. case	3 60
Libby, Kegs. wet, lb.	22

MOLASSES.



Gold Brer Rabbit	
No. 10, 6 cans to case	5 95
No. 5, 12 cans to case	6 20
No. 2 1/2, 24 cans to cs.	6 45
No. 1 1/2, 36 cans to cs.	5 30

Green Brer Rabbit	
No. 10, 6 cans to case	4 60
No. 5, 12 cans to case	4 85
No. 2 1/2, 24 cans to cs.	5 10
No. 1 1/2, 36 cans to cs.	4 30

Aunt Dinah Brand.	
No. 10, 6 cans to case	3 00
No. 5, 12 cans to case	3 25
No. 2 1/2, 24 cans to cs.	3 50
No. 1 1/2, 36 cans to cs.	3 00

New Orleans	
Fancy Open Kettle	74
Choice	62
Fair	41

Half barrels 5c extra	
Molasses in Cans.	

Dove, 35, 2 lb. Wh. L.	5 60
Dove, 24, 2 1/2 lb. Wh. L.	5 20
Dove, 35, 2 lb. Black	4 70
Dove, 24, 2 1/2 lb. Black	3 90
Palmetto, 24, 2 1/2 lb.	5 15

NUTS.	
Whole	

Almonds, Terregona	20
Brazil, New	18
Fancy mixed	22
Pilberts, Sicily	25
Peanuts, Virginia, raw	11 1/2
Peanuts, Vir. roasted	13
Peanuts, Jumbo, raw	13
Peanuts, Jumbo, rstl	15
Pecans, 3 star	23
Pecans, Jumbo	50
Walnuts, California	31
Salted Peanuts.	
Fancy, No. 1	23

Shelled.	
Almonds	68
Peanuts, Spanish	13
Butts	32
Pecans	1 06
Walnuts	59

OLIVES.	
Bulk, 2 gal. keg	3 60
Bulk, 3 gal. keg	5 25
Bulk, 5 gal. keg	8 50
Quart Jars, dozen	6 00

Pint, Jars, dozen	3 00
4 oz. Jar, plain, doz.	1 30
5 1/2 oz. Jar, pl., doz.	1 60
9 oz. Jar, plain, doz.	2 30
20 oz. Jar, Pl. doz.	4 25
3 oz. Jar, Stu., doz.	1 35
6 oz. Jar, stuffed, dz.	2 50
9 oz. Jar, stuffed, doz.	3 50
12 oz. Jar, Stuffed	4 50 @ 4 75
20 oz. Jar, stuffed dz.	7 00

PEANUT BUTTER.



Bel Car-Mo Brand	
8 oz., 2 doz. in case	
24 1 lb. pails	
12 2 lb. pails	
5 lb. pails 6 in crate	
14 lb. pails	
25 lb. pails	
50 lb. tins	

PETROLEUM PRODUCTS

Iron Barrels	
Perfection Kerosine	12.1
Red Crown Gasoline	16.7
Tank Wagon	37.2
Gas Machine Gasoline	19.6
V. M. & P. Naphtha	39.2
Capitol Cylinder	21.2
Atlantic Red Engine	12.2
Winter Black	12.2

Polarine

Iron Barrels.	
Light	59.2
Medium	61.2
Heavy	64.2
Special heavy	66.2
Extra heavy	69.2
Transmission Oil	
Finol, 4 oz. cans, doz.	1.40
Finol, 8 oz. cans, doz.	2.00
Parowax, 100, lb.	7.7
Parowax, 40, 1 lb.	7.9
Parowax, 20, 1 lb.	8.1



Sendaac, 12 pt. cans	2 70
Sendaac, 12 qt. cans	4 30

PICKLES

Barrel, 1,200 count	24 50
Half bbls., 600 count	12 25
0 gallon kegs	10 00
Sweet Small	
30 gallon, 3000	50 00
5 gallon, 500	10 00

Dill Pickles.	
600 Size, 15 gal.	13 00

PIPER.	
Cob, 3 doz. in bx. 1 00 @ 1 20	

PLAYING CARDS	
Battle Axe, per doz.	2 65
Blue Ribbon	4 50
Bicycle	4 75

POTASH	
Babbitt's 2 doz.	2 75

FRESH MEATS

Beef.	
Top Steers & Heif.	@ 17
Good Steers & H.F.	14 @ 15 1/2
Med. Steers & H.F.	12 1/2 @ 14
Com. Steers & H.F.	10 @ 12 1/2

Cows.	
Top	12 1/2
Good	11
Medium	09
Common	07 1/2

Veal.	
Good	15 1/2
Top	17
Medium	13

Lamb.	
Good	28
Medium	25
Poor	20

Mutton.	
Good	15
Medium	10
Poor	08

Pork.	
Heavy hogs	12
Medium hogs	13
Light hogs	14
Loins	17
Butts	14
Shoulders	14
Sparris	13 1/2
Neck bones	05

PROVISIONS

Barreled Pork	
Clear Back	29 00 @ 30 00
Short Cut Clear	29 00 @ 30 00

Dry Salt Meats	
S P Bellies	18 00 @ 20 00
Lard	
Pure in tierces	17
60 lb. tubs	advance 1 1/4
50 lb. tubs	advance 1 1/4
20 lb. pails	advance 1 1/4
10 lb. pails	advance 1 1/4
5 lb. pails	advance 1 1/4
3 lb. pails	advance 1 1/4
Compound tierces	14
Compound, tubs	14 1/2

Sausages

Bologna	12 1/2
Liver	12
Frankfort	16
Pork	18 @ 20
Veal	17
Tongue	11
Headcheese	14

Smoked Meats

Hams, Cert., 14-16 lb.	26
Hams, Cert., 16-18, lb.	27
Ham, dried beef	@ 34
California Hams	@ 15
Picnic Boiled	
Hams	30 @ 32
Boiled Hams	35 1/2 @ 37
Mince Hams	14 @ 17
Bacon	18 @ 30

Beef

Boneless, rump	18 00 @ 22 00
Rump, new	18 00 @ 22 00

Mince Meat.

Condensed No. 1 car.	2 00
Condensed Bakers brick	31
Moist in glass	8 00

Pig's Feet

Cooked in Vinegar	
1/4 bbls.	1 55
1/2 bbls., 35 lbs.	2 75
1/2 bbls.	5 30
1 bbl.	11 50

Tripe.

Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
1/4 bbls., 80 lbs.	3 00
Hogs, per lb.	@ 42

Beef, round set	14 @ 26
Beef, middles, set	25 @ 30
Sheep, a skein	1 75 @ 2 00

RICE

Fancy Blue Rose	7 1/2 @ 08
Fancy Head	8 @ 9
Broken	3 1/2

ROLLED OATS

Steel Cut, 100 lb. sks.	3 50
Silver Flake, 12 Fam.	2 50
Quaker, 18 Regular	2 00
Quaker, 12s Family N	2 95
Quaker, 12s, Illum	3 60
Mother's Flake, 18 Reg.	1 80
Sacks, 90 lb. Jute	3 65
Sacks, 90 lb. Cotton	3 75

RUSKS.

Holland Rusk Co.	
Brand	
36 roll packages	4 50
18 roll packages	2 30
36 carton packages	5 10
18 carton packages	2 60

SALERATUS

Arm and Hammer	3 75
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SAL SODA

Granulated, bbs.	1 80
Granulated, 100 lbs. cs	2 00
Granulated, 36 2 1/2 lb. packages	2 25

COD FISH

Middles	16
Tablets, 1 lb. Pure	19 1/2
Tablets, 1/2 lb. Pure, doz.	1 40
Wood boxes, Pure	28
Whole Cod	11 1/2

Holland Herring

Mixed, Kegs	1 10
Queen, half bbls.	10 25
Queen, bbls.	17 60
Milkers, kegs	1 25
Y. M. Kegs	1 05
Y. M. half bbls.	10 00
Y. M. Bbls.	19 00

Herring

K K K K K, Norway	20 00
8 lb. pails	1 40
But Lunch	95
Boned, 10 lb. boxes	21

Lake Herring

1/2 bbl., 100 lbs.	6 50
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Mackerel

Tubs, 100 lb. fancy fat	24 50
Tubs, 60 count	6 00

White Fish

Med. Fancy, 100 lb.	13 00
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SHOE BLACKENING

2 in 1, Paste, doz.	1 35
E. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixby's, Doz.	1 35
Shinola, doz.	90

STOVE POLISH.

Blackline, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enamaline Paste, doz.	1 35
Enamaline Liquid, dz.	1 35
E Z Liquid, per doz.	1 40
Radium, per doz.	1 85
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoil, per doz.	3 00

SALT.

Colonial, 24 2 lb.	95
Log Cab., iodized, 24-2	2 40
Log Cabin 24-2 lb. case	1 90
Med. No. 1, Bbls.	2 80
Med. No. 1, 100 lb. bz.	95
Farmer Spec., 70 lb.	95
Packers Meat, 50 lb.	63
Crushed Rock for ice cream, 100 lb., each	75

Butter Salt, 280 lb. bbl	4 50
Blocks, 50 lb.	42
Baker Salt, 280 lb. bbl.	4 50
100, 3 lb. Table	6 07
60, 5 lb. Table	5 57
30, 10 lb. Table	5 30
28 lb. bags, Table	40
Colonial Iodine Salt	2 40



Per case, 24, 2 lbs.	2 40
Five case lots	2 30
Iodized, 24, 2 lbs.	2 40



Bbls. 30-10 sks.	5 40
Bbls. 60-5 sks.	5 55
Bbls. 120-2 1/2 sks.	6 05
100-3 lb. sks.	6 05

Bbls.	120-2½	sks.	--	6 0
100-3	lb.	sks.	-----	6 0
Bbls.	280	lb.	bulk:	

Promoted to Western Michigan Manager.

Walter J. Wade was born at Waukegan, Ill., Dec. 17, 1900. His father was descended from New England ancestry. His mother was of English and Irish descent, her grandfather having been a brother of Admiral Jackson of the British Navy. When Walter was six years old the family removed to Chicago. Two years later they removed to Grand Rapids, where Walter attended the public schools, graduating from high school on the classical course. Four years ago he engaged in the bond business in the employ of the American Bond and Mortgage Co. He soon transferred



Walter J. Wade.

himself to the wholesale and retail bond house of E. H. Rollins & Sons, Chicago, and has recently been promoted to the position of Western Michigan manager, with offices at 502 Michigan Trust building.

Mr. Wade was married Oct. 18 of last year to Miss Helen Ford. They reside on South Lafayette avenue. Mr. Wade is a member of the Peninsular Club and owns up to but one hobby, which is golf. He is an energetic worker and devotes long hours to his business, which shows a constant growth every year. He is a young man of high character and great promise. He stands well with the bond buying trade and has every reason to look forward to a long and successful career in his chosen line of business.

J. A. Lee Changes Connections.

John A. Lee, secretary of the Western Cannery Association, discontinued his connection with the Chicago Journal of Commerce, as editor of the Food Department, on Feb. 1. The office of the Western Cannery Association will be removed to Room 402, at 208 North Wells street, Chicago, Ill., where all mail should be addressed after Feb. 10.

The Clock of Life.

The clock of life is wound but once,
And no man has the power
To tell just when the hands will stop,
At late or early hour.
Now is the only time you own;
Live, love, toil with a will;
Place no faith in tomorrow, for
The clock may then be still.

NEW ISSUE

\$400,000

The Ohio Cities Ice and Fuel Co.

DAYTON, OHIO

First Mortgage 7% Serial Gold Bonds (Closed Mortgage)

Dated January 1, 1925

Due Serially

Denominations \$1000, \$500 and \$100. Principal and semi-annual interest (January 1 and July 1) payable at the Union Trust Company, Cleveland, Ohio, or at the State Bank of Chicago, Chicago, Illinois. Free from Normal Federal Income Tax not exceeding 2%. Tax of any State or United States possession not in excess of five mills refunded upon proper application.

THE UNION TRUST COMPANY, CLEVELAND, OHIO, TRUSTEE

MATURITIES

\$25,000 January 1, 1927	\$25,000 January 1, 1932	\$30,000 January 1, 1936
25,000 January 1, 1928	25,000 January 1, 1933	35,000 January 1, 1937
25,000 January 1, 1929	25,000 January 1, 1934	35,000 January 1, 1938
25,000 January 1, 1930	30,000 January 1, 1935	35,000 January 1, 1939
25,000 January 1, 1931		35,000 January 1, 1940

Price 100 and Accrued Interest, Yielding 7%

Bonds are offered for delivery when, as and if issued and received by us and approved by our counsel.

The Ohio Cities Ice & Fuel Company is the outgrowth of a business which was organized in 1917. The company has grown rapidly under the management of Mr. Paul B. Hunt, President, who is also President of the Ohio Association of Ice Industries. The company is an important producer of pure and artificial ice and with its subsidiary, the Springfield Coal & Ice Company, serves a population of approximately 300,000. The business consists of the furnishing of ice and coal, household necessities which are in constant and increased demand, and the company also owns and operates the only cold storage business in Dayton.

Purpose of Issue: To reimburse the company for capital expenditures made for additions and improvements and to provide additional working capital.

Security: A direct closed first mortgage upon all of the company's fixed properties in Dayton, Ohio—including valuable centrally located real estate—appraised at a sound value of \$1,076,311.39, or TWO AND TWO-THIRDS TIMES the entire bonded debt.

Earnings: As reported by Messrs. Ernst & Ernst, earnings available for the payment of interest and the retirement of indebtedness averaged approximately \$77,000 per annum during the period of four years and seven months from April 1, 1920, to October 31, 1924, inclusive. These earnings averaged about two and three-quarters times the largest annual interest requirement on this bond issue and over one and three-quarters times the average principal and interest requirements combined. Earnings available for principal and interest requirements during the seven months ended October 31, 1924, totaled \$65,422.72—the highest of any similar period in the company's history. The figures give no consideration to the earnings of the company's subsidiary, the Springfield Coal & Ice Company, which are at the rate of about \$25,000 per annum.

Ice is a domestic and commercial necessity and its production and distribution ranks ninth in size and importance among American industries.

Howe, Snow & Bertles

Incorporated
Investment Securities

GRAND RAPIDS
DETROIT

CHICAGO

NEW YORK

The information contained in this advertisement has been obtained from sources which we consider reliable. While not guaranteed, it has been accepted by us as accurate.

Proceedings of Grand Rapids Bankruptcy Court.

Grand Rapids, Feb. 4.—In the matter of Rollie Rutter, Bankrupt No. 2558, the trustee has filed his final report and account and a final meeting of creditors has been called for Feb. 16. The trustee's final report and account will be passed upon and administration expenses paid as far as the funds on hand will permit. There will be no dividend paid to general creditors, as a tax claim will have to be paid before the dividend to other creditors could be made.

In the matter of W. B. Kitchen, Bankrupt No. 2617, the trustee has reported the receipt of an offer of \$400, from William H. Trappen, of Grand Rapids, for the stock in trade, furniture and fixtures of said estate, which has been set for Feb. 16. An inventory may be seen at the office of the referee and at the home of C. W. Moore, Belmont, the trustee. All interested should be present at such time and place. The stock is that of a grocery and general line of merchandise with some candy and confectionery equipment, and all located at Grand Rapids. The assets may be seen by appointment with the above named trustee.

Feb. 4. On this day was held the first meeting of creditors in the matter of Sam Koningsburg, Bankrupt No. 2612. The bankrupt was present in person and by D. M. Britton, attorney. Creditors were present by Hilding & Hilding, attorneys. Claims were proved and allowed. The bankrupt was sworn and examined with a stenographer taking the testimony. Glenn H. Downs was elected trustee and the amount of his bond placed at \$1,000. The first meeting was then adjourned without date.

In the matter of Bernard Willmeng, Bankrupt No. 2628, the funds for the first meeting have been received and the meeting has been called for Feb. 19.

In the matter of Ray Goss, Bankrupt No. 2632, the funds for the first meeting have been received and the first meeting of creditors will be held at the office of the referee on Feb. 19.

Feb. 7. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of K. C. Ainsley, Bankrupt No. 2633. The matter has been referred to Charles B. Blair, as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and is a salesman by occupation. The schedules list assets of \$750 with liabilities of \$3,099. The bankrupt claims exemptions of \$600. The court has written orders for funds for the first meeting of creditors, and upon receipt of same the first meeting of creditors will be called, and note of the same made here. A list of the creditors of the bankrupt is as follows:

Mrs. Anna Kamp, Grand Rapids	\$745.00
Barkwell-Buick Sales Co., Grand Rapids	545.64
Earl Wagner, Grand Rapids	16.50
Moon Journal, Battle Creek	16.20
A. F. Levine & Sons, Bay City	300.00
Apsey & Sons, Grand Rapids	10.00
G. R. Creamery Co., Grand Rapids	12.00
Stekette & Sons, Grand Rapids	40.00
Boston Store, Grand Rapids	11.84
Siegel's, Grand Rapids	22.25
Schrouder Drug Co., Grand Rapids	15.00
Fred Kramer, Grand Rapids	13.83
Culver Art & Frame Co., Westerville, Ohio	789.87
G. R. Bedding Co., Grand Rapids	175.00
A. L. Randall Co., Chicago	386.30

Feb. 7. On this day was held the first meeting of creditors in the matter of Walter E. Metz, Bankrupt No. 2626. The bankrupt was present in person and by attorney Charles Kavanaugh. One creditor was present in person, G. R. Credit Men's Association. The claims were proved. The bankrupt was sworn and examined without a reporter. The one labor claimant was sworn and examined without a reporter. No trustee was elected for the present. The first meeting was then adjourned to Feb. 28.

In the matter of Sam Koningsburg, Bankrupt No. 2612, the trustee has reported the offers of J. Tenenbaum, of \$1,000 for all of the stock in trade, furniture and fixtures at Sturgis, with the exception of the cash register. The inventory and appraisal value on such property is \$2,533.74. The trustee has also reported the offer of Geo. Lintz, of \$150 for all of the furniture and fixtures in the Lintz store at Three Rivers. The date fixed for sale is Feb. 20. The stock in trade consists of men's and women's shoes, clothing, furnishings, etc., the bulk of the same being men's wear. All interested should be present at such time and place.

In the matter of C. Arthur Carlson, Bankrupt No. 2503, the trustee has filed his final report and account and a final meeting has been called for Feb. 23. The trustee's final report and account will be passed upon, the balance of the assets and accounts offered for sale to the highest bidder, and the expenses of administration and a final dividend to creditors paid.

Feb. 10. On this day was held the first meeting of creditors in the matter of Earl G. Reed, Bankrupt No. 2630. The bankrupt, being ill, was unable to be present. He was represented by attorneys Corwin & Norcross. William Gil-

lett was present for certain secured creditors. Several creditors were present in person. Claims were proved and allowed. C. C. Woolridge was appointed trustee of the estate, and the amount of his bond placed at \$100. The first meeting was then adjourned to Feb. 17 and the bankrupt ordered to appear, if his physical condition would permit.

On this day also was held the first meeting of creditors in the matter of Paul G. Baker, Bankrupt No. 2629. The bankrupt was present in person. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The meeting was then adjourned without date and the case closed and returned to the District Court as a no asset case.

On this day also was held the first meeting of creditors in the matter of Arthur H. Lord, Bankrupt No. 2624. The bankrupt was present in person and by attorneys Watt & Colwell. No creditors were present or represented. Claims were proved and allowed. Asa M. Burnett, of Ionia, was elected trustee, and his bond placed by the referee at \$100. The appraisers were also appointed. The meeting was then adjourned without date.

Too Late To Classify.

Charlevoix—Milton Block succeeds L. G. Hamlin in the grocery business.

Boyne City—Milph and Fisher succeed H. B. Sayles in the grocery business.

Boyne City—C. A. W. Chew has engaged in the grocery business, the Worden Grocer Co. furnishing the stock.

St. Johns—The Industrial Foundry Co. has filed a bankruptcy petition listing liabilities of \$6,044 and assets of \$46,217.

Detroit—An involuntary bankruptcy action has been taken against Reuben Steinberg, shoe dealer at 4842 Michigan avenue. The claims total \$667.93.

Grand Rapids—The A. L. Holcomb Co., 15 Market avenue, N. W., manufacturer and distributor of mill supplies, etc., has increased its capital stock from \$10,000 to \$50,000.

Detroit—The Roehm Steel Rolling Mills, 3289 Beaufait street, has increased its capital stock from \$1,000 and 5,000 shares no par value to \$1,000 and 19,900 shares no par value.

Albion—The Union Steel Products Co., North Berrien street, has been incorporated with an authorized capital stock of \$1,000,000, \$5,000 of which has been subscribed and paid in in cash.

Detroit—The Anchor Steel & Engineering Co., Bellevue and Charlevoix streets, has been incorporated with an authorized capital stock of \$10,000, \$9,000 of which has been subscribed and paid in in cash.

Detroit—The Huron Forge & Machine Co., 7644 Woodward avenue, has been incorporated with an authorized capital stock of \$150,000, of which amount \$30,000 has been subscribed and \$3,000 paid in in cash.

Detroit—Myra E. Henderson and Bertha O. Buzenberg, operating as the Grand hat shop at 5704 Grand River avenue, have declared themselves bankrupt. The petition lists liabilities of \$1,429.83 and assets of \$226.

Detroit—The Morse Counterbore & Tool Co., 4135 Vermont avenue has been incorporated with an authorized capital stock of \$50,000, \$30,000 of which has been subscribed and paid in, \$501.37 in cash and \$29,498.63 in property.

Grand Rapids—The H. B. Stuart Co., 250 Pearl street, N. W., has been incorporated to manufacture floor coverings, fire place, and special building

equipment with an authorized capital stock of \$10,000, \$7,000 of which has been subscribed and paid in, \$20 in cash and \$6,980 in property.

Detroit—Wm. F. Renchard, 1516 Broadway, manufacturer of shirts, has merged his business into a stock company under the style of the Renchard Shirt Co., with an authorized capital stock of \$25,000, \$15,000 of which has been subscribed and paid in, \$500 in cash and \$14,500 in property.

Detroit—The Detroit Sanitary Manufacturing Co., 5905 Second boulevard, has been incorporated to manufacture and deal in plumbers supplies, metal business, etc., with an authorized capital stock of \$100,000 common and \$100,000 preferred, \$30,000 of which has been subscribed and \$3,000 paid in in cash.

Detroit—The Leather Parts Manufacturing Co., 3948 Chene street, has merged its business into a stock company under the style of the Leather Parts & Golf Manufacturing Co., with an authorized capital stock of \$75,000, of which amount \$50,000 has been subscribed, \$2,250 paid in in cash and \$40,000 in property.

Detroit—The I. Cohen Manufacturing Co., men's and boys pants, clothing, materials, etc., has merged its business into a stock company under the style if the I. Cohen Manufacturing Co., Inc., 323 Bates street, with an authorized capital stock of \$100,000, \$65,000 of which has been subscribed and paid in property.

Detroit—Two thugs who evidently did not know "Square Deal" Miller's reputation for generosity hurled a heavy tool through Mr. Miller's jewelry store window and made off with several watches. Miller's advertising man was on the job bright and early next morning, and the public gathered about the broken window to read the advertising man's sign, which read: Don't Use Bricks—Ask Me, I Am Always Good for a Touch."

Hides, Pelts and Furs.

Green, No. 1	10
Green, No. 2	09
Cured, No. 1	10
Cured, No. 2	09
Calfskin, Green, No. 1	18
Calfskin, Green, No. 2	16 1/2
Calfskin, Cured, No. 1	19
Calfskin, Cured, No. 2	17 1/2
Horse, No. 1	3 50
Horse, No. 2	2 50
Pelts.	
Old Wool	1 00 @ 2 50
Lambs	1 00 @ 2 00
Shearings	50 @ 1 00
Tallow.	
Prime	07
No. 1	06
No. 2	05
Wool.	
Unwashed, medium	040
Unwashed, rejects	030
Unwashed, fine	040
Furs.	
Skunk, Black	3 00
Skunk, Short	2 00
Skunk, Narrow	1 00
Skunk, Broad	1 50
Muskrats, Winter	1 25
Muskrats, Fall	1 00
Muskrats, Kitts	1 15
Raccoon, Large	5 00
Raccoon, Medium	3 50
Raccoon, Small	2 00
Mink, Large	9 00
Mink, Medium	7 00
Mink, Small	5 00

"Burning the midnight oil" is an old form of "daylight saving" and just as reasonable as setting the clock ahead.

CASH For Your Merchandise!

Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc. LOUIS LEVINSON, Saginaw, Mich.

Business Wants Department

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

FOR SALE—25-room hotel, large dining room, summer and winter home, five 5-room cottages, fire place in every building and all furnished; icehouse, toolhouse, pumphouse and laundry; fine lake front, fine beach, large dock and tennis court; located on Black Lake. Jesick Bros., Macatawa, Mich. 820

FOR SALE—Old established shoe store, only general line in town of 1000; resort and farming, Western Michigan. Owners have other interests. A visit is welcomed from bona-fide prospects. Address No. 821, c/o Michigan Tradesman. 821

Exchange—Improved 80-acre farm and cash for general merchandise, shoes or groceries. Box 71, Rockford, Mich. 822

For Rent—I want to rent store building and fixtures at 419 W. Main street, Ionia, for any kind trade that is suitable. Best location in city. Store is all remodeled, in good condition. G. Balice, Ionia, Mich. 823

DRUG STORE—Town of 500 population, no competition. Present owner thirty years, retiring. Good store building with modern living rooms can be bought or leased reasonable. BRACE FARM AGENCY, Sparta, Mich. 824

BAKERY—Good town, no competition. Did over \$20,000 last year. Modern equipment, nearly new. Owner's health necessitates retirement. BRACE FARM AGENCY, Sparta, Mich. 825

Merchants—I will conduct your reduction or close out sales at reasonable cost. Ten years' experience. Write me. F. G. Busta, Ludington, Mich. 826

For Sale—Hardware stock and building. Stock \$4,500, building \$5,500. Will sell building separate. Can give terms on building only. A. C. Abraham, Knowles, Wis. 827

FOR SALE—Hotel Mack, at Lawton, Mich. Best reasons for selling. Call or write Mrs. L. B. McNeil. 828

For Sale—City Laundry, in Eaton Rapids. The only one, and a money maker for a laundry man. Address, or come and see, Silas Godfrey, Eaton Rapids, Mich. 829

GROCERY—Good clean stock of groceries and fixtures in one of the best established retail locations in Saginaw. Doing good business. Owner going into other business, will sell right. Address No. 830, c/o Michigan Tradesman. 830

FOR RENT—A modern business room in best business district of town of 10,000 population. Suitable for fancy grocery, shoes or men's and women's furnishings. Bradley Bros., Wabash, Ind. 831

For Sale—Ice machine, Isko, cheap. C. H. Kretschmer, Saginaw, Mich. 832

WANTED—Man with sales experience to sell the EHRICH line of refrigerators, cooling rooms and freezing counters to the butcher and grocery trade. Splendid opportunity for the right man. H. EHRICH & SONS MFG. CO., LAKE AND COLORADO AVES., ST. JOSEPH, MISSOURI. 833

GENERAL MERCHANDISE STORE—Twenty miles from Grand Rapids. Wide awake, growing town. On best highway leading out of Grand Rapids. Stock inventories about \$4,000. Somebody will get this at a real bargain. Address H. L. Boggs, Trustee, 450 Houseman Bldg., Grand Rapids, Mich. 836

ESTABLISHED HIGH GRADE GROCERY. SUCCESSFUL FOR TWENTY-FIVE YEARS. High class trade. Five year lease assuring exceptionally low rent. Stock all up to date. Unusual circumstances require selling. This will require cash. Don't answer unless you mean business. Address No. 817, c/o Michigan Tradesman. 817

For Sale—Ladies ready-to-wear and millinery store. Medium sized factory town. One plant employing 1200 running full time. Will inventory about \$3,500. Beauty parlor in connection pays the rent. Steam heated brick building. Reasonable rent. Will sell 25% off of inventory. Address No. 819, c/o Michigan Tradesman. 819

For Sale—Dry goods business; good future, old stand. Want to retire. N. Scharnberg, Dunes Highway, Michigan City, Indiana. 806

For Sale—A clean stock of general bazaar goods and groceries in small town with city conveniences and surrounded by good farming country. This is a splendid opportunity for a retail merchant. Address No. 808, c/o Michigan Tradesman. 808

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

CASH For Your Merchandise! Entire or part stock. Any kind—anywhere. D. H. HUNTER, Rockford, Mich.

Dr. Wiley Protests Tax on Margarine.

Dr. Harvey W. Wiley is out with a public protest against continued attempts by the dairy interests to restrict the manufacture and sale of margarine by drastic legislation. In a letter addressed to J. D. Mickle, State Dairy and Food Commissioner of Oregon, Dr. Wiley says that, notwithstanding that he has a personal investment of \$80,000 in the milk and butter business, he believes that the margarine industry is not getting a fair deal and warns his fellow dairymen that the general public in the end always resents unjust discrimination.

"In the long run it must be realized," he says, "that a vogue established by discriminatory legislation is not on a sound ethical and business foundation, and cannot in the nature of things be expected to continue. Industry, which is so benefited will in the long run always be injured by such favoritism. It is because of my interest in ethics and the prosperity of agricultural industry that I have uniformly during my whole official career opposed discriminatory or class legislation as an aid to special branches of agriculture.

"I am of the opinion that there is just one proper way to proceed in the open competition of an American market for foods, and that is to produce the cleanest, best and most palatable foods of the kind that you make that it is possible to do. I would blush with shame to try to add one penny to the value of my product by denying my brother farmer the right to sell any edible meat, fat or oil that he could grow and find a market for."

Dr. Wiley especially objects to the present laws which force the margarine manufacturer to pay a tax of 10 cents a pound for the privilege of coloring his product while the butter manufacturer is permitted to use exactly the same coloring pigment without paying a tax.

"I urged a tax sufficient only to pay for the supervision necessary to identify the product," he continues. "When efforts were made for higher taxes, evidently not for the purpose of identification but for restriction of manufacture, I felt very deeply that it was a violation of ethics, and fair competition. This was particularly true in regard to the tax levied on colored margarine. I have all my life been an enemy of artificially coloring foods of any kind, but when the bill was drawn to charge a tax of 10 cents per pound on colored margarine, while colored butter paid nothing, I felt that a most sacred principle of commercial ethics and fair competition had been struck down.

"The natural color of butter varies with the season of the year and the character of food given the dairy cow. In June, when the grass is fresh, the butter has a deeper yellow tint; in winter, when only dry grass and sometimes not much of that can be obtained, the yellow coloring matter which, for convenience I have called xanthophyl, fades in intensity, and the butter becomes of a lighter tint. It is, in my opinion, an adulteration to color a win-

ter butter, or attempt to color it, the bright yellow of June butter.

"That is not the problem under discussion just now. It is surely a violation of privilege and of the rights of the consumer to tax an edible fat 10c per pound for being colored with the same coloring matter that another edible fat contains. I would joyfully support a measure taxing all colored food products 10 cent per pound if by that means the practice could be broken up, but I never could be persuaded that it was right to tax one wholesome article of food which used the very same pigment that another article of wholesome food was using tax-free."

Gets His Money's Worth Every Week.

Owosso, Feb. 8.—I am enclosing check for another year's subscription to your most valuable and instructive journal. As I looked at the number I see that I am in arrears and this last issue (Feb. 4) is worth the price of a whole year. I am afraid to take another chance on missing the next copy through neglect in not paying up. I hope I am not trespassing on your valuable time in commenting on a few of your good ones, the first being your front cover, which is so true, and happens too often. I refer to the first verse. What a wonderful old world this would be if we could always do and be like the second verse. Then there are the beautiful poems by Charles Kingsley, Will D. Muse, Margaret Widdemer and Richard Hovey, and the fine tribute the Worden Grocer Company pays one of its faithful employees. It was never my pleasure to know Barney, but I feel that I would have liked to, as he must have been a grand old man, and for many years, when I met a Worden salesman, our greeting was, "Barney says." There certainly is a vast difference in corporations. I worked for twenty odd years for one house and always right up in the first three on sales. And when I left never a word was said, because I was sick. I guess they were glad I was leaving, for no one thought I could ever come back, but the Good Father above had a hand in that, as He does in all things, and I am coming better every day, and the doctors at St. Mary's tell me I am good for twenty-five more years of good hard work, and I am right up and at it and for one of the best firms in your city. The beautiful part of it is they are good Christian men (not a soulless corporation) and they are doing more for the retail grocer to-day (independent) than any firm in their line that I know of, and more of these grocers are waking up to the fact every day. M. J. McCarty's article is great and I hope every dealer reads it more than once; also John W. Francis' article. I also note with pleasure that our friend, the Honest Groceryman, who has been hibernating so long, evidently did not see his shadow the other day. This pleases me very much and I hope that from now on we will hear from him regularly. I understand that one of his friends got a blue bird for Christmas. I miss some of your good correspondents and wish they would come back, as they put a good kick in the balance of the journal. For instance, the Kronic Kicker. I called to see him once, but it was my misfortune to hit his town the only day he had been away in twenty years, (so they told me at the store). They advised me to wait if I wanted to see him, as he surely would be home by night, as they could not close up until he got back, if they had to keep open all night. The more I think the more I could write about. It is all so good, but I better stop and read some more. The Tradesman has been a real boon to me for over thirty years in my sales work. More power to you.

Fred J. Hanifin.

Both Wheat and Flour Worth Present Prices.

Written for the Tradesman.

During the past week cash wheat has declined 23c per bushel, May option wheat 14c per bushel, while the distant futures, July and September, have declined 11c and 8c respectively.

Apparently the trade had set their top figure for wheat at \$2 per bushel, for soon after Chicago May had reached that point a weakness developed, the end of which is not yet.

The immediate cause of the decline has been profit taking, the selling out of longs and very free marketing of reserve stocks by farmers at a time when, of course, the flour buyer bought no more flour than he was absolutely obliged to take on to cover his trade requirements.

Just at this time the buyer seems to have the upper hand. Prices may be forced a little lower, but both wheat and flour are getting back to a point where we believe they are good property again, for the statistical position of bread grains on a world basis has not been changed materially.

It appeared inadvisable to buy beyond requirements at the peak price, but since this very material decline has developed there is more reason for covering for shipment as far ahead as sixty days, but undoubtedly most flour buyers, as well as grain dealers, will not go into the market heavily until prices have become more stabilized. It is our opinion that both wheat and flour are worth present prices and that their value will be demonstrated between now and the first of June. Lloyd E. Smith.

And now it is a new and more deadly gas, and the Germans are the secret inventors of it. And, of course, France gets the information through a German pacifist whose conscience moves him to sell the "intimate revelation" to a French newspaper; and with this spy propaganda leaks out the further information that the new gas is merely an incident in more ambitious plans than have been thought of heretofore by the German scientists for a vast silent mobilization of brains in preparation for the next war. And thus are the war passions of the nations fed. And, of course, it is impossible to say whether these things that leak out are true or false. There is no way to go at once to their sources and definitely establish their truth or falsity. Denials are usually taken for barefaced perjury. Coming just when there is a halt in the withdrawal of Allied forces from the Cologne zone, the report, of course, acquires a certain look of validity. But, true or false, this is the way rumor works toward war always.

"'Tis a consummation devoutly to be wished," as Shakespeare once remarked, that all the medical research specialists will be able to realize all their dreams. From London come the most optimistic reports on violet rays. The violet ray appears to be the healthiest of all the rays and a sort of first cousin of the vitamins. Rickets, faulty bone formations, impoverished blood and no end of physical miseries are yielding to the ultra-

violet ray, and the ultra-violet ray is found to have an almost magical effect in coaxing the vitamins back into the bodies that have suffered depletion in the midst of the smoke and dirt of our cities. The discovery of the health-producing properties of light, due in the main to the violet rays, is at the bottom of the revival of the sun cures that are springing up all over the world. The clear winter sun of the Alpine heights is said by the researchers to be working wonders upon impoverished skins and the exhausted blood of countless disease victims.

Worry about civilization and races and other large aspects of the world is taking the place of the old brand of worries about diet and the health and similar trivialities. William J. Perry, a British authority on cultural anthropology, has started a fresh line of worry about the fate of the Nordics. Supporting his disquieting thesis are some social statistics showing that blondes are vanishing from the scene in cities and giving place to short, dark-haired people. The Nordic blonde does well in the country, says Professor Perry, but succumbs under the average conditions of metropolitan life. The blue-eyed Nordic also is on the wane, while the brown-eyed brunette holds up better. Fortunately for the American Nordic, the decline of the blue and the blonde is more immediately menacing in England, and London is to be the first victim of the racial shift. But no doubt it will attack us here sooner or later.

Things become strangely mixed in the hodgepodge and hurly-burly of these rushing days. At about the same time that Sir Conan Doyle launches his drive for a great spiritualistic revival in London Houdini, the magician, in America starts his campaign to expose "Margery," Boston's celebrated spirit medium, and on the sidelines to these separate and antagonistic enterprises is ranged an equally imposing array of authors, scientists, physicians, psychic experts and nonprofessional observers. Houdini offers to bet \$5,000 that he can do anything the spirit medium does. "Margery," who is the wife of Dr. L. R. G. Crandon, of Boston, is accused of fraud by one of the committee of observation. The doctor is out with a vigorous defense of his wife and charges of unfairness against the committee.

The Northwest is getting over its price-fixing mania. The reason is simple. The law of supply and demand, working in favor of the wheat country after working against it so long, has given the grower an adequate price. Consequently, the last of the "frozen loans" in the Northwest are thawing. Northwestern banks are repaying their discounts. The wheat grower is paying off his old notes. The cash proceeds of his crop have ended what was an agricultural panic of considerable consequence. The bankers and farm implement men lent their influence to McNary-Haugenism are more or less ashamed of themselves now.