

# MICHIGAN TRADESMAN

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Forty-second Year

GRAND RAPIDS, WEDNESDAY, MARCH 25, 1925

Number 2166

## Y · O · U

Life has brought me many losses,  
Many cares and many crosses,  
Tears and troubles, disappointments not a  
few;  
Yet, although I cannot cure them,  
I've more patience to endure them  
When I just remember Life has brought me—  
You.

Life has taken many pleasures,  
Taught me that my hoarded treasures  
Were but tinsel, worthless, false, instead of  
true;  
But I scarcely can regret them  
And 'tis easier to forget them  
When I just remember Life has left me—  
You.

I have neither gifts nor power,  
Gold, nor fame nor lordly dower,  
And I sometimes think I have not had my  
due;  
But my heart with joy is swelling  
And I'm rich beyond all telling  
When I just remember, dear, that I have—  
You.

*Annie Johnson Flint.*



# 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 eventu-

ally 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*



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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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five years or more old 50 cents.Entered Sept. 23, 1883, at the Postoffice  
of Grand Rapids as second class matter  
under Act of March 3, 1879.**LESS PATERNALISM.**

In the British legal enactments there are not so many "thou shalt nots" as this country is favored with. This applies especially to the wide range of commercial or trade procedure. So the Britisher can go on and conduct his business to suit himself in great measure, so long as he is honest in his dealings. Even monopolies at times do not appear as great scarecrows in the United Kingdom as they do here. Their striking way of protecting consumers is through the co-operative organizations, several of which are quite widespread in scope and of great purchasing power. One problem, which has given rise to a lot of litigation in this country is the matter of the maintenance of resale prices. It appears that this is also troubling certain classes of British merchandisers. Manufacturers in Great Britain, like those here, are insisting on the right to determine at what prices their wares shall be sold at retail. This is particularly true of those making proprietary food articles. Price cutters have been especially busy with such preparations and this has aroused considerable feeling. In trying to combat the price cutting, however, the initiative has come from the wholesalers and retailers, who have finally induced the manufacturers to join with them. A provisional agreement has been drawn up under which a trader would be deprived of goods if he was caught selling them below the fixed price and also binding a trader not to sell goods to any one so caught. Procedure of this kind would be unlawful in this country under the anti-trust legislation, but in Great Britain it is regarded as rather laudable as it certainly is efficient.

**WHEAT ANTICS.**

Two months ago we were told the grain bins of the world were bare of

wheat and a wheat famine impended. That was the explanation given for the sweeping rise of grain prices that finally dragged flour and bread prices up with them. The world was on the eve of tightening its belt another notch and the wheat pit went mad. Over-speculation put wheat at \$2 less than a month ago, and latterly this \$2 wheat has had the daylights knocked out of it and is now zigzagging up and down.

Now we are hearing the world has all the wheat it needs, that Liverpool is choked with wheat and grain is pouring into Europe from all manner of unsuspected places.

One story is just about as convincing as the other. Both have been overdrawn. Wheat doubtless was overbid in a runaway market. At the first breath of a loss of confidence in the general situation it slumped. Should it slump to and stick at \$1.50 only the speculator will be hurt. Wheat at \$1.50 means farm prosperity, new cars, paid-off loans, canceled mortgages and a whale of a business for small town merchants. The McNary-Haugenites of a year ago would have been tickled to death with wheat Government-pegged at \$1.50. That was the price they wanted fixed. Meanwhile, it is just as well that Secretary Jardine has ordered that enquiry into grain fluctuations. This will take some of the fever and fret out of the wheat pit and help restore sanity before new wheat hits the market.

Theatergoers, city officials and the public generally are doing their utmost to avoid a censorship of plays. Unfortunately, the producers and managers are not inclined to co-operate. They seem to have made up their minds that motion pictures and the radio have made it impossible to present good, well-written plays and that the only salvation for the theater lies in salacious offerings. They are mistaken. While there will always be too large a number of persons who will go to a vicious play, the increase in the number of such plays and their continued presentation are bound to result in the establishment of a police censorship. It won't take very much more to arouse the disgust of the public to a point where it will call for a strict supervision of plays. At the moment nobody is doing more to bring about a censorship than the managers. The public does not want a censorship; what the public really wants is better plays. The plays written around unimportant incidents are too superficial nowadays to compete with the ephemeral movies and the radio. These fill that field. But the spoken drama, well presented and well written, is imperishable.

**WOOL PRICES AND FABRICS.**

One of the things that seem to have been settled by the London wool auctions which closed last Friday is that prices are down permanently from their former high levels. The reductions range down to 20 per cent. and are especially marked in merinos and the higher grades of cross-bred wool. Much of the wool offered at London was withdrawn from sale because bidders would not meet the upset prices. A great deal more was not offered at all. The two classes comprised about 60 per cent. of the total announced to be put up. The next sale is scheduled for July, and it is safe to assume that the tendency then will be toward still lower prices unless something unusual occurs meanwhile in the way of a demand. It has already been made clear that the higher wool prices are pushed the less of the material is used. With the drop in the wool prices have come lower ones for shoddy and other substitutes. The Fall season in the goods market has not been showing much activity, either in men's or women's fabrics. This does not mean that it is necessarily to be a poor season, but that cutters-up are in no hurry to go on with their preparations. In the men's wear fabrics, the manufacturing clothiers do not wish to push Fall goods on the retailers before the latter have a chance of seeing what their Spring sales will amount to. Neither do they desire to order much until they discover what patterns will meet with favor. Several of the mills making the higher grades of women's weaves are purposely delaying their openings until the garment manufacturers are ready to put in orders. The delay, it is believed, is for the best interests of both.

The sale of \$23,000,000 of securities by the New York, New Haven & Hartford Railroad Company to the dwellers along the line who use its services for travel and business sets a new mark in the growth of popular investment and financing. The sales, it is announced, were made direct to the people by the company without the intervention of financial middlemen of any kind and at a saving of \$2,000,000, which in ordinary course would have gone as commissions and expenses of the flotation. The significance of the event is all the more marked from the fact that this railroad company has been before the public for a long time with financial troubles of one kind or another which might have been expected to impair its standing from the investment standpoint. And yet the investors are those all along the way who are neighbors and who know all about property. There is added significance in the fact that the people using the road were willing to invest

so as to help the road serve them. It has been common heretofore to manifest exactly the opposite disposition toward service corporations of every kind.

The Department of Agriculture has issued a warning to the American farmer not to "over-plant." That warning is wasted breath and energy. When wheat goes above \$1 a bushel and corn follows behind it and cotton is high and livestock prices are rising, the seed will go into the ground at planting time despite warnings, official and private. Of course, an over-production will mean lower prices. The farmer knows that as well as the next man. He understands present high prices are the result of a demand that is a little greater than the supply. He realizes over-planting may mean over-production. Nevertheless, and despite all his organizations and all the propaganda that can be poured over him, he remains the greatest individualist in the world. The warm sun and the new turned furrows will tempt him, and most of him will fall.

The globe girdling utility of the Red Cross is shown again by the prompt mobilization for relief in the area devastated by the tornado, while appeals from more distant places are heeded as advices come from the fire at Tokio and the flood in Peru. The millions of Americans who are shareholders in the practical benevolence of this organization realize in such crucial hours that they have a part in a great and necessary enterprise which may at any moment bring help in time of need to any of its far-flung constituency. There is none of us who has not been stirred by the accounts of the desolation wrought in the Middle West, and it is satisfactory to think that the popular energy did not spend itself in unavailing lamentation, but went straight to the place where relief was most needed with practical effort made possible by the Red Cross.

A Massachusetts woman, Helen F. Kimball, who died recently, has started something new in the line of foundational bequests. Her will outlines a fund for the promotion of good citizenship and establishes a nucleus for it with a gift of \$100,000. Among so many lavish contributions to education, research, religion, science, exploration and almost everything under the sun, it is strange that the eye of benevolence has so far failed to see citizenship as a cause perhaps greater than any of the rest. Almost every one talks about the rights, duties and powers of the citizen, but citizenship remains in the outer darkness in so far as it is a science or profession or art to be acquired by diligent study and practiced by a skillful technique.



## This, That and the Other Frankly Discussed.

Written for the Tradesman.

Just before he left to take up his new duties, Secretary of Agriculture Jardine told a Wichita assemblage of merchants some of the things he thought were wrong with distribution. Too many retailers was one thing. That is a question on which, so far as the grocery business is concerned, I think I could take successful issue with him. But to my mind he showed how superficially he was looking at things when he said:

"In the East especially beefsteak is taking on the aspect of a luxury. Its price is almost prohibitive in many families."

The answer to this is familiar to every meat retailer. People have the idea that a "critter" is all steak. So long as that idea persists, steak will be a luxury. Undoubtedly other cuts of beef are begging for a buyer at very moderate prices in the East.

An elderly lady was traveling West recently. She was economizing and did not go to the diner. One evening she got out her cats and asked a man if he would have the waiter bring her a cup of tea—that was "all she wanted." The tea was delivered. When the man returned after his own dinner, he found the old girl scandalized over the 25 cent check she had paid "just for a cup of tea!" Thereupon the man who sat beside her spoke about this way:

"Madam, you did not pay 25 cents for a cup of tea. You paid 25 cents for a pot of tea and another pot of hot water which together made up more than two cups of beverage; plus a tray covered with a clean tray cloth that could be used but once; plus a pitcher of cream and an individual bowl of lump sugar, of which you could use as much as you desired; plus cup, saucer and spoon; plus your own serviette; plus a waiter who carried it to you through several cars and laid it here on your table, steaming hot, on a train running fifty miles an hour. If the tea cost nothing, the railroad would still not be reimbursed for what it gave you.

"And remember that all this, plus everything else that anybody on this train can reasonably expect to get, is carried, kept in excellent condition, in quantity to cover all probable requirements."

It is to be noted, further, that the gentleman was tactful enough not to tell the lady about the 25 cent tip he had given "George." What she might have thought then—of 50 cents instead of 25 cents—is not accurately known, but it can be imagined.

Those folks "in the East"—wherever that may be—demand a set of exacting services which necessitate machinery so elaborate that if the beef cost nothing, the charge would still be considerable. And these are elements in present day cost of living which are generally overlooked by those who comment rather glibly on the "too-many-retailer" theme and advise the elimination of a lot of folks, but never of themselves.

The truth is, I think, that the farmer must become a business man and

the farming business must become organized as commerce is before the farmer gets onto the only secure basis—the business basis.

A grocer writes that he would like to know how much I would have to add to the rest of the stock so I could sell sugar, milk and one or two other items at cost and still show a profit at the end of the year.

"I believe that to be the way to get at what I want to do. Is there some one in the city who can do that beyond the shadow of a doubt? I would want a man who knew the grocery business. If you could put me in touch with such a man I would appreciate it very much. Of course, I would pay for this information, but would want to know before I go into it that it would be practical."

I cannot think of any circumstances wherein it is necessary to sell those things at cost. For the sake of argument, let us assume that they must be so sold, what will that entail? Let us see:

The big tonnage staples constitute about 45 per cent. of your business. Given a necessary margin of 20 per cent. over all, in a store in which the tonnage staples yield 9 per cent., the remaining 55 per cent. sold must yield 29 per cent. Now, if we eliminate the 9 per cent. on 45 per cent. of sales, what will the 55 per cent. have to carry to bring the average up to 20 per cent.? Answer: 36.36 per cent. plus. Can it be done? I think not. I think any margin that averages 36.36 per cent. plus on goods other than the heavy staples cannot be obtained. Think this over and judge whether what I say is practical.

I think there is no real need to sell any staples at cost over any extended period. Investigation shows that sugar, supposed to be sold without profit, generally yields over 15 per cent., sometimes 20 per cent. Inasmuch as 8 per cent. to 10 per cent. is highly profitable in any grocery store, we see how many grocers are really imagining things and chasing rainbows. If my friend will tell me more of his circumstances and detail his problem, I will try to help him.

A time ago I heard of a chain which was selling milk at three for 20 cents, that cost \$3.60 per case in car lots. This made a sale price of \$3.20 per case and it was said "he lost 40 cents per case." To my mind he lost 80 cents—if you want to call it loss—for he sold for 40 cents less than his carload supposed cost, plus 10 per cent. or 40 cents the case normal margin.

But he may have figured that this was advertising. Why should he not use either 40 cents or 80 cents per case as advertising? Anybody can do that who elects to do it.

Did you never do anything like that—never sold anything for less than invoice cost? Why? How were you justified if nothing will justify the chain man? It's a good idea to "let him without sin throw the first stone!"

And it is well to remember that not all chain schemes win out. I have before me a clipping from the San Francisco Advocate relating to the

Pa-Kost System, a selling plan which was to have revolutionized the retailing of foods in San Francisco long before this, but which is now but a memory.

Perhaps it would be as well for my correspondent to think on what has made up his success so far. I am sure it has not been his ability to sell to all classes of his community. I am certain he has not been able to please everybody. Nobody can expect to sell to a hundred customers out of every hundred who call, either personally or by telephone; but success means that we have been able to serve many people suitably and profitably to ourselves. Can any man reasonably expect to do more than that?

A San Francisco wholesale grocer keeps before him constantly a set of sayings of Henry Miller, late head of Miller & Lux. I have room for some this week which can be applied to the grocery business excellently:

I can stand severe losses where unavoidably, but losses due to carelessness and inattention are unbearable.

Always compare costs with results.

A friendly neighbor is a great asset.

A man can't do justice to his employer on an empty stomach.

A good, loyal employee is one who goes out of his way to make a saving and a profit for his employer.

It is no disgrace to ask advice from one holding a position beneath you.

There is a class of people not made to be prosperous. The minute they have a jingle in their pocket or a dollar's credit they are ruined and lose their bearings.

There is always hope for the drunkard, but none for the lazy, slovenly man. Paul Findlay.

### Are There Too Many Grocers?

The Tradesman has recently compiled some figures which ought to furnish some striking food for thought as to where the retail grocer is drifting. The following statistics, by decades, were presented and need little elaboration to tell to their own story:

Retail Grocers in the U. S.		
	Grocery stores	Population per store
1850	24,479	960
1860	40,000	950
1870	74,410	927
1880	101,849	490
1890	114,849	—
1900	156,479	423
1910	195,432	470
1920	300,000	310
1925 (estimated)	400,000	255

	Families per store	Weekly store volume	No. workers needed
1850	192	\$1,920	5
1860	186	1,860	5
1870	105	1,050	3
1880	98	980	3
1890	108	1,098	3
1900	84	840	3
1910	94	940	3
1920	63	630	2
1925	51	510	2
1940	15	150	1/2

These figures are interesting. They show a drift if they do not point a certain conclusion. They mean that the grocer is getting closer and closer to his customer on a convenience basis and that changes in functioning are necessary. That those changes ought to evolve logically and in conformity with rational economic evolution is evident, but who will shape it all remains to be seen.

There ought to be a real National Retail Grocers' Association, devoted to saving or uplifting the whole mass of

retail grocers, instead of which the recent development of the organization which carries that name has been along the line of saving the few who can join up into buying exchanges and leaving "the devil to take the hindmost." When the organization chiefly devotes itself to internal squabbles and raising funds for officers' salaries, the energy left for the great mass of retailers is not much.

It is estimated on the per capita tax basis that the National Retailers' Association comprises less than 20,000 members, whereas there are estimated to be about 400,000 retailers in the country. Is this really representative? Does it function as it should? It might well inspire the coming Duquesne convention, in June, with a desire to get on the right track and lend a hand.

But in the absence of such an awakening or any hopeful sign of broad action by the organization, very likely the jobber must undertake the task, not necessarily from motives of philanthropy, but out of self preservation. The retailers are the arms, the hands and the fingers of the wholesaler and must be protected about as he would protect his physical members and digits. Else a present drift of an average retailer of one for every fifty-one families, doing business of \$510 per week and manned by two men will virtually revert into making "every man his own grocer." And what then will the typical grocer be?

### Buying Domestic Oil Burners.

Wherever any new device comes into the market, and particularly a device which seems to offer an opportunity for handsome profits, a host of manufacturers springs up at once. The domestic oil burner is a case in point. The domestic oil burner like any other device which furnishes heat, introduces some fire hazard. Yet correctly installed and carefully maintained, it offers no more fire danger than other commonly used heating devices. Probably the chief danger now arises from the fact that there are a host of irresponsible manufacturers of these devices seeking to market them. Many of these manufacturers are without manufacturing or marketing experience. They have no thought of their product which goes beyond the sale. They have not concerned themselves about complete satisfactory service to the buyer; they offer the buyer no assurance that they will be in business within six months to redress any injustice done; they employ any sales argument which seems likely to bring immediate results. It is therefore especially desirable at this time, before the sifting and testing processes among manufacturers have been completed, that buyers should exercise more than the usual degree of care in purchasing domestic oil burners.

Financial responsibility, manufacturing and marketing experience, a reputation for conscientious service to the consumer, may well count for more than glib assurances of mechanical superiority.

To be useful, even a pin must have a head.



### Big Subject To Be Discussed at Muskegon.

Saginaw, March 24—At the National Distribution Conference recently held at Washington, D. C., Secretary of Commerce Hoover again called attention to the tremendous waste attending the distribution of merchandise from the producer to the consumer.

"Can we reduce the margin between our farmer and manufacturing producer on one side, and the consumer on the other?" Mr. Hoover asks. He answers the question by saying, "I believe we can." The Secretary then proceeds to enumerate a number of reasons why distribution costs are higher than they should be. While it is interesting to follow Mr. Hoover's reasoning, and weigh his arguments carefully, we will concern ourselves with just one of the points he makes. He says, "Waste, due to destructive competition of people who are, in fact, exhausting their capital through little understanding of the fundamentals of business in which they are engaged, is one of the principal reasons." Mr.



John A. Lake

Hoover is right. There are a vast number of storekeepers who are far from deserving the appellation of merchant. They go into business, hamper the success of others by their unwise methods and unethical practices, and when their capital is exhausted they go out of business, owing every one and able to pay no one.

No one is proof against failure. No one may boast of being an unerring disciple of success; but there are fundamentals and basic principles upon which success is built. A merchant who is schooled in these principles stands a much greater chance to win than one who merely gambles with fate and sums it all up by saying, "I am doing the best I can," and then folds it all up and waits for prosperity to shower upon him.

The independent merchant can succeed. The trouble is largely within himself and his lack of knowledge or effort when he fails to do so.

At the coming Retail Grocers' and General Merchants' convention to be held at Muskegon in April, all of Mr. Hoover's points will be discussed, along with such other matters that will be brought before the meeting by yourself and other merchants. John A. Lake, of Petoskey, has been asked to take charge of this informal round

table discussion and we are certain that you will get answers clear and distinct, answers to questions that are at the present time a source of annoyance and worry to you.

Do yourself a favor and plan to attend this meeting, return home better able to cope with modern, intense competition and be better informed on how to make money out of merchandising. Convention dates are April 21, 22 and 23.

Chas. G. Christensen, Pres.

### Live Topics Supplied By a Live Town.

Onaway, March 24—It is interesting to note the development in our public schools along the line of higher morals, thrift and energy rapidly replacing what might be termed more or less "idleness" or rather time spent in useless things. For instance, a nice little sheet called "Pep" is being edited at the school devoted to the uplifting of character and advancing what stands for the very best of everything. It is sometimes the case where such sheets contain useless matter, such as jokes and very light stuff; to the contrary the following is an extract from "Pep" this week and it shows something commendable.

"We are modern. We despise anything which we may term old fashioned. We pride ourselves in the advance we have made in the last few years. Our ideals have changed and it is all very well. Our ideal girl is the true American girl, healthy, happy and full of spirit. Our ideal boy is the all-round boy who thinks well and plays well. These changes, we feel, are for the best, but there is one quality which, in the American young people is sadly lacking—everyday courtesy. In its place we have pep. Pep is the one criterion of popularity and rightly so. But what is pep? It is quite often exemplified by boisterous action. Our ability to speak louder than our companions surely does not entitle us to a higher place in the estimation of our school. Our lack of respect for other person's rights cannot be thrown aside because we are modern. Lack of respect for others often ends in lack of respect for ourselves. Every day our school witnesses actions which certainly are far removed from any code of courtesy. We have rules by which we play the game in athletics. We have a moral code by which we choose and keep our friends. Why neglect respect for others? Think it over."

The Community Council comes to the front again with two big nights of Community Revue. All local talent as usual—chorus girls, chorus men, dancers, comedians and readers. New costumes and an assured success for the seats are already sold up. There has never been an organization in Onaway that has held the attention of the public so long as the present one. It is operated at a profit, the figures always being on the right side of the ledger. This does not apply to entertainment alone, but other wonderful achievements have been attained in a philanthropic way. The founders of this organization are men with the good of the community at heart and capable of interesting the entire community in the work. Results show this. It helps business as well as the social part of the city.

Squire Signal.

What does the Christian character or balanced life mean? It is this: "Faith without credulity, conviction without bigotry, charity without condescension, courage without pugnacity, self-respect, without vanity, humility, without obsequiousness, love of humanity, without sentimentality and meekness with power."—Charles Evans Hughes.

## ARE YOU?

Are you, as the community grocer in your neighborhood, taking advantage of every opportunity?

Are you making your community store the most attractive store in your neighborhood?

Are you making your service the most attractive service of any store in your neighborhood?

Are you taking advantage of the wonderful advertising opportunity of your shelves in the front part of your store, and your store windows in which you display the goods on which you are particularly interested in pushing sales?

Are you, more than ever, delving into the **QUALITY** of the goods you are offering your customers, and making your community store stand for **QUALITY** goods?

Are you following the lead of competition in trying to make your store first in selling goods cheap, or are you following the policy of handling the best goods and making your customers believe that **QUALITY** is the first consideration?

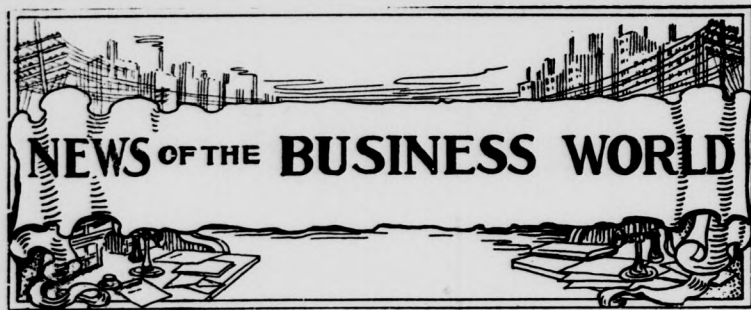
Are you taking advantage of the wonderful opportunity of capitalizing your personality, your citizenship and your interests in the community in which you live and in which you participate in developing the different welfare and social movements of your community?

Have you considered the **VALUE** of **QUAKER** packages with their high standards of foods as a way of individualizing your store and insuring you the repeat business on the trade that you develop through your own efforts?

## WORDEN GROCER COMPANY

Wholesalers for Fifty-six Years

The Prompt Shippers



### Movement of Merchants.

Detroit—The Chicago Store Fixtures Co. has opened for business at 654 Gratiot avenue.

Detroit—The United Oil Refining Co. has increased its capital stock from \$2,000 to \$100,000.

Bessemer—The Peoples State Bank has increased its capital stock from \$35,000 to \$50,000.

Detroit—C. M. Kemp, grocer at 2846 Fifteenth street, has sold out to John W. Weeks.

LeRoy—The LeRoy State Bank has been incorporated with an authorized capital stock of \$20,000.

Detroit—Findlay's Stove Company, 5445 Roosevelt avenue, has moved to 6335 Grand River avenue.

Three Rivers—The Michigan Gas & Electric Co. has increased its capital stock from \$2,300,000 to \$3,000,000.

Detroit—The Perfection Spring Co., 2359 West Fort street, has increased its capital stock from \$20,000 to \$30,000.

Detroit—Roy L. Flagler has bought the stock and fixtures of the bakery of George B. Rowan, 950 Seven-Mile road.

Ishpeming—Rock Bros. have remodeled and redecorated their grocery store and added new lines to the stock.

Kalamazoo—The Standard Paper Co., 1216 North Pitcher street, has increased its capital stock from \$720,000 to \$800,000.

Detroit—John W. Weeks, confectioner at 3221 Myrtle avenue, is succeeded in business by Earl Burton and W. J. Parish.

Detroit—George F. Spencer and wife, confectioners at 3311 Baker street, are succeeded by James McGough and wife.

Detroit—The Michigan Automotive Supply Co., 134 Jefferson avenue, East, has increased its capital stock from \$50,000 to \$200,000.

Detroit—Leo K. Barber has bought the share of his partner, R. P. Brooks, in the Peninsular market, 11342 Jefferson avenue, East.

Detroit—The Crary Corporation, 3045 Northwestern avenue, auto primers, has increased its capital stock from \$20,000 to \$35,000.

Detroit—William McMurray and wife succeed Margaret Helsdon and Maude Blakley in the confectionery store at 2901 Belvidere avenue.

Baraga—Peter M. Getzen and daughter, Elizabeth, have engaged in the millinery and bazaar business in the store building owned by Mr. Getzen.

Pontiac—Bruce B. Mattison, shoe retailer at 365 South Saginaw street, has declared himself bankrupt. His

liabilities are \$6,197 and his assets are \$3,177.

Muskegon—The Muskegon Salvage Co. has changed its name to the East-side Lumber & Muskegon Salvage Co. and increased its capital stock from \$50,000 to \$75,000.

Detroit—Three creditors have filed an involuntary petition in bankruptcy against Joseph A. Samuels, wholesale notions, 455 East Canfield avenue. Their claims total \$716 59.

Hart—Joseph Evans has sold his half interest in the hardware stock of Evans & Sayles to W. T. Lewis and the business will be continued under the style of Sayles & Lewis.

Detroit—The Eureka Vacuum Cleaner Co., 1521 Broadway, has decreased its capital stock from \$225,540 preferred to \$1,000 common and 250,000 shares no par value.

Detroit—William J. Hannert has bought the interest of George A. Palmer in the Pilgrim Drug Co., 16001 Hamilton avenue, and will continue to operate the business at that address.

Highland Park—The Pilgrim Fuel & Supply Co., 1615 Pilgrim avenue, has been incorporated with an authorized capital stock of \$20,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—An involuntary petition in bankruptcy has been filed against Sam Verona and Jack Hyman, trading as the J. & S. Quality Boot Shop, 7750 Harper. Three creditors claim a total of \$559.85.

Glen Haven—The Glen Haven Canning Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$13,000 has been subscribed and paid in, \$5,000 in cash and \$8,000 in property.

Detroit—An involuntary bankruptcy action has been taken against Lenhoff's, Inc., furniture dealers at 6518 Woodward avenue, by three creditors who claim a total of \$1,813.15. B. M. Lenhoff is president.

Detroit—The Teagan Coal Co., 9315 Prairie avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$45,000, all of which has been subscribed and \$22,500 paid in in cash.

Grand Rapids—The Liberty Candy Co., 515 Gilbert street, S. E., has merged its business into a stock company under the same style, with an authorized capital stock of \$15,000, \$9,000 of which has been subscribed and paid in in property.

Jackson—The Redfield-McKeown Clothing Co., with business offices at 200 North Washington avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$25,000, all

of which has been subscribed and paid in in cash.

Benton Harbor—The Warner Auto Accessories Co., State Bank building, has been incorporated with an authorized capital stock of \$50,000 preferred and 2,900 shares at \$1 per share, of which amount \$5,000 and 2,900 shares has been subscribed and \$2,900 paid in in property.

Fremont—Harry Meyers has sold his meat market to Edward B. Jacklin, who will continue the business under the same style, The Pioneer Market. With the exception of the past three years the business has been in possession of the Jacklin family for more than a half century.

Ishpeming—Able Niemi has leased the store adjoining his shoe repair shop, 118 First street, remodeled and redecorated it and equipped it with modern show cases, fixtures, etc., and a well assorted stock of boots and shoes and will conduct it in connection with his repair shop.

Saginaw—The Radio Supply Co., 226 South Washington street, has merged its business into a stock company under the same style, with an authorized capital stock of \$100 common and 249 shares at \$100 a share, of which amount \$100 and 9 shares has been subscribed and \$1,000 paid in in cash.

Grand Rapids—A. J. Brown & Son, Inc., has been incorporated to deal in seeds and seed products, with an authorized capital stock of \$40,000 common, \$60,000 preferred and 5,000 shares at \$1 per share, of which amount \$35,000 and 5,000 shares has been subscribed, \$4,269.67 paid in in cash, and \$35,730.33 in property.

Detroit—L. F. Pack and Frances B. Wolin, of the Pack-Wolin Shop, 1434 Washington boulevard and Elizabeth Kay, of the Sax-Kay store, 1440 Washington, have opened the Peggy Shop, Inc., at 1438 Washington boulevard. The shop, which opened on March 2, is the only store in Detroit handling women's sport wear exclusively.

Kalamazoo—The Michigan Fuel & Supply Co., with business offices in Park American hotel, has been incorporated to conduct a wholesale and retail business in fuel, building materials, etc., with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed, \$2,500 paid in in cash and \$2,500 in property.

Detroit—Hatcher's, Inc., with business offices in the Tuller Hotel building, has been incorporated to manufacture and deal in clothing and all kinds of wearing apparel, with an authorized capital stock of \$100,000, of which amount \$82,000 has been subscribed, \$22,088.48 in cash and \$59,911.52 in property.

### Manufacturing Matters.

Detroit—The Monarch Bumper Manufacturing Co., 1622 East Euclid avenue, has increased its capital stock from \$100,000 to \$250,000.

Detroit—The Aulsbrook Co., 1807 Trombley avenue, furniture manufacturer, has increased its capital stock from \$150,000 to \$400,000.

Detroit—The Federal Tool & Die Co., iron & Wight streets, has been

incorporated with an authorized capital stock of \$100,000, of which amount \$20,000 has been subscribed and paid in in cash.

Detroit—Earl Parks, Inc., 2-232 General Motors building, has been incorporated to deal in raw and manufactured products, with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in cash.

Detroit—The Rogers Angstman Co., 2-126 General Motors building, has been incorporated to act as manufacturers agent, with an authorized capital stock of \$2,500, all of which has been subscribed and paid in in property.

Detroit—The Groh Corporation, 1469 East Grand boulevard, has been incorporated to manufacture mechanical devices, etc., with an authorized capital stock of \$53,000, all of which has been subscribed and \$15,900 paid in in cash.

Detroit—The Floatsem Co., 4602 Grand River avenue, has been incorporated to manufacture cloth, non-sinkable bathing suits, etc., with an authorized capital stock of \$6,800, all of which has been subscribed and \$2,000 paid in in cash.

Battle Creek—The General Cabinet Co., 54 Burney street, has merged its business into a stock company under the same style, with an authorized capital stock of \$100,000, of which amount \$89,000 has been subscribed and \$63,000 paid in in property.

Ludington—The Thompson Cabinet Co., has been incorporated to manufacture and deal in printers furniture, tables, gameboards, etc., with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and \$10,000 paid in in cash.

Jackson—The Specialty Manufacturing Co., 804-6 Peoples National Bank building, has been incorporated to manufacture and sell Two Way Fuel Reserve Valve, auto accessories, etc., with an authorized capital stock of \$10,000, \$6,800 of which has been subscribed and paid in, \$1,000 in cash and \$5,800 in property.

The American Museum of Natural History has set another expedition to digging in Nebraska for the twin of the "million dollar tooth" found there some months ago and broken by a careless workman who let it drop out of his hands. Science believes the tooth is a unique fossil, possibly antedating anything so far discovered of the belongings of prehistoric man. It was found in what was an ancient flood plane, which is believed to be rich in deposits marking a stage of animal life long precedent to the biggest apes and the lowest forms of human beings. The scientists promptly named the fossiliferous tooth man "hesperopithecus," which ranks him with the piltdown, the neanderthal, pithecanthropus and other aristocrats of the primeval ages. All of which illustrates the vigilance and imagination, not to speak of the money, which are increasingly dedicated to ferreting out the mystery of human beginnings.

Our greatest glory is not on never falling, but in rising every time we fall.



### Essential Features of the Grocery Staples.

**Sugar**—Local jobbers hold cane granulated at 6.90c and beet granulated at 6.80c.

**Tea**—The market has had a rather dull week. The consumptive demand is fairly normal, but there is not much doing in a wholesale way. The trade appear to have an idea that teas are due to go down, but there is not very much chance of that. Everything in desirable tea remains at least steady and some varieties are firm.

**Coffee**—The market has continued its downward trend during the week, speaking now particularly of future Rio and Santos, green and in a large way. There has been considerable pressure to sell and this accompanied by weak news from Brazil has given the market a rather conspicuous set back. One reason for the weakness in Brazil coffees was the fact that milds are offered actually at a lower price than Santos. Good Maracaibo coffees, for instance, green and in a large way, are selling at 25½@26c per pound, while Santos of equal grade rules at 27@27½c. This is undoubtedly having a bearish effect upon Brazils. There has been no important change in spot Rio and Santos green for the week, although the market on all grades of Brazils is undoubtedly a shade lower. Milds also eased off a fraction during the week. The coffee market is undoubtedly being interfered with by the high prices and they may have to come down even lower before the demand returns to normal.

**Canned Fruits**—California fruits are firm in tone and are not readily offered as all distributors are lightly if not understocked. Resale lots, picked up here and there in jobbing centers and when obtainable, go at full quotations. Pineapple is unsettled. Favored grades and sizes are held with confidence, but the other packs are irregularly priced. Apples are in seasonable demand.

**Canned Vegetables**—Southern tomatoes have developed weakness in 2s and 3s, which sell better than gallons as the latter are quiet at this season. Some canners have been soliciting business who had been off of the market. Futures have also been easier and it is possible to buy 2s at 90c more readily than at any time so far this season. The unsettled market keeps trading in both packs down to a minimum. Peas are causing more surprise than any other commodity. Current pack are unsettled and are being offered here and there where they had previously been unobtainable. Talk is heard more frequently than heretofore that there will be a substantial carryover and this naturally cuts off interest in futures. Corn has been quiet all week.

**Canned Fish**—Sardines are in nominal jobbing demand for all packs. Imported fish are scarce, but this does not cause heavy purchases. American packs are without special interest. Salmon is steady but not active for replacement. Spot goods are ample for present needs. Tuna is generally in strong hands, but efforts to advance the market are resisted. Crab meat

and lobster are cleaning up and preferred brands are harder to find. Shrimp is scarce.

**Dried Fruits**—Since January there has been restricted demand for f. o. b. dried fruits so that the market for six weeks or more has been working with stocks previously purchased or those bought during January. Such liquidation has reduced holding, so that shortages are developing. Peach, apricot and pear assortments here are broken. Top grades of apricots, for instance, cannot be had from the usual sources of supply, as jobbers have allowed themselves to run out and have not tried to replace because the fruit has been so high. They have substituted the grades they have in stock where the buyer has not been critical or have referred him to other traders when he would not take lower grades. Peaches and apricots are cleaning up and pears already are short of requirements. This leaves prunes and raisins as the big items. The former has been rather inactive, but a canvass of the market indicates that jobbers are getting to the point where they will need California and Oregon prunes from the Coast. Carton prunes have been selling better at retail than in other years at this season and this is influencing box fruit. That cartons will continue to be active is assured by a continuation of the publicity work of the California association during May and June, two months longer than originally planned. Raisin buying at the source has been restricted of late, but packers are as firm as ever in their selling ideas. Packages are more active in the chain stores, where they are selling at two for 25c.

**Beans and Peas**—The demand for dried beans is dull, with an easy feeling throughout, but with prices about where they were a week ago. No important change has occurred anywhere in the line since last week. Dried peas are also quiet and unchanged.

**Syrup and Molasses**—Buyers and sellers are still apart on the price of good molasses and the demand is reduced by this difference, although there is some demand every day. Sugar syrup is selling fairly, but in small quantities. Prices are easy. Compound syrup is selling quite readily at steady prices.

**Salt Fish**—The demand for mackerel is good and is rapidly cleaning up practically everything desirable in the way of spot stock. There are only a few sizes of mackerel available and even those are in the way of being cleaned up. This applies not only to domestic mackerel, but to imported. Codfish is also scarce and firm. There is a good demand for smoked fish, largely on account of the Lenten season.

**Cheese**—The supply of cheese available for this market is not very heavy and stocks have been rather low during the past week, therefore the market has ruled firm and advanced from a half cent to a cent a pound.

**Provisions**—The demand for provisions has been rather dull during the past week, this applying to all grades of beef and hog products. The situa-

tion, however, has been somewhat firmer during the past week, but without any material changes. Everything is steady to firm.

**Cereal Products**—Recessions in grain market prices have naturally been followed with declines on flours of various kinds. Rolled oats also reflect lower prices on the grain from which they are produced, being down to the tune of 10 cents per bag or bale.

**Paris Green**—Jobbers report booking of heavy advance orders on Paris Green, deliveries being scheduled for a future date. Prices prevailing are guaranteed to date of shipment. Paris Green prices opened on a low basis and many feel there is a good chance for advances as the period of use approaches.

**Allowance extended**—The 5 per cent. allowance on Van Camp beans has been extended to May 1. To get this allowance retailers must forward jobber's invoice to the Van Camp Products Company.

**Wrapping Bands**—Rubber wrapping bands, fashioned from abandoned inner tubes for automobiles which are reprocessed to restore all their original elasticity, are newcomers on the market. They take the place of tape and twine and are said to be both time and money savers.

### Review of the Produce Market.

**Apples**—Baldwins command \$2 per bu.; Spys command \$2.50.

**Asparagus**—California, 75c per bunch.

**Bagas**—Canadian, \$1.80 per 100 lbs.

**Bananas**—8½@9c per lb.

**Beans**—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$5.85

Light Red Kidney ----- 10.00

Dark Red Kidney ----- 11.00

Brown Swede ----- 5.75

**Beets**—New from Texas, \$2.50 per bu.

**Butter**—Early in the week the market showed considerable weakness with declines of about a cent a pound. Later, however, the situation became firmer and prices of fine creamery butter advanced about a half a cent. Later there was another small decline. At the present writing the supply of fine creamery butter is comparatively small and the market on this grade is fairly steady. Medium and low grades are dull and remain about unchanged. Local jobbers hold fresh creamery at 48c and prints at 50c. They pay 18c for packing stock.

**Cabbage**—\$2 per 100 lbs. for home grown. \$3.75 per crate for new from Texas.

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

**Cauliflower**—\$2.75 per doz. heads.

**Celery**—Florida, 75c for Jumbo and 90c for Extra Jumbo; crate stock, \$4.25.

**Cucumbers**—Illinois hot house command \$3 for fancy and \$2.50 for choice.

**Eggs**—The market at this period of the year is usually quite nervous. It is approaching the season of greatest consumption and prices therefore cannot soar very high, but are apt to be up and down slightly from day to day.

During the past week local buyers have paid 27@29c, but to-day weakness at the larger markets forced them to reduce their paying price to 26c.

**Egg Plant**—\$3 per doz.

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

**Grape Fruit**—\$2.75@3, according to quality.

**Green Onions**—Charlots, 75c per doz. bunches.

**Honey**—25c for comb; 25c for strained.

**Lemons**—Quotations are now as follows:

300 Sunkist ----- \$7.00

300 Red Ball ----- 6.50

360 Red Ball ----- 6.50

**Lettuce**—In good demand on the following basis:

California Iceberg, 4s ----- \$5.50

California Iceberg, 5s ----- 5.00

California Iceberg, 6s ----- 4.50

Hot house leaf, 14c per lb.

**Onions**—Michigan, \$3.50 per 100 lbs.

Chili in 50 lb. crates, \$3.75.

**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

244 ----- 4.00

Red Ball, 50c lower.

**Parsnips**—\$1.75 per bu.

**Peppers**—Green, 70c per doz.

**Potatoes**—Country buyers pay 40@50c all over Michigan.

**Poultry**—Wilson & Company pay as follows this week:

Heavy fowls ----- 26c

Light fowls ----- 20c

Heavy springs ----- 27c

Cox ----- 14c

**Radishes**—65c per doz. bunches for hot house.

**Spinach**—\$1.25 per bu. for Texas.

**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 ----- 14½c

Good ----- 13c

60-70 Fair ----- 10½c

To the number of those who deem it wise to distribute their fortunes while they are still living is now added Mr. Leopold Schepp, who has begun his giving by dividing \$22,900 among his employees and planning a foundation of \$2,500,000 to enable boys in New York City to prepare themselves for useful lives. The foundation may be enlarged as the idea is worked out. Mr. Schepp, who began his own successful career by peddling matches in New York City, wishes to afford practical encouragement to boys of good habits who are ambitious to make something of themselves. He proposes to form an association of such boys and, after two years, to provide them with money to be used in study or in starting a business. He will have the pleasure of seeing the results of his generosity in an increasing host of young men whose ideals should make them citizens of the kind of which no community can have too many.



### Launch Vigorous Movement on Pullman Surcharge.

Unless the majority leaders in the new Congress go promptly to the front in a movement to repeal the Pullman surcharge, which the Sixty-eighth Congress refused to rescind, the minority will make a party issue of the question, and with a tremendous popular support will put the Administration's spokesmen in a very deep political hole. Very frank intimations to this effect have been heard in the Senate since the short special session of that body began a few days ago.

It is also understood that the National organizations of commercial travelers and a large number of business associations that took part in the campaign to wipe out the surcharge will gird up their loins and prepare to co-operate heartily with any party in Congress that will take the lead in this important movement. The fight for repeal, while lively enough, was not undertaken on a very comprehensive scale for the reason that even the most experienced observers were under the impression that the surcharge would be abolished without any great amount of effort.

The repeal movement was beaten by a railroad lobby that descended on Congress very late in the session—so late in fact that no time was afforded the proponents of repeal to reach Washington to offset the work of the railroad's legislative agents. In the new Congress no chances will be taken, and the organizations demanding repeal will keep a sentry on post until their object is accomplished.

The Congressional Record frequently contains spirited debates punctuated with frank, not to say pointed, language. It would be difficult, however, to find a more peppery statement than that made by Senator Joe Robinson, minority leader, in his castigation on the railroad lobby that beat the surcharge repeal. He said in part:

"In my judgment the amendment has not been defeated on its merits. Its rejection in the other body was accomplished by one of the most powerful lobbies that ever assembled in the city of Washington. Not only were hundreds of special representatives, legislative agents and railroad attorneys brought here for the purpose of defeating the measure, but powerful influences were employed to induce newspapers and other publicity agencies to publish misleading information and statements concerning the purpose and effect of the amendment which had no foundation in fact, and which some of those publishing them must have known were untrue.

"No action was taken on the amendment until the lobby had satisfied itself that it was powerful enough to cause the defeat of the amendment, and when that condition arose, a vote was taken and the amendment was rejected, as I recall it, by a vote of 123 to 255. The singular and interesting feature of the matter is that many of those who had introduced the identical bill incorporated as an amendment to the independent offices bill voted against it—voted against their own bill.

"I have said there were 22 bills introduced by Representatives from sixteen states. Ten out of the twenty-two introducing the bills to which I have referred voted for the amendment. It may be interesting, although perhaps it is not important, to state that of the ten voting for it, three were Republicans and seven were Democrats. Five of the Representatives who presented the identical provision rejected were absent and one had passed away. Five voted against repeal of the Pullman surcharge, when in the files of the body in which they sit were bills introduced by themselves identical in language and purpose with the amendment against which they voted."

The advocates of the repeal of the Pullman surcharge are not the enemies of the railroads. Senator Robinson made that clear, declaring that he wanted to see the railroads prosper in every possible way, but he pointed out that \$20,000,000 of the \$37,000,000 collected on account of the surcharge in 1924 "goes to the railroads that are already earning the standard rate and which, therefore, do not need the revenues in any sense."

It is also the opinion of experts that the repeal of the surcharge will enormously increase the use by the public of the Pullman equipment and thereby the revenues of the railroads hauling it. It would appear, therefore, that no question of "starving the railroads," so often discussed during the recent fight, is really involved in this issue.

### Recognizing the Negro.

When an Elections Committee of the House of Representatives, in a report to that body some years ago, declared that "the most sacred gift of a free government to its citizens is the right to vote; and next to that, the most sacred gift is the right to hold office," the declaration so made set up nothing new, but merely restated what has been the very soul of American institutions since the Boston Massacre sealed forever the doom of "taxation without representation" as a principle of our National existence. Among those killed in the Boston Massacre was Crispus Attucks, a negro.

With the foregoing as a platform upon which all can stand, let us turn for a moment to the year 1896. It was in that year that the Democratic party went down to cataclysmic defeat before William McKinley, of Ohio, and the triumphant hosts of Republicanism. The victory was due in large measure to thousands upon thousands of colored men who to the last man voted the Republican ticket.

So notable, indeed, from the very beginning, has been the colored man's devotion to the Republican party, that upon the crest of the victory of 1896 a great National daily—the Washington Post—editorially called attention to the remarkable progress made by the colored people since their emancipation, pointed to the political solidarity of this group as a continuing source of strength to the Republican party, and suggested that the time had come for the party to recognize in

a substantial way this important element in its line-up. The Post thereupon nominated the late Booker T. Washington to be Secretary of Agriculture in President McKinley's Cabinet.

Thirty years have passed since these stirring events took place, and it is now the year 1925. Morally, mentally and financially the colored man is thirty years ahead of where he stood on the day The Post's editorial of 1896 was written, and the Republican Party is again about to succeed itself in office as a result in large measure of the unswerving loyalty of the negro voter.

What is the record of the colored man's appointment to office to-day? One appointee 5,000 miles away in a fever-infested section of Africa, a recorder of deeds in the District of Columbia, a customs officer at New Orleans and a collector of internal revenue at New York—four offices. Record these and stop writing! And yet the truth is that the colored people can present a greater number of men and women of unquestioned eligibility for appointment to office than ever before in their American history.

Why cannot some negro men and women be appointed, for example, to the Railway Labor Board, the Interstate Commerce Commission, the Tariff Commission, the Farm Loan Board or the Women's Bureau of the Department of Labor? These are but a few of the commissions and boards galore, with salaries ranging from \$5,000 to \$10,000 per year, to which white men and women are being appointed every day. Is the colored man to be used only when there's need for cannon fodder and his sister only when there's need for a scrubwoman?

James C. Waters, Jr.

### Early Opinions of Jesus Christ.

Whether God, or man, or both, Jesus is the most interesting character in human history. When His believers founded a church and preached his religion in its early centuries, there many different conceptions of Him. We once heard Henry Ward Beecher say that Jesus meant differing things to all Christians according to their experiences.

Gnostics, who were numerous in the Roman Empire, thought the humanity of Jesus was a delusion. They attributed a heavenly origin to Him, but held that He only seemed to be flesh and blood. The church repudiated them. Apollinaris in the fourth century, who believed absolutely in the deity of Jesus, denied that He had either a human will or a human soul. He was driven out of the church along with his followers.

But the disciples had no doubt of His manhood. They believed in it and in Him. They were not concerned with opinions or doctrines about Him, but absorbed in His personality and life. Dr. Fosdick of Union Theological Seminary, recalling these facts, inclines strongly to the opinion that all our beliefs are really beliefs in somebody's life. Our belief in democracy, for instance, became positive when we think of Lincoln; and when we go into metaphysics, philosophies and doc-

trines of all sorts the beliefs we acquire always cluster about the life of some man who was an exponent of them. Dr. Fosdick sometimes thinks his belief in God is largely the result of his belief in Jesus Christ. Thus it was that the first Christian found God, that God really came into human life—through the teachings of Christ.

A boy's belief in honor, integrity and righteousness, or the opposite, usually are personified by his parents. The human finds his examples of all spiritual things, good or bad, in some person who lives or had lived among men.

### Denims Helped By the Advances.

Although the movement of denims is unquestionably improved by the recent advances in the goods, it is said that the effect of the increases along this line is more or less indirect. In other words, the increases afford an opportunity for the cutters-up who use denims to buy more by enabling them to get their finished goods moved out more freely. This is being done by their advising their customers to cover their garment needs before it becomes necessary to cut up denims purchased at the higher prices. Garments made from the advanced cloths, the cutters assert, will necessarily have to sell at higher prices. Many buyers of overalls and other articles made of denim have apparently seen the force of this argument, and are materially reducing stocks in the hands of the cutters. The latter, in turn, are placing business with the denim mills.

### Following Shoe Men's Example.

In their advocating and pushing for Spring the lighter range of colors, especially grays, the men's hat manufacturers appear to have taken a leaf from the shoe manufacturers' book. The latter are pushing hard on the lighter range of tan shades, so making the shoes conspicuous, with the idea of discouraging the wear of tan shoes in the evening on the part of better-dressed men. The purpose, of course, is to boost the sale of black footwear. The hat men apparently have an idea of increasing sales by putting selling pressure on hats of such delicate hues that not many wearings will put them in shape to go to the cleaners, at the same time banking on the inclination of the average man to buy a new hat rather than have his old one renovated.

### Shirt Orders Take Spurt.

Shirt manufacturers report a gain in the volume of immediate delivery orders. The warmer weather, together with the nearer approach of Easter, has quickened the buying of seasonable merchandise by retailers. Both white and solid color shirts are being called for. Probably more of the colored shirts are selling to-day than ever before, according to some of the manufacturers, although the white broadcloth shirt still ranks high in the demand. Collar attached models are likewise making considerable headway in the more fancy shirts. The trade looks for the Oxford style to go over big for sports wear later on.

Obstacles test how far we can rise.



### The Rise and Fall of Wheat.

The decision of the Agricultural Department to investigate the violent advance and decline in wheat will no doubt add interest to an already interesting situation. Apparently the necessity for an official enquiry arose only from the sharp fall in wheat, not from the preceding and still more sensational rise. But that is apt to be the way with governmental investigations in a producing country. England and Germany, being pre-eminently wheat-consumers, may be disposed to view the rise in wheat with an unfriendly eye; but American investigators just now will look for the malign influences which upset the "two-dollar market" for the American farmer's product.

Nevertheless, the facts that wheat rose in four weeks from \$1.72 to \$2.05½, and that in two weeks it fell from \$2.02 to \$1.51; that no alternate swing of prices of such magnitude or within so brief a time had ever before occurred, except when wheat was "cornered" for a single month's delivery, and that all this has happened without any visible change whatever in the world's supply and demand situation, provide at least fair ground for enquiry. Why should the price of wheat have fallen 51 cents a bushel between March 2 and March 17? Not even the Department of Agriculture will find itself able to answer that question without asking also why the price should have risen 34 cents in January and 53 cents in the two months of January and December.

The accepted grain-trade estimates of the world's wheat production (excluding Russia, for which the figures are always untrustworthy) were that 3,503,000,000 bushels had been produced in 1923 and only 3,137,773,000 in 1924. In Europe alone, where importation of wheat is largest, the decrease was 172,280,000 bushels, or more than 13 per cent., but in Canada and Argentina also, which ordinarily provide a great part of Europe's imports, the decrease was 261,000,000 bushels, or fully 35 per cent. The United States, alone of the exporting countries, raised more wheat last year than in 1923. All of these estimates were public property before the end of December.

The price of wheat had foreshadowed this altered situation, even before the harvests. From the price of \$1.06 in April it had risen to \$1.43 at the end of July and to \$1.56 at the end of November. That it had not risen higher still, on the admitted huge decrease in the total world production, was readily enough explained last November by experienced students of the grain trade. Although that production was 365,000,000 bushels less than in 1923, it was only 5,000,000 bushels less than in 1922 and actually 31,000,000 more than in 1921. It far exceeded any other world harvest since the war.

On the face of things, these various comparisons meant that, in so far as the "dollar price" for wheat, last spring, was a result of the very great increase of world production during 1923, it was now a thing of the past. It also meant that, with the 1924 production distributed so unevenly as it

was, importing countries would have to buy most of their wheat in the United States. It hardly suggested, however, such a "famine shortage" in supplies for importing countries as would warrant a price more than double that of a year ago, unless there had been a similar phenomenon after the harvest of 1922 and 1921. But the cash price of wheat never went above \$1.80, while the wheat crop of those two years was being sold.

The purely speculative movement which put the price above \$2 a bushel in January was based on complete ignoring of these comparisons. No doubt it was made more easily possible by the fact that the surplus available for export at the end of 1924 was mostly in the United States, instead of being held in three or four competitive producing countries. Our own farmers, as the statement of farm reserves showed on March 9, had already sold a larger percentage of their wheat crop than in any season in a quarter-century; they were naturally not forcing on the market what remained. But a two-dollar price was bound to draw it out, and this at the very moment when the foreign wheat-importer, having already purchased on a scale commensurate with his future needs, was no longer compelled to buy at any price Chicago might choose to ask.

It may be guessed that, when the Washington investigators have all the facts before them, they will find that the speculators of the last three months, having invited real sellers and driven away real buyers through the artificial price created by their operations, undertook at the last to sell out on one another—with the results which we have seen. But it is also reasonably evident that a great part of what the speculator lost went into the pocket of the farmer.—N. Y. Times.

### Violating Gasoline Clause in Insurance Policy.

It goes without saying, that the great majority of merchants carry a reasonable amount of insurance upon their goods, fixtures and premises. This is, of course, but the exercise of common business prudence, since few men are in a position to carry their own risks and court being wiped out over night by fire, storm or flood, with its attendant loss.

However, regardless of how much insurance a merchant may carry, it may not profit him anything in case of a loss unless he has complied with the terms of the policy. And, in this connection, a brief review of the possible effect of a violation of the commonly termed "gasoline clauses," so frequently met with in insurance policies, may prove of interest and profit.

Gasoline Clauses in Insurance Policies. In the first place, insurance companies quite generally insert a clause in fire policies which forbid the keeping of gasoline, petroleum, naphtha, benzene or other inflammable products of petroleum, upon the insured premises, except under certain restrictions. Such clauses may vary in their terms, requirements and penalties for violation, but generally speaking where the policy stipulates that it shall be void

if these terms are violated the words mean what they say.

It follows, that if a merchant had unwittingly kept gasoline on his premises, in violation of his insurance policy and a loss follows, he may be precluded from recovering on his policy. The possible danger to a merchant in overlooking this feature of insurance contracts may be illustrated by the brief review of an actual case.

In one case of this kind the insured carried two policies of insurance on a building. These policies contained, among other things, the following stipulation relative to the keeping of gasoline on the insured premises.

"This entire policy, unless otherwise provided by agreement endorsed thereon or added thereto, shall be void if the insured now has, or...if...there be kept, used, or allowed upon the described premises...gasoline...or petroleum or any of its products of greater inflammability than kerosene oil."

Thereafter the insured building was destroyed by fire, and it developed that the insured had for two or three months kept a car in the building; that the tank on this car held ten gallons of gasoline, and during the time it was kept in the building this tank had been from one-third full to full of gasoline.

On this state of facts, the insurance company declined to pay the loss, on the grounds that the keeping of the car in the building with gasoline in its tank, rendered the policy void. A lawsuit followed in which the insurance company was held not liable on **Violating Gasoline Clause in Insurance** the court, in part, said:

"The parties, fully competent, fairly contracted that 'this entire policy, unless otherwise provided by agreement endorsed thereon or added thereto, shall be void if the insured now has or...if...there be kept, used, or allowed upon the described premises...gasoline...or petroleum or any of its products of greater inflammability than kerosene oil...'. The plaintiff (insured) should have kept his contract or had endorsed thereon consent to keep his car in the building.

Now, in closing, it may be stated that the courts are not in accord in stating what will constitute a breach of a so-called "gasoline clause" in an

insurance policy. In some states they are more liberal in construing alleged violations of clauses of this kind than others, and, as each case of this kind must be decided in the light of the particular facts and provisions of the policy involved, the subject cannot be covered by a hard and fast rule.

However, this much may be said. In this age of gasoline with every other man operating a car, or using gasoline in some other manner, no prudent merchant can afford to take chances on violating clauses of this kind in his insurance policies. It takes but a short time to examine a policy for restrictions of this kind, and if there is need for a violation of the clauses that are found, by all means a waiver should be obtained from the insurance company. Truly this is a point that no prudent merchant can afford to overlook, when the insurance end of his business is being attended to.

Leslie Childs.

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### REDUCING THE COMPLAINTS.

An idea seems to prevail in the United States Senate that the Federal Trade Commission is pining or something to do. This is a fair inference from the number of suggestions by individual Senators for enquiries to be made by the Commissioners. Two of these were referred to recently in these columns. Several others have come up since. One of these concerns "open price" associations. These are to be enquired into under a resolution of Senator McKellar of Tennessee adopted last week Tuesday. In the annual report of the Trade Commission there were in the country 150 open-price associations distributing or exchanging price information and that most of them also exchanged data as to orders received, purchases, stocks, cost of production and merchandising and other matters of interest to members. Now it is proposed to find out how many are still operating, how many members each has and the importance of each association to its industry. Off hand, this looks like a superfluous enquiry, because data of the kind are now periodically furnished in reports sent out by the Department of Commerce. The information thus furnished is supplied in great part by the very trade associations which it is proposed to investigate. A second enquiry also ordered calls for information on co-operative associations, their relative costs of marketing and distribution and any alleged interference in their operation by any corporation or trade association "in alleged violation of the anti-trust laws." What is back of this is a little dubious, although it may be inferred from the fact that its sponsor is Senator Shipstead.

While these new duties were being imposed on the commission that body was trying to relieve itself of some of the work it has been engaged in. It revised its rules so as to restrict the number of cases it would deal with, determining that it would entertain none in the future except where some public interest is clearly shown to be affected. It will not take up purely private controversies which can be settled by appeal to the courts, excepting where practices complained of substantially tend to suppress competition as affecting the public. This determination will reduce very substantially the number of controversies to be passed on by the commission. Another change in procedure resolved on has some undoubted merits as well as some defects. This is in keeping secret citations and hearings in cases which do not result in a "cease-and-desist" order. If the rule above mentioned restricting the kind of cases had not been adopted there would be more fairness in withholding publicity from complaints and hearings. Anybody could formerly complain, even without justice, against the practices of a highly reputable firm or company. To make public such a complaint was not just to the latter, because, even though the complaint were dismissed, some stigma or suspicion would remain. By the new procedure alleged offenders are to be privately notified and preliminary hearings held, also privately,

with a view to an amicable settlement. But there is always danger inherent in private hearings of any public body. Suspicion that alien interests are at work to control a decision will arise and is hard to allay.

### CANNED FOODS MARKET.

Food markets of all kinds have been a disappointment during March, and what is true of one commodity is almost equally true of another, so that canned foods have not been an exception to the general rule, but, on the contrary, have been so quiet as to bring weak spots to the surface which had not been anticipated by the optimistic traders. It cannot be said that the canned food situation had been misjudged as to the extent of the unsold stocks of 1924, save perhaps in the case of peas. The reported lighter stocks this year, as compared with other recent seasons, have been confirmed, although it is admitted that the scarcity has not been as keen as anticipated because the movement has been restricted. The demand for canned foods for replacement during February and March was not as heavy as it was in January. During the opening month in the year there was quite liberal buying throughout the list of staples. Goods were taken at primary points for prompt or later shipment, and it was enough of a sellers' market to inspire confidence and prevent any free selling at discounts. Later on that business fell off; goods began to find their way to secondary markets, and when they did not move promptly from the dock or warehouse a seller often made concessions. Just now there has been a reaction as liquidation rather than restocking has been going on. Holders of merchandise who had been off of the market more or less have been giving out listings of surplus stocks, making it appear that there is more in sight than had been anticipated, which has given the buyer the upper hand. In the face of this situation as regards spots, futures have lost their charm and the business in new packs is even more disappointing than in the sale of current offerings. Some new packs are being taken, completing negotiations already under way or for entirely new business, but this form of trading is below the volume brokers had hoped to book.

### COTTON AND COTTON GOODS.

Last Friday the Census Bureau issued its figures of cotton ginned from the 1924 crop. The total of 13,618,751 bales was no surprise to the trade and, consequently, had little effect on the market. It represents about three and a half million bales more than the crop of the preceding year, and it seems more than doubtful if the consumption of this cotton year can take up the excess. The result will be a larger carryover at the beginning of August, which is desirable. Preparation and planting for the new crop is in progress in some sections, but there is backwardness in those portions of Texas which are still suffering from drought. There is little spread between spots and futures as yet, but this is likely to happen, if later on, the prospects improve for another fairly large crop.

There was a marked lessening of activity in the goods market during the past week, especially in unfinished fabrics. Gray goods dropped in price somewhat, and premiums were no longer commanded by spots. In the finished fabrics the call for gingham was still marked, though less so than previously, while other varieties moved a little slower than they did the week before. Weaves containing admixture of artificial silk are commanding more attention because of the attractive patterns in which they are shown. Underwear continues to move slowly, although Spring requirements have not yet been met. A slight increase in prices of both lights and heavies was announced toward the close of the week. Hosiery business is a little spotty.

### RETAIL BUYING NOTABLE.

Purchasing in the mercantile field last week differed in few particulars from the one preceding. Primary markets continue to respond to the quickening impulse of the increased buying for Spring requirements, although the individual orders are not so large as are desired. Articles for the household as well as for the person are in pretty fair request, and it does not appear that the slight advances in price which have been made have affected the character or extent of the buying. There is still a little distrust as to how far the public will respond to the offerings and this conduces to caution. The drop in grain prices, despite the fact that the actual grain is no longer in the hands of, or under the control of, the growers, has been a disturbing factor in a number of places. The purchasing at retail has been quite notable, the stores being thronged excepting on the days of heavy rainfall. Much shopping continues to be done, the work of selection seeming difficult in view of the attractive displays that are made for Easter. There is a good call for the higher class goods as showing better value for the money; but, as usual, the bulk of the purchases is of the medium grade. Another week of comparatively mild weather will hasten the buying very materially, though it is expected to show up well for the whole of the brief period yet remaining before Easter, no matter what the weather conditions may be. A noteworthy item is the increased purchasing by or for men.

Washington does not like the Coolidge economy programme. The landlords are frantic when they think of his lower rent proposals. The army and navy are hurt because he has trimmed their appropriations. Government employees resent his demands that their number be lessened. All Washington is peevish because he has taken the street fair and carnival hokum out of the inaugural ceremonies and robbed it of the inaugural ball. The rest of the country is not worrying about Washington's feelings. Nor is it concerned about woes of the profiteering hotel-keepers and hash dispensers. It is, in fact, rather pleased about it all. The Nation believes the way to economize is to economize, and is enjoying the unconcealed chagrin of the capital.

### SHOULD BE DECLINED.

There is talk in Cuba of offering to erect a statue in Washington to celebrate the Isle of Pines Treaty. The offer should be declined with thanks, if not in sackcloth and ashes. One almost suspects an ironical gesture on the part of these Cubans. Do they want to celebrate the fact that the United States did not steal their isle from them? Are they calling attention to the point that it took us only twenty years to decide to be honest? Irony or no irony, the offer should be declined, and for a highly practical reason. If it should come to be regarded as a precedent there would soon be no monument room in Washington. Great Britain might want to celebrate our honesty in not taking Jamaica; France, because we have not seized her West Indian possessions; every Latin-American nation because we have refrained from territorial encroachment upon them. National honesty and good faith are not displayed any oftener than they should be. But once they begin to memorialize in stone each separate exhibition of them the thing would soon get out of hand entirely.

With Elihu Root as honorary chairman and Alton B. Parker acting chairman, the Department of Political Education is announced as a new venture of the National Civic Federation. A number of notables are sponsors for the new movement, which will aim to arouse the common man to a sense of his duty as a citizen of the republic. While the movement is non-partisan, it will urge party affiliation and loyalty as the sole means of civic action and responsibility. The 30,000,000 non-voters of the country are to be appealed to by the new organization to quit their apathy and political isolation and ally themselves with one or other of the main existing parties and become active in their support. This is declared to be the only way to prevent the dissolution of parties and the formation of the group and bloc system now prevailing in most European countries and more or less sporadic already in America. There can be no doubt of the need of political education among the people. Whether it can be brought about by anything so mildly persuasive as a non-partisan propaganda for good citizenship may be doubted.

The Chicago, Milwaukee & St. Paul Railway is a great property. Undoubtedly it will continue to be a great property despite its present difficulties. Its territory has not kept up with the road. A great part of the area it serves was hard hit by the post-war deflation of agriculture. The Panama Canal has robbed it of much freight that it once brought over the mountains. Great expenditures like those for the electrification of 700 miles of its 10,000 miles of track have been a heavy charge against its income. Recently outgo has more than equaled income, and a receivership was the only way out of its immediate troubles. Nevertheless, as the Northwest develops and its territory comes into its own the Milwaukee should return to its old place in the world of railroads.



### Some Men I Have Known in the Past.

Despite much talk concerning great aggregations of property by individuals, comparatively few such aggregations actually exist. The man who combats the private ownership of large interests would make it appear that such ownership of great properties is coming to be a common thing and that in a few years we shall have the people of the Western world divided into two great contradistinct classes—the extremely rich and the extremely poor. There is little foundation for such a belief, for as a matter of fact the proportion of the very wealthy to the entire number of the people is extremely small. Men have acquired wealth, but it has been wealth no greater proportionately than the wealth that fortunate individuals have enjoyed for ages. There have always been wealthy men and there have always been men who have attained to nothing more than what might be termed a mere living.

The individuals who have acquired really monumental interests in the Western hemisphere can be counted within the compass of a few figures. There is this peculiar distinction between the man of immense wealth in the Western hemisphere and the man of immense wealth on the continent in that, in the West, these great fortunes have been rapidly, almost miraculously acquired. The Rothschilds are simply a continuance of a great house, the conservation of immense wealth by proper administration. Li Hung Chang built up his colossal fortune largely through political influence. The acquisitions of Cecil Rhodes in Africa were perhaps more rapid than those of any other great operator across the water and were made possible by the fact that he went into a new country (new so far as exploitation was concerned) and found conditions similar to those that have been found in America in recent days.

When we consider the comparatively few men who have acquired great wealth in the rapid American manner we are impressed more by the fact that these aggregations of wealth are remarkable than we are by the idea that they are a menace. While the really great fortunes of the United States may be said to number less than a dozen, each has been rapidly acquired. J. Pierpont Morgan, John D. Rockefeller, Marshall Field and others of equal rank were comparatively poor when they started out in business life less than half a century ago.

Willard Barnhart was born on a farm in Chautauqua county, New York, Sept. 16, 1844. His father's name was Henry Waterbury Barnhart, who was a grandson of Peter Barnhart, Sr., who came to this country from the Palatines, Germany, in 1771, landing in Philadelphia. Mr. Barnhart's mother was Miss Mary Leet. She was descended from Governor Leet, the first Territorial Governor of Connecticut, to which position he was appointed by King George. Mr. Barnhart attended the common schools of Chautauqua county and completed his education at Westfield Academy, Westfield, N. Y. In 1865 the family moved from Portland, New York, to a large farm East of Schoolcraft,

Michigan. Mr. Barnhart spent some time in the oil fields of Pennsylvania, coming later to Michigan and engaging in the dry goods business at Schoolcraft in partnership with the late William Scott and a gentleman named Knight. This business was continued for several years, when Mr. Barnhart exchanged his interest for a portable sawmill, which he moved to Pierson, where he engaged in the lumbering business. At that time he took up his residence in Grand Rapids. After completing the cut at Pierson he purchased a tract of pine near Casnovia, which he lumbered for the next two years. He then formed a co-partnership with Smith Osterhout under the style of Barnhart & Osterhout, purchasing a tract of pine near Cedar

fortable circumstances at the prime of life.

Almost at the inception of his business career in Grand Rapids Mr. Barnhart acquired an interest in the wholesale grocery business of Cody, Olney & Co. He continued with the house of Cody, Ball & Co. and Ball, Barnhart & Putman Co. and was interested in the Judson Grocer Company up to the time of his death, which occurred Nov. 7, 1919. William Judson, the President of that corporation, was his brother-in-law. Although Mr. Barnhart had been identified with the wholesale grocery trade for nearly forty years, he had never taken an active part in the business.

Mr. Barnhart was elected a director of the First National Bank soon after



Willard Barnhart.

Springs which it required about three years to cut. He then formed an alliance with Enos Putman under the style of the Putman & Barnhart Lumber Co., purchasing a tract of pine near Fife Lake. Mr. Barnhart acted as President of the company and, when the Fife Lake cut was completed, the company purchased another tract of pine at Long Lake, near Cadillac. Altogether Mr. Barnhart was actively engaged in the lumbering business about thirty years. When he retired from the lumber business he was regarded as one of the most successful lumbermen in Michigan. While he had not made money as rapidly as some lumbermen did, he had invested his surplus so judiciously and with such an eye to future improvement and enhancement in value that he found himself a wealthy man—in com-

coming to Grand Rapids and continued as such until the charter of the bank expired at the end of twenty years. On the re-organization of the institution as the Old National Bank, he became a director and, on the death of the late James M. Barnett, in 1908, he was elected President, which position he held several years.

Mr. Barnhart was married Dec. 24, 1868, to Miss Eliza Vickery, of Schoolcraft. She died in 1893. Mr. Barnhart married a second time Jan. 4, 1902, to Miss Helen Putman, daughter of the late Enos Putman. By his first marriage he had three children—Roy Barnhart, and two daughters, Mrs. James M. Crosby and Mrs. James C. Everett. He was an attendant at St. Marks church and was for many years a trustee of Butterworth Hospital. He was first and foremost in

every movement for the good of the city. He resided in his home on North Prospect avenue from 1872 to 1902, when he joined his second wife in the Putman home on the corner of South College avenue and Washington street.

On the failure of the Nelson & Matter Furniture Co. in 1893, Mr. Barnhart purchased the entire property while it was in the hands of the court and developed the business to a wonderful degree. Mr. Barnhart was President of the company and gave it the benefit of his best thought and effort for nearly twenty years.

Mr. Barnhart was President of the Antrim Iron Co. and Vice-President of the Michigan Trust Co. and was a large owner of real estate, both in the city and county. On the death of Mr. Putman, about twenty-three years ago, the management of the large estate left by the deceased devolved upon him and he discharged the trust with fidelity and success characteristic of the man.

Mr. Barnhart was conceded to be one of the very wealthy men of the city. It was understood that he owned up to the possession of \$750,000, but those of his friends who were familiar with his investments insist that his possessions exceeded \$1,000,000. This large fortune he acquired solely by constructive methods. He was always a builder and his influence and his check book were always employed on the side of progress and prosperity. He owned some of the best business buildings in the city, including the building in which the Michigan Tradesman has been located for more than twenty years.

Personally, Mr. Barnhart was one of the most peculiar men in the city. He was a prince of good nature and always treated his friends with the utmost courtesy and deference. He was a royal entertainer and enjoyed the association and companionship of those who were bound to him by the ties of business, friendship and consanguinity. On the other hand, he was never known to call at the office of a friend and stay any length of time, nor did he ever make it a practice to call on people during business hours at their places of business. All his life people went to him, instead of his going to them. Outwardly somewhat austere in manner and reserved in temperament, he was exactly the opposite in reality and many a man went to him for a favor in the expectation of being turned down only to be surprised by receiving more than he asked. In such cases the favor was bestowed in such a gracious manner and with so much heartiness as to make the recipient exceedingly happy.

Mr. Barnhart was a man of opposites in many ways. He was the slowest and quickest man in the city. When he started out to undertake any accomplishment, it appeared to the casual observer as though he would never get there, but the man who hurried found when he arrived at his destination that Mr. Barnhart had been there before him and consummated his plans.

William Judson came to Grand Rapids Sept. 25, 1874, and entered the em-



ploy of Mr. Barnhart. They were associated in business almost constantly up to the time Mr. Barnhart passed away, forming one of the most pleasant companionships in the commercial chronicles of the city. During all that time they never passed a warm word or found any fault with the actions or decisions of the other. Such a relation for so long a time is so unusual that I take pleasure in referring to it at this time, because it tends to throw a sidelight on Mr. Barnhart's life which those who did not know him well and appreciate him at his true worth ought thoroughly to understand.

Mr. Barnhart thought quickly and his decisions were invariably just and accurate. His gift of perception was so keen that he frequently anticipated what a caller had to say by announcing his decision long before the caller had stated the object of the interview.

Mr. Barnhart was a big man in every sense of the word—broad and generous minded; ever ready to lend a helping hand to those who needed help; always the same, yesterday, today and to-morrow; a popular man not because he wanted popularity, but because it was thrust upon him as one who deserved it; a public spirited citizen who not only lent his influence to every worthy enterprise, but also his financial aid as well; one who always had a smile for the children, and who, above all, was a kind, indulgent and loving father and husband. With business habits jointly inspired by associates in exceptionally high standing, education, native acumen and laudable ambition to in all things "tote fair," his reputation in lumber, manufacturing, jobbing and banking circles attained a high plane—an eminence surpassed by few if any of his fellows.

E. A. Stowe.

#### Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Compa Products Co., Detroit. Lewis Institute and School for Stammerers.

Standard Builders Supply and Fuel Co., Grand Rapids.

Loftis Brothers & Co., Chicago and Detroit.

Canvasser Brothers, Detroit. International Acceptance Corp., Detroit.

Penzoil Co., Oil City, Pa., Detroit. Farmers' Co-operative Elevator Co., Corunna.

Lansing Home Building Co., Lansing.

Royal Silver-Black Fox Co., Muskegon.

Howell Co., Detroit.

#### Good Silk Glove Demand.

Despite reports to the contrary, leading manufacturers of women's silk gloves say the demand for this merchandise continues quite strong. One of the best known makers, it is understood, has been obliged to withdraw from sale a number of the leading styles in his line until May 1, as production of these numbers has been sold up. The fancy short cuff glove continues a leader. Two colors have stood out in retailers' preferences—sunset and pongee. It is believed that the post-Easter business in silk gloves will be active.

#### FROM DETROIT TO CUBA.

##### Incidents of a Trip By Rail and Water.

Detroit, March 24—On a recent winter's day we left Detroit on a B. & O. tour to Jacksonville, meals, berths, busses, guides and staterooms furnished. Next morning we were approaching Washington through historic Harper's Ferry. The winding river, beautiful mountains and old buildings of the town, with the John Brown monument near the track, we had a good view of coming through. After breakfast we were soon in Washington and were loaded into busses, with guides, for a day's sight seeing in the beautiful Capitol. We visited the principal buildings and were at the White House and saw the several rooms of the lower floor, including the state dining room, with the table set for the President's luncheon. We were getting acquainted now with our neighbors from Mt. Clemens, New Haven and Sarnia, Ont., and having a good time. We went to the Raleigh for lunch and after that set off for another sight seeing trip. The Museum was very interesting and one needs a week to do it justice; also the Pan-American building and the mint where we saw the process of making greenbacks. About 6 p. m. we took train for Baltimore and there went on the boat, which was to give us an ocean voyage to Jacksonville. Every one enjoyed a good dinner that night.

Next morning we were sailing down Chesapeake Bay. We saw the oyster fleet and many ducks. There was a ground swell rolling the boat and a good many forgot all about eating and stayed in their staterooms.

The second day out was warmer with bright sunshine. The people from the frost bitten North were sitting in the sun bare headed. The rolling had stopped and the ship went along smoothly. There was a card game in the smoking room most of the time and quots on deck and the people who wanted exercise were trotting around the deck, eleven laps to the mile.

In the morning we were in the old cotton town of Savannah and, after breakfast, took busses for a day of sight seeing. An old mansion on a cotton plantation, built in 1790, was an interesting sight, surrounded by large live oaks, whose every limb was festooned with masses of Spanish moss. From either end of the mansion a marble stairway approached the center entrance. Both in front and back the ceilings were high and the decorations gave evidence of its past splendor. There were fire places in every room, of Georgia marble. The darkies had chopped out the floors for firewood. We were surrounded here by a flock of darky boys and girls who sang and danced for coins. The cattle and mules around here looked starved.

We next visited a cotton compress, where the bales are reduced to one-third their size for export. Turpentine is another big export here. That evening we sailed down the Savannah river to the sea and next morning were in Jacksonville, where our tour ended and we started on our own. This is a commercial town, much like our Northern cities, with impressive banks and good stores. Most comfortable bus lines run from here to Miami on regular schedule, and make up to forty miles per hour. They stop at the towns along and give you a chance to see the country and I can recommend them to anyone going or coming along the East coast or to the West coast either. Here we took a morning bus to St. Augustine and spent a day around this old town, taking in the old fort, city gates and the many "oldest houses in America," which are now tea houses and sell souvenirs. One of the principal industries here is shrimp fishing and there were many fishing boats going and coming. The

climate here is delightful and so it is at Palm Beach, where we spent the next day and had a fine swim in the ocean at the celebrated beach. There are many ducks on the bay here and they are very tame, coming up to the breakwater to be fed. Many of these are the same ducks which are shot later in the North. The Royal Poinciani Hotel here has 4800 rooms, ranging from \$25 per day up. We did not stop there very long. The cheapest thing around here is the ferry, which takes you across the bay for 5c. Every Monday night the colored help give a cake walk in the grove and we went over again in the evening to see it. It was a very classy affair. Five couples competed. Three ladies from Boston were the judges and there were money prizes in addition to the cake.

Next morning we took bus to Ormand, the home of John D. We passed the beautiful grounds, but could not see the mansion for foliage. Then we drove onto the beach and down it to Daytona. This beach furnishes a hard track like a pavement for thirty miles. After dinner we went to the depot to have our first experience with the Florida East Coast R. R. The train was two hours late and that is considered about the same as on time for this road. There is no apparent effort to make up any time and we had a tedious trip to Miami, where we finally landed hours late and all tired out. One thing you miss around Miami is the wild birds. They say there are none, as there is nothing for them to live on. Occasionally you see a flock of turkey buzzards, generally five or six, about the size of a hen. But there are rattle snakes, black snakes, lizards, chameleons, mosquitoes and bugs and also wild cats. In the jungles there are deer and bear, possum and coon. A white man would not venture into the jungle without high leather boots, but the darkies don't bother, and the snakes don't seem to bother them.

Miami is having a real estate boom. They are selling everything in sight and some that isn't. For instance, islands in the bay that they expect to make by dredging. Wm. J. Bryan is a resident here and I am told when a new subdivision is put on, the regular thing is to give him a lot. Then they can tell the prospects that Bryan has a lot there and will be a neighbor. Then he sells out. You hear all kinds of stories. One was of an \$800 lot that went to \$150,000 in seven years. One must consider here is a near tropical climate within easy reach of the large and wealthy Eastern cities.

The Everglades near here are being drained. There is a sugar plantation there and it is reported Henry Ford had just bought 10,000 acres for a rubber plantation. When the water and alligators are out of this land it will be found to be very rich, while most of the land around Miami is white sand and must be watered and fertilized to grow grass or anything else. From here we took train for Key West and went out over the Keys on that wonderful roadbed constructed by Flagler, the Standard Oil magnate, who built the East Coast R. R. and whose estate owns it and most of the big hotels along the line. The Gulf of Mexico was on our right and the Atlantic Ocean on our left. At Key West we went on the boat which landed in Havana that evening. We stopped at a hotel on the Prado in sight of Moro Castle. The buildings are all of the Spanish style, high doors, windows, etc. There are plenty of taxis and they take you anywhere for 30 cents. They drive anywhere there is an opening and the left side is just the same as the right. If a street car stops they pull by on the left and drive on the left side for blocks. Here we went sight seeing again, visited a beautiful cathedral with altar decorations of solid gold and frescoes in the high ceilings which cost \$15,000 each.



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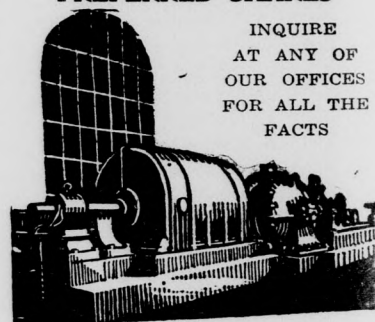
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The Old National



The stores open on the street and many of them never heard of Volstead or Pussy Foot Johnson. The stocks displayed are interesting to a man from "the States." Here I saw a colored man working who had a regular job. He carried a sack of sugar balanced on his shoulder up a plank onto a truck. The sugar weighed 360 pounds and to load up a truck would look like work.

The Trivoli brewery is the big one which owns the tropical gardens which we visited on a forty mile country trip in the afternoon. All busses stop at the pavilion and here a colored gentleman was very busy drawing beer, free for everyone. There were over 100 men and women here from the busses, all standing around holding a schuffer and every one could repeat as often as they liked. We saw pineapple plantations and at a roadside shop were served with the delicious ripe fruit.

Next morning I was awakened by a band and, going to the window, saw a funeral procession. The hearse was an ancient affair, but had six horses, which indicated that the deceased was a person of wealth; otherwise there would have been only four horses or even two. The hearse was followed by a group of men straggling along any old way. These were the mourners. Women do not attend funerals here. The cemeteries are beautiful places. The graves are all of marble, above ground. Only two graves on a lot with a receptacle at the head for all the family bones together, after they pass through the two graves. These are rented and if the rent isn't paid, the bones are taken out and thrown into the boneyard, which is surrounded by a high board fence. A convenient crack enabled one to look at the skulls and bones piled there of people whose relatives could no longer pay the rent.

Back to Miami again and one morning later we took what they call "The East Coast Limited" for Chattanooga. In two hours we had covered fifteen miles and so we journeyed along, arriving at our destination in the small hours of the morning. At Chattanooga we took bus with guide to see the battlefields of Missionary Ridge in the forenoon and Lookout Mountain in the afternoon. Missionary Ridge is very interesting. The field pieces, markers and monuments show the positions of the different troops in the battle. We went up Lookout Mountain also in the bus. It ranges from 1,700 to 2,500 feet in height and is, I believe, seventy-five miles long. On top of this mountain, nestling among the trees, are many homes of the citizens who have certainly "got up in the world." Here is a museum full of war relics and also the chaise of Gov. Cass, first Governor of Michigan. The register book here has pages about four feet square and weighs 500 pounds. There are beautiful monuments, one showing the surrender of Lee to Grant, both life size figures in bronze. At one point we went over a bridge which crosses the incline or cable road and we stopped here to see the two cars, one coming down, the other going up. At the top of the incline connections are made with a street car, which takes the residents to their door.

Here our sight seeing ended and we started for good old Detroit and kept going, arriving safely, very tired, but glad we went and glad to get home.

E. F. Bush.

#### Special Banquet For the Ladies at Muskegon.

Wyoming Park, March 24—I wrote a couple of weeks ago that we would be treated to two banquets at our convention in Muskegon April 21, 22 and 23, but Glenn Denise, chairman of the Muskegon convention committee, has now written me there will be three banquets. What do you think of that? However, the men are not

invited to this third banquet, as it is a luncheon given by the Fleischmann Co. in honor of our visiting ladies. I have not yet learned at what hotel it will be given, but you can be sure that anything financed by the Fleischmann Co. and managed by the Muskegon Grocers and Meat Dealers Association will be very nice indeed.

So, men, you see your wives will be entertained royally at Muskegon for, of course, they, too, are invited to the banquet on Tuesday night given by W. R. Roach & Co., as well as to the Wednesday evening banquet given by the wholesalers of Muskegon. Harry Collins Spillman, of New York, will speak at the Wednesday evening banquet and I assure you if we heard nothing else those three days but his wonderful address it would be worth your while.

Don't forget to send in questions for the question box, which will be in charge of John Boonstra, of Muskegon.

I certainly hope to see many new faces at Muskegon, for we are going to have a wonderful convention.

Under the head of unfinished business will come the reports from all over the State on the effectiveness of our campaign "to relegate unprofitable items to a place under the shelves," which was the big topic at Grand Rapids last year. I have some wonderful letters on that subject and we expect you all to come prepared to tell of your success or failure in this effort to support the jobber and push goods which are not being sold to the chains at preferred prices.

One man told me the other day he would not have time to attend this convention. I reminded him that the busiest physicians and the most famous take a month off every year to go to New York or to Europe to study, so that they can keep up to date. Is there any merchant in this State who cannot take three days' vacation to meet and exchange ideas with his fellow merchants? I say you can't afford to stay away.

Co-operative advertising will be another subject for an address.

"Retail credits, their use and abuse," will be the subject of B. J. Oosterbaan, of Muskegon.

Aren't those vital topics?

On to Muskegon.

Paul Gezon,

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

#### Oranges First Appeared in England About 1290.

Oranges, of which England has had an unusual supply this Winter, made their first recorded appearance in this country in 1290, when a Spanish fruit ship arrived at Portsmouth and the Queen, Eleanor of Castile, purchased from its cargo fifteen citrons and seven oranges. The next mention of them does not occur until 1399, when "pones d'orring" figured among the delicacies at the coronation banquet of Henry IV, who may have become acquainted with the qualities of the fruit during his exile. By the sixteenth century oranges seem to have become common, and it is recorded that the Lords of the Star Chamber in 1509 had them served daily at dinner at a cost of 2d per day.

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#### Some of the Characteristics of Business Leadership.

The Chamber of Commerce of the United States has said this thing: "The function of business is to provide for the material needs of mankind and to increase the wealth of the world and the value and happiness of life." It is proper to enquire whether or not it does.

No man should be heard in advancing any new methods or ways or devices for providing for the material needs of mankind to displace our present system until he can offer some reasonable assurance that his new plan or system or scheme will work to better advantage.

The constituent elements of our present business system are investors, management, employees and the public. The elimination of any one of these four elements means the destruction of business.

The investor provides the capital which furnishes the plant, the machines and the materials and the wherewithal to pay wages while production and distribution are in process.

The employees, with the plant and the machines as tools to aid them, turn the material into "consumers' benefits," as the useful results of industry and commerce are sometimes styled.

The public, too, is a constituent element in business. Every member of the community, whether humble or exalted, is a part of it. The public's own individual welfare depends upon success or failure of business. The public furnishes the consumers whose needs are to be met. Production without consumption would be a vain thing. The public furnishes the employees and will have consideration for their welfare. The public has an interest in the success of enterprise, in its ability to serve the needs of consumers, in its becoming established as a going concern so solid that it partakes of the nature of an institution, in its being a source of strength to the whole economic fabric.

Public need, equipment and material provided by capital, and available employees will not constitute a business activity. They merely constitute a business opportunity. Now, unless somebody has the vision to see the opportunity and to organize it and finance it and make it a reality, nothing whatever will happen. The truth of this statement is obvious. Business opportunities become business realities only when the remaining constituent element of business is present and properly functioning. That remaining constituent element is management. I

desire now to address myself particularly to that subject.

If management is a necessary constituent element of this thing which provides for the material needs of mankind, then we want the best there is. How will we get it? The ability of management is the personal possession of the man who has it. It does not abide in him by virtue of any governmental decree or political selection. It is his just the same as the ability to paint a great picture is the personal possession of the painter.

The only sure proof of the possession of any of these talents is performance. The field is open. Anyone can try to paint a picture, or to design an edifice, or to construct legislation in the public good, or to manage in business. But obviously all will not succeed. We have often seen two business enterprises start in the same community in the same line of business under practically the same conditions, and one succeeding, becoming a great institution and the other utterly failing. We have seen a great business established under the genius of the father which failed under the son. Those who dream dreams which are just dreams fail. They lack the ability to visualize the real opportunity, or, having visualized real opportunity, they lack the ability to finance and organize it and put it over. Mr. Dun and Mr. Bradstreet can both impressively testify to these facts.

Clearly a government is wise which gives the individuals who compose it the widest range of opportunity to develop and express every ability which they possess.

The force that originates method and purposes; that gauges the future and its requirements, brings together the equipment provided by investors and employees and marks out how the results can be attained that will fit the conditions of next month or next year, the force that makes it possible to have something left from receipts after wages have been paid, after bills for materials have been paid, and after investors have been paid, is management.

To be sure, a manager may be an investor, too, but it is not his money that makes him a business man. It is his ability to utilize fully the tools and materials money buys, his ability to find and train and keep employees who will work for efficient production, his ability to keep supplies of material and capital forthcoming as they are needed, his ability to do all these in a manner that will win the trade of that part of the public which can use the article or service that is produced and will gain the acclaim of the whole

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public for substantial accomplishment. Incidentally, he must keep ahead of, or at least abreast of, his competitors, at home and abroad, and stay several strides ahead of the sheriff, in bad times as well as good. Management certainly demands versatility.

That versatility has to be won by the man himself, frequently at costs that are dear. As yet there is no course of training for business executives such as lawyers, doctors, and engineers have. A good start has been made in that direction, but, useful as it is, as yet it has not got beyond the art of administration. Much material in the form of statistical statements has in recent years been placed at the disposal of business men. But versatility, skill in administration and command of statistics derived from the most thorough accounting of a business itself, as well as reflecting general conditions that may have their effect, do not make a business leader.

A business leader must have courage—courage to take great risks at his own expense, and risks which, if successful, will confer upon others the greatest advantage. He must have judgment of so sane a sort that the risks he takes will most often prove certainties. He must have knowledge of all factors and influences that may affect the risks he takes. He must have vision and imagination; for it comes nearer to being his daily task to forecast the future, and do it accurately, than of anyone else in the community. He deals in the future. He makes contracts which have to be fulfilled in the future under any conditions that exist. He places the capital at his disposal in plant, equipment, wages and goods with an expectation that future events will determine whether or not he will get his investments back, let alone have anything left for his pains.

While exercising all of these essentials of business leadership, he carries heavy responsibilities, to the investors who have furnished the capital he uses, to employees whose continued welfare he must consider, and to the public whose changing needs he must foresee and to whose economic position he must be a support and not a menace.

If summed up, judgment and imagination are the two qualities which, when united, come nearer than any others to conferring business leadership. A wise old economist adds another essential. He says it is almost a sine qua non for great business success. It is a vigorous constitution, vigorous in its capacity to endure prolonged application and severe nervous strain. The business world really owes him a debt of gratitude for giving recognition to the stress and strain that fall to the lot of conscientious business men.

Judgment and imagination have had a conspicuous place in American business. Evidence is right at hand in the history, not merely of our inventions, but in the application of them in ways that bring their beneficent effects into the every-day life of every one of us. The business leader in the United States has been the partner of our inventors. To every new discovery and

to every new contrivance of invention he has applied his judgment of the possibilities for human benefits.

That he might perceive these possibilities he has had to have an imagination that could range the length and breadth of the country and beyond the seas. In an earlier generation he made possible the perfection of the steam engine and caused its effective application to machinery and transportation. The whole art of the generation of electric power, its transmission and its utilization, he developed and is carrying forward to a new significance every day. The internal combustion engine he made a reality and constructed great industries on it. Every step forward in industrial chemistry he examines, and he has helped us to a position such that an almost unbelievable number of billions of dollars are invested in industries which to a greater or less extent are dependent upon chemistry and chemical processes.

A mere list of American inventions which our business men have made yield their benefits, drives home the debt we all owe for these accomplishments. Such a list includes the telegraph, telephone, sewing machine, vulcanizing of rubber, the incandescent light, the automobile, the electric street car, the linotype machine, the aeroplane, the leading features that make modern radio possible, and many others, every one of which has an important role in meeting the material needs of the people of to-day.

The business man is himself an inventor. He has to contrive new methods, ways to reduce the costs of production, new adaptation of products, methods to reach new markets, and this is true, as well as all that goes before, regardless of the particular occupation in which a business man is engaged. He may be a miner, a manufacturer, a retailer, a banker, a transportation agent, but his functions and his problems and his need for inventive capacity are in principle the same. There is only a difference in the relative importance of the factors in his problem.

But the business man may be an inventor of a more direct sort. Mechanical devices have become complex and costly. Sometimes a business man must come forward and conduct a business enterprise for the purpose of producing an invention. That was the case with the invention of the automatic loom, produced only after ten years of business effort and business direction applied in invention. It took the intervention of a business man to make possible the linotype machine and the Diesel engine. Only large expenditure can make possible such inventions. Without business men to make such expenditures and to direct with their combination of judgment and imagination the processes of intricate invention to useful ends, we should be without linotype machines which make possible our newspapers as we know them and Diesel engines which are already in a fair way to revolutionize ocean transportation.

As for the future, the job of business men, in deliberately and methodically

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**References: Chamber of Commerce and Old National Bank, Battle Creek, Mich.**

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setting out to solve, through invention, problems of the greatest importance to the public, is going to become larger and larger.

Business leadership of the kind I have mentioned is not easy. It involves wear and tear of the most arduous kind. It is not something that can be obtained by electing a man to office or having him appointed to a place in the government. Leadership of the kind that has built the economic strength of the United States has to be brought out of the men who possess it by exertion—and strenuous exertion.

For this effort that discovers and develops business leadership we offer the reward of public service plus profit. That reward is the cheapest compensation paid in the country, measured in the returns it has brought. The beginning of the industrial era of modern times came with the founding of our form of government. The developed resources of the country were mediocre, at best. Beginning with those resources, business leadership, the most brilliant the world has known, devised superior means for utilizing those resources, used the proceeds to bring new resources into reach, and gave the country its record of achievement in meeting the material needs of its people multiplied many times over and in giving them a world to live in and enjoy beyond the dreams of their forefathers.

The reward which has brought forth business leadership is the mere possibility of service plus profit. We do not trust anyone as a business leader, by guaranteeing his pay. We let him have his opportunity, first to prove that he has leadership and second to collect his own pay. That pay is not the amount of benefit he has conferred, is not the amount of saving he may have caused for us. It is only a fraction, and small fraction, of either. Besides, we give assurance that the pay cannot be taken long, for we give notice that competitors will be allowed to enter the lists to diminish and take away his profits. Business profits have been earned in the United States. They represent services performed. When business profits have been large, the services have been large.

There has been unhampered and unhindered and unrepressed opportunity for the ambitious youth of this country to develop and express themselves to the fullest degree of which they are capable. They have always had the possibility of leadership ahead of them if they could attain it and if they were entitled to it. In very large measure the great advancement of our country is due to these men who have had the vision and the ability to organize and develop our vast resources and to convert them to the uses of our people. Any system which would give the reward of leadership to other than those who by demonstrated ability and work earn it and are entitled to it would be destructive of the principles upon which our development and greatness are founded.

Every American mother is interested in maintaining for her son the right to rise to any heights which he can attain. Her hopes and her aspirations

for him are unbounded. She does not wish to reduce him to a hopeless, discouraged member of a visionless mass. She plans something more for him than the simple privilege of being an entity. She has good grounds for her hopes and her aspirations when she reflects upon the personal history of almost numberless men who have gone before. It is interesting to note the following which was taken from a statement made by the Pennsylvania Railroad System:

The biographies of 20 railroad executives, taken at random and representing approximately 125,000 miles of line, show the following facts:

Two of them started in as telegraph operators, two as track laborers, four as messengers, nine in the engineering division, one as a brakeman, one as a clerk and one as a draftsman.

The progress of American business and its true accomplishments are worthy of being placed before our new generation. Out of that generation the incentive to have opportunity for service plus profit will bring the business leadership the future needs and without which we stall stagnate.

Our ideals of widespread education and our democracy of opportunity give assurance that, wherever a business leader may be, the chance for service plus profit through the exercise of his abilities will bring him out. Lack of money does not retard a man with these abilities for his abilities inspire confidence. Lack of friends does not hold him back, for his abilities make friends. As for opportunity, his abilities make opportunity even where none existed before, for that is the characteristic of business leadership—to do the thing that has not been done, to take up the task that has not been solved, to render a service for a pittance of its worth to those who receive it. Richard F. Grant.

Pres. U. S. Chamber of Commerce.

There is little real doubt that Great Britain is being forced by urgent economic considerations into the adoption of protectionism in a modified form. Political considerations, however, preclude admission of this fact by the Baldwin Government—so full of dynamite is the free-trade tradition of England. Ramsay MacDonald pointed out the other day in Parliament that the Government's proposals arouse the expectation of protectionists and at the same time pacify the fears of free-traders, and that one interpretation or the other must be false. Unquestionably MacDonald's thesis is correct. Prime Minister Baldwin countered with the intimation that if labor were in power instead of in opposition it would be advocating the same policy instead of fighting it. And a labor member indicated the correctness of this statement by announcing that he would vote for "safeguarding of industries" if the choice were between that and doing nothing. Politically, protectionism is taboo in England. Economically, it is, in some form or other, inevitable. And the gates of politics cannot prevail against it.

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### Common Man Is Bulwark of the Nation.

Grandville, March 24—What was it Lincoln said about the common people? Was it not that God must love the common people else He would not have made so many of them. That is as true to-day as it was when uttered by the greatest common man who ever lived on this earth of ours.

Who is this man who is making such a commotion out in Illinois? was asked in Lincoln's day. Nobody but a common every day man who never went to school a year in his life, the commonest of common men, and yet afterward the emancipator of a race, the savior of a Nation.

And such is the common man.

Mechanic, farmer, laborer. From mother earth he came, ungirded with royal favors, unheralded by outriders broadcasting his wondrous abilities. Royalty found barren soil in America back in colonial days and King George of that day rode to a severe fall when he made war on the common man of his American possessions.

The common man is God's best creation and from him comes the greatest good to all the people. Wars have slain millions of common men, yet there have always been enough left to leaven the lump of humanity still left, so that the hopes of the world have never gone down in utter darkness as might have been the case had there been no common man to guard the gates of the citadel of common humanity.

It takes an uncommon man to do a mean action.

It is the uncommon men who are warts on the cuticle of the Nation, who breed discontent, political rascality and all manner of evil. The less we have of this sort the better. The severe honesty of the common man has proven the salvation of the country.

What more common man is there in the Nation to-day than he who occupies the chair of state at Washington? It was such common men as Lincoln, Grant and Coolidge that held up the record of good citizenship in such a way as to cheer the hearts of our best people and keep the good old flag of the Union flying in the face of almost insurmountable discouragements.

In seeking servants to represent the people at Washington the common man has too often been overlooked. The supposed big guns have been given the preference until there is an unsavory smell going up from the headquarters of the Nation that gags and disgusts right thinking men of every party.

The best of religion finds lodgment in the soul of an everyday man. The blatant defiers of the great builder of the world are those who have learned skepticism and infidelity in the halls of learning, not out in the fields with God.

Go to the little children if you would seek God. These have lately come from the spirit spheres to this earth to gladden the hearts of mothers and fathers and draw us nearer to that great hereafter which is the light and hope of an otherwise dying world.

The little ones see God in trees and flowers, hear him in the wind and have no sinister doubts such as so often afflict the minds of our most uncommon men.

Our most revered leaders of the long ago were nothing if not common, with common ideas, common desires which aided common folks to find true happiness in this old world of ours.

The faith of the child is something more than beautiful; that faith which accepts God and His promises with no lingering doubt to cloud the picture.

Some there are, uncommon men and women, who sneer at faith, disbelieving in everything which has not its foundation in ascertained fact. Had it not been for faith where would the

world be to-day? Faith in future discoveries that were to revolutionize the world is what gave us the greatest geniuses of our world, each and every one of whom was nothing more than a common man.

We have in our halls of legislation to-day too many men of such superior intellect they imagine they cannot go wrong. The need of the time is more common men in high positions. The truly great man is gentle and child-like in disposition; willing to learn, no matter how much credit he may have won as a man of position in the world.

Grant, the humble tanner, became the greatest American general, and yet in private life he was one of the most common of men. General George H. Thomas, "Pap Thomas" to his soldier boys, was an every day, common man, filled not with glorification of his own importance, but with an aptitude for doing things and an ample store of common sense that always counts in the end.

The city of Washington has numerous monuments and statuary builded to honor our National heroes, yet it still lacks what would be the greatest monument of them all, a colossal figure in marble representing the common American man.

Great deeds are done daily by this hero of all the ages, and yet not even one shaft of bronze or granite has been erected to his memory. The why of this doubtless is because of the frequency with which we come in contact with the common man.

Familiarity breeds contempt, yet it ought not to in this case, since of all the great heroes of history, both in America and elsewhere, there is none to compare with the hero we celebrate—the every day common man.

Old Timer.

### Mercantile Legislation Progressing Satisfactorily.

Lansing, March 24—We are pleased to report progress on our bills for peddlers, hawkers, solicitors and transient merchants. Both bills have passed the Senate and are in good hands with the State Affairs Committee of the House. Some minor amendments have been made, but in all essentials the bills are the same as originally drafted.

We are very much indebted to Hon. C. L. Glasgow, President of the Michigan Retailers' Council, who comes to Lansing promptly on request. We believe that the report of the State Affairs Committee will be favorable on both bills and that by the end of this week these bills will be in the Governor's hands for his approval. As in other affairs of life, so in legislation—nothing is certain until definitely settled. Therefore, drop a line to the member of the Lower House from your county and make him friendly to these bills if possible so that his vote will be favorable on the final roll call.

Do not neglect this. With these bills on the statute books we will have some chance to deal with these perplexing problems. It is no easy affair to make 132 members of the Legislature view questions like these as we ourselves do. Urge your member's support by letter or by personal request.

So far as we know, the garnishment bill is disposed of definitely. We are looking out for it, however.

The bill to regulate mutual insurance is being opposed in several quarters. This is a matter on which we are also keeping as well informed as possible.

Senator Wood's bill to require collection agencies to be licensed is deserving of our support.

Jason E. Hammond, Sec'y.

Try becoming dissatisfied with yourself instead of with your job.

## PROTECTION OF THE MERCHANT

By the Merchant For the Merchant

PROVIDED BY THE

### Grand Rapids Merchant Mutual Fire Insurance Company

Affiliated with the Michigan Retail Dry Goods Association

320 Houseman Bldg.

Grand Rapids, Michigan

### SAFETY

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### SERVICE

## CLASS MUTUAL INSURANCE AGENCY

"The Agency of Personal Service"

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

### REPRESENTING

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

WRITE FOR FURTHER PARTICULARS.

## FINNISH MUTUAL FIRE INSURANCE CO. CALUMET, MICHIGAN

ORGANIZED IN 1889.

This Company has returned  
A DIVIDEND OF

50%

For 29 consecutive years.  
HOW?

By careful selection of risks. By extremely low Expense Ratio.

Assets 44.11 per 1000 of risk. Surplus 30.89 per 1000 of risk.

Agents wanted in the Larger Cities.

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F. M. Romberg, Manager, Class Mutual Insurance Agency  
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WILLIAM A. WATTS  
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GREEN & MORRISON—Michigan State Agents



## IN THE REALM OF RASCALITY

### Cheats and Swindles Which Merchants Should Avoid.

Not only the desire but the ability to swindle is as old as civilization. We cannot definitely state who the first swindler in history actually was. But the practice at any rate dates as far back as Jacob, who as you will remember, very neatly swindled his brother Esau out of his birthright. Moreover, we may conclude from the remaining narrative of Jacob in the Old Testament, that the practice of sharp dealing was in those days by no means uncommon. For when Jacob bought out the fair Rachel in marriage, Jacob's prospective father-in-law, Laban, proceeded to palm off his older and homelier daughter upon him, and it was not until seven years that Jacob could retaliate in kind by doing his father-in-law out of practically all his sheep. No one can state with any accuracy how great is the annual toll levied upon the people of this country each year by the professional security swindler: most estimates which have been made in this regard range somewhere between \$500,000,000 and \$1,000,000,000. Scarcely any profitable form of modern business enterprise has not been very cunningly imitated by the fake security promoter. Some years ago alleged mining companies were the favorite vehicle by which to bilk the public of its money. The public enthusiasm for automobiles was at once capitalized many bold schemers who found it simpler to sell paper certificates to the public than even inferior automotive vehicles. The wartime oil shortage created still more wide-spread havoc among the American investing public by providing an opportunity for countless crooked oil company flotations. The security swindler can be depended upon to change his mode of attack with every new development in the business field. It would require tremendous optimism to assert that financial frauds in this country are not steadily increasing in number and in the aggregate sums of money which they involve.

We need to do no more than outline the serious economic effects produced by this continuance of security swindling in this country. It reduces to pitiable poverty many widows, invalids and other economically helpless individuals. It steadily diverts funds needed by American trade and industry into unproductive and improper channels, and makes all legitimate financing in this country more expensive to perform. It hits at that mutual confidence in our fellowman which is the very basis of all honest business and all legitimate finance. It tends year after year to create a deep and wide-spread prejudice in this country against all successful business enterprises, against our whole modern economic system, and even against democratic and representative government itself. There is no one in the country who directly or indirectly is not affected by the evil work which the salesmen of fraudulent securities are doing, and it is to the interest of everyone that his activities be speedily and

drastically curtailed. For many years the public of this country, as well as officials of our state and Federal governments, have recognized the fraudulent security problem for the major issue that it really is. A multitude of laws of every character and description have been enacted against the evil, in addition to those fundamental common law principles which it regularly contravenes. The American people have in fact shown their usual enthusiasm for piling up statute upon statute on this subject, and to-day the very complexity of our swindling laws, from a National standpoint at least, constitutes one of the most serious obstacles which public officials face in endeavoring to cope with the problem of financial frauds. Law and law enforcement have been referred to as the two standard pieces of American fiction. We cannot pretend on this occasion to go into any detailed discussion of either of them. We may at any rate note that despite all the legislative activity of the last two decades, the stock swindling problem is still very much with us.

There is no panacea in the mere enactment of new laws in regard to security issues. The problem of law enforcement always remains to be solved, after the new statute has been placed on the books. Consequently, until American business adopts a thoroughly sane and realistic attitude on this phase of the question, we will get practically nowhere in our efforts against the security swindler, although we can spend large sums of money, work persistently, talk much, and perhaps for a time even delude ourselves that our labors are of definite and permanent value. In the struggle to end stock swindling, the enactment of new legislation is almost entirely an incidental factor. We would by no means imply that vigorous efforts have not been made to enforce existing laws against financial frauds. The Federal Government, through its Post Office Department and its Department of Justice, has and is making a strenuous effort to prevent and punish it. Most of our states have appointed security commissions or other state officials to enforce laws directed against swindling enacted by the states, and this machinery has also proven of very great value to the public. Yet public officials are the first to confess that further steps must somehow be taken if the fraudulent salesman is actually to be driven out of business. The Governmental effort against financial frauds has been continually hampered, both in the Federal departments and the state commissions, by very elaborate legislation, insufficient appropriations, and generally by too little support and co-operation received from either business men or the investing public.

The same story of inadequate methods and only partial success may be told of the efforts which American business itself has made against the swindling evil. For half a century the New York Stock Exchange, as the standard organized security market of this country, has carried on a running fight against bucketshops and the crooked promoter. Ever since its or-

ganization, the Investment Bankers' Association has endeavored to curtail the flotation of bogus security issues. The Better Business Bureaus and the Associated Advertising Clubs have also done yeoman service by turning the spotlight of publicity upon many notorious promoters. The chambers of commerce have also given the matter serious consideration, and in some instances have conducted lively and effective local campaigns against the vendors of illegitimate shares. All this effort against fraud undertaken by American business has been thoroughly sincere and has undoubtedly accomplished much good. Nevertheless, it has been only too apt to prove local and limited in scope, spasmodic in duration, and without any efficient central direction. As a result, the failure of private business to halt the stock swindler has been fully as pronounced as that experienced by our state and Federal officials. What is obviously needed, if this attempt to put security swindlers out of business is to be rendered really effective, is co-operation between all these agencies, public and private, on a National scale and conducted through a National organization.

Any such co-operative programme as the one we have indicated, will necessitate as one of its first tasks, a closer contact to be established between our public officials and the representatives of American business. As representatives of trade and finance we must undertake to become acquainted with our law-makers and to become familiar with their problems and their viewpoints. Unless American business itself shall prove false to its duties, this undertaking is by no means impractical or utopian. In the long run, we will deserve the laws which we get. We cannot act as critics of governmental policy merely, nor simply interest ourselves in public affairs for the favors which we hope to have handed out to us. A very real duty rests with us to make our influence felt forcefully but unselfishly in the solution of commercial and financial problems. This matter of co-operation with public officials leads us to mention still another matter in which many American business men have in the past proved most remiss. If we are to secure good laws relating to business, and good public officials to carry them out and enforce them, we must show ourselves good and active citizens. Among American business men there exists only too great a degree of political indifference. Our own practical experience should tell us that one hour spent at the primaries is much more important than two years spent in wailing over the character of our congressmen or our state legislators. If swindling laws are to be generally enforced, the business men of this country must put the right men in office, see that they are kept there, and co-operate with them fully while they are there.

The habit of insisting on our privileges and rights but forgetting our duties and responsibilities is a very human trait, indulged in not merely

by business men but by everyone else as well. It represents not so much a deliberate as an unconscious shirking of our unpleasant and burdensome duties. Even though the suppression of financial swindling is obviously to our best interests, most business men have after all exerted themselves very little over this problem, which requires money, personal effort and great persistence. Neither are such sacrifices on our part altruism or philanthropy. Legitimate trade and finance have a very considerable stake in this problem of swindling, and it is but an enlightened and intelligent display of self-interest for us to endeavor to suppress it. Our form of Government and our mode of civilization here in the United States was originally founded on individual initiative, and this has been the secret of their undoubted success. If the material and spiritual progress of the past is to be projected into the future, the individual initiative of our citizens must continue to be relied upon. Not only the history of this but also of other countries plainly teaches that once the private initiative of a people is crippled and hampered, its dynamic and constructive energies at once begin to lessen, and the peak of National achievement passes with them. In the past we have, more than most nations, enjoyed a freedom from governmental interference in our private lives and private business affairs. Yet this relative freedom also involves duties and responsibilities which we must not disregard. In any free society, evils are continually developing, and unless the people voluntarily co-operate of their own accord to suppress them, the state must in the long run intervene to do so. The freedom of business is therefore a continual challenge as well as an undoubted privilege to us all, and it is a paradoxical fact that in this free country we should be continually calling upon our Government to solve all our problems for us, and at the same time be continually protesting against any interference or meddling by the Government in business affairs. American business cannot have its cake and eat it too. If we are to continue to enjoy freedom in the business world, we must assume squarely and unflinchingly the responsibilities which that freedom entails.

There is a further word about the victims of the stock swindler which we feel called upon to say. In the past it has been customary, when considering plans and programs for preventing swindling, to take a very condescending attitude toward the "small investor." We are apt to refer to him as "our weaker brother," to call him "gullible," and to bewail the hopelessness of educating him in matters of investments. On the supposition that he is a hopeless ignoramus. We are not going to speak of the tremendous economic importance of the small investor to our entire business structure, nor do we intend to raise the question whether patronizing him is the best way to approaching him. We only wish to arrive at a definition of just what—in the language of the day—the "sucker" is anyway. Of course all



business has an inevitable risk in it, and it is scarcely fair to praise business success extravagantly and condemn business failure vigorously, when a large element of luck may, after all, be the determining factor. An ever-green faith in new methods and new inventions, and a willingness to finance experimental enterprises, is a necessary corollary to the swift economic development of this country.

A study of the stock swindling problem of to-day, and of the best methods for its cure, serves to emphasize the interdependence in this country of all its classes and sections. Legitimate trade and business is after all the greatest National solvent for the many and widely varying ingredients which go to make up our Nation. From an economic standpoint, this is by no means the least important function of modern business, and only so far as trade and finance are honestly administered and freed from sharpers and crooks, can this essential function be exercised. Actually we are all partners to-day in the business of conducting and constantly improving American civilization. From an economic standpoint, we are necessarily more or less our "brothers' keepers." Scientists tell us that when a book is knocked from a table, not only does the book fall to the earth, but also that the earth rises to meet the falling book. In the same way, the small investor who loses \$500 in some Texas oil swindle exerts an appreciable effect on the entire ethics and efficiency of business everywhere. As business men we cannot afford to disregard these individually trifling losses to the public in financial frauds. The United States to-day leads the world both in existing wealth, and also in the rate at which surplus wealth is annually created. But we still have before us the additional task of making this country the safest in the world for the steady investment of our capital in legitimate and publicly beneficial business enterprises. In this further task, the Government can and undoubtedly will render a vast assistance. Nevertheless, it is essentially a business problem, involving business affairs and calling for business experience for its permanent solution.

In recent months, the New York Stock Exchange has endeavored, through establishing the closest possible co-operation with public and private fraud-fighting agencies, to put this effort against the financial swindler upon a thoroughly National basis. The functions of such an organization, in our opinion, should consist in attempting to unify the many different and independent efforts against fraud now being made in this country, by setting up all over the country agencies to which the public can freely resort, in collecting evidence of financial frauds on a National scale, and pressing for their swift and drastic prosecution everywhere throughout the Nation. If such an organization can indeed be firmly established, a hitherto missing link in the effort to suppress stock swindling can be provided. Once the evidence of fraud can be steadily

collected, our law-makers will gladly provide measures for the severe and speedy punishment of the swindler, if indeed such statutes are not already upon the books, and our local prosecuting officers will take very adequate action against evildoers. It should be the part of private business to afford Government officials the utmost co-operation in their effort to make the selling of fraudulent securities a risky and perilous business in this country. This co-operation must furthermore be organized and afforded a Nationwide scale. Such a step, voluntarily undertaken by private business, will not only benefit our National trade, our National prosperity, and the investing public of the entire country; it will also signify that in the wealthiest, the freest and the most progressive

country in the world to-day, business men everywhere are meeting unflinchingly the responsibility which their very freedom imposes upon them.

#### A Baby Stamp.

A philatelic novelty is one of the first fruits of the new postal rates on third class mail. The Post Office Department finds it necessary to split the copper by putting forth a half cent stamp; also a 1½ cent stamp, as well as new 15, 20 and 25 cent denominations for special delivery. For variety's sake stamp collectors, who are grateful for even the mildest sensations in their hobby, will welcome the fractional postage.

The halfpenny-wise policy, though economical on its face, is bound to lead the purchaser to extravagance, sup-

posing that he desires to limit his shopping to his exact requirement. It is very well for the postoffice to put a half-cent stamp on sale, but it may stump the clerk to give the buyer his change for a penny. It will be as easy to square the circle as to buy a single half-cent stamp with our present currency. Apparently the purchaser of the split stamp must buy two. He will have to tie up capital to that extent unless the Treasury Department helps him out by minting diminutive chicken-feed.

Arcadia—Frank O. Iverson, whose general store at Saile, R. F. D. from Arcadia, burned last fall, has resumed business in the basement of the stone warehouse until he can rebuild on his former location on M-11.

## Fundamental Transportation

Into the vast and complicated network of Transportation in Michigan have been knit several accessory types of carriers. Yet it is noteworthy that each of these accessory carriers exists only through service by certain of Michigan's 24 Steam Railroads.

Electric railroads get their power from coal. Steam Railroads bring it to them.

Motor cars, trucks and busses use gasoline for fuel. Steam Railroads bring it from far-away refineries—bring, too, the materials for the paved highways on which motor vehicles run.

Not even ships are self-sustaining. Their coal meets them at the railhead.

Steam Railroads are Fundamental Transportation.

On their faithful performance everything else depends.

This responsibility is ever before the Steam Railroad men of Michigan. And they feel they are meeting it today better than ever before.

Does your experience confirm this belief?

Do you appreciate the absolute need of protecting this Fundamental Transportation from further restrictions adding to the cost of service?

Write this association frankly and fully.

### Michigan Railroad Association

508 Railway Exchange Bldg., Detroit, Michigan

(14-27)





**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.

#### Glove Leathers High and Scarce.

Higher prices and a scarcity of leather, coupled with a shortage of labor, are serving to retard production of desirable gloves within buyers' price limits, according to the National Association of Leather Glove and Mitten Manufacturers. Importation of raw cape leathers is said to have dropped 50 per cent. within the last year and prices have advanced 25 per cent. Domestic skins used for men's popular-priced cape and suede gloves have also advanced more than 25 per cent. These skins are more directly affected by conditions in the shoe leather market than any others. Tanners are quoting prices only for immediate delivery from stock for both imported and domestic leathers, raw or finished. A 25 per cent. advance has also been made on buckskins, which are exceedingly difficult to obtain, as it has not been found possible to breed wild deer successfully. Mocha skins have not advanced in price. The constantly growing popularity of leather garments, which absorb large quantities of skins formerly available for glove making, is cited by glove manufacturers as a chief cause of their difficulties.

#### Look For Good Orders Soon.

Much of the summer delivery business that is yet to be placed in the hosiery trade is expected to come forward within the next few weeks, and in some quarters good buying is looked for right after the Easter season. The special news letter of the National Association of Hosiery and Underwear Manufacturers says that some sizable orders are in prospect on children's seven-eighths goods in pineapple stitch, with fancy turnover tops in a wide range of colors. The letter will also say that buyers report the demand for chiffon hosiery to be better and that, at the same time, there are reports from the mills that deliveries of chiffons will be late in many cases. Some mills report enough business to keep them going for the time being, and are not promising deliveries inside of three or four weeks. Prices throughout the market remain quite generally firm, although there has been some shading in cotton hosiery.

#### Says Too Much Style Is Not Good.

Quite a few of the troubles which are being experienced in the women's novelty end of the knit goods trade

these days are attributed by one of its prominent members to too much style. "While I do not see any trend back to the more staple things in women's sweaters, and do not expect to see any for some time," he asserted, "it is a fact that an overdose of style has given the business a figurative stomach ache. Designers for the better class houses have racked their brains for novel offerings, and the other houses have quietly appropriated their ideas. The result has been the cheapening of styles, that should have been good, to the point where even the shop girl sticks up her nose at them. Well-dressed women are abandoning sweaters for this reason, and the bread and butter trade is giving them the 'go by' also. Just where it will end is a problem."

#### Buying Not Expanding Strongly.

With less than a month remaining before Easter, the volume of ready-to-wear buying leaves much to be desired, according to wholesalers. The comment was made by several that whereas they ought to be working at close to peak activity now, the business being actually done is only of moderate proportions. The weather is held to be playing a big part in the development of buyers' operations, as things pick up with a snap when the weather becomes mild and Springlike. The belief is expressed that Easter will not be the all-important line of demarcation this year, although it is realized that demands for price concessions have more force after Easter than before it. The sale of high-colored merchandise has had little chance to expand thus far.

#### Made Neckwear More Prominent.

Current business in women's neckwear is bringing made sets into more prominence, but at the same time there has been no falling off in the demand for yard goods. This is attributed partly to the fact that Spring frocks exploit collars and cuffs and also to the fact that Easter is becoming more and more recognized as a gift season. At present there is an active interest in several styles of neckwear in colors, finished with ties of ribbons of contrasting shades. Novelties of all kinds are among the best sellers and high colors continue to hold their own. Many houses represented in the membership of the United Neckwear League of America are sold four weeks in advance as a result of the seasonal increase in business.

#### Would Reduce Wallpaper Lines.

One of the principal topics discussed at the quarterly meeting of the Wall-

paper Manufacturers' Association of the United States at New York City last week, was the advisability of concentrating production of the merchandise on fewer patterns, colors and varieties. The need of doing this was said to be so marked as to be a trade necessity. Too many styles and colors are being sampled, it was held in the course of the discussion, and the increased cost of turning out the merchandise makes it imperative to reduce the number if profits are not to suffer seriously. A good part of the meeting was given to the discussion of ways and means, including legislation, of preventing design infringement, which, in the wallpaper trade, as in many others, has become a paramount evil.

#### Umbrella Prices May Rise.

Unsettled conditions in the umbrella trade have militated against the normal increase in demand that was expected at this time. Buyers have been holding off in the expectation that manufacturers would make price concessions. But manufacturers point out that umbrella silks and cottons have advanced since the first of the year, and recently there was an increase in the price of frames of about 25 per cent. The light business during several seasons past is said to have placed the manufacturers in a position where they cannot absorb these increases without a loss. Accordingly, there are reports that prices of all grades of umbrellas but the cheapest may be advanced.

#### More Call For Women's Belts.

There has been a noticeable improvement in the demand for women's belts as the season has advanced and sports clothes and street dresses have been brought more into the foreground. The United Belt League of America is authority for the statement that all kinds of belts are now being asked for, from those novelties which combine striped ribbon with leather and those in which different kinds and colors of leathers are combined to the suede and smooth-finished models of staple design. Among the season's many novelties is a belt of brown leather finished with a conventionalized leather flower, the whole being outlined with a narrow strip of gold.

#### New Shaded Harmony Hosiery.

A hosiery novelty just shown to buyers for leading stores has attracted considerable attention and promises to "go over big." The feature of the hosiery is its ombre or shaded harmony coloring. From a dark shade at the bottom the color gradually gets lighter until the lightest shade of the hue is reached at the knee. The greatest harmony of hosiery with the ensemble costume thus achieved, according to the concern marketing the merchandise. The hosiery is offered in six different shades comprising champagne, salmon, Havane, couchu, campanule and daim. Wholesale prices are \$24 per dozen.

#### Confidence in Better Bolivias.

One aspect of the situation in bolivias for the Fall centers on the fact that the mills appear to have more confidence in them in the higher price

ranges than was the case last Fall. Practically all of the mills showing these cloths for the coming season are no longer confining them to the lower end or cotton warp numbers. This would indicate a much improved outlook for the higher grades of these coatings, running from \$3.50 to over \$5 a yard. In its lines of colored bolivias, one of the mills has succeeded in its new offerings of combining color with luster, which it has hitherto found quite difficult.

#### Color Helping Neckwear Sales.

Further gains in men's neckwear orders are reported by wholesalers. The retailers are said to be meeting with considerable success in their offerings of the new highly colored merchandise. Neckwear, in fact, is described as the best selling of the haberdashery items at the present time. The bright colors are featured in both cut silk and knitted merchandise. A new idea in the latter is the working up of the jockey colors of prominent racing stables into ties. Stripes lead by far in the patterns. They are also prominent in the offerings of batwings, the sale of which is described as growing.

Saginaw—Arthur E. Ensminger, Roy Ensminger and Alexander D. Phillippe have filed incorporation papers for a general department store to be opened in the spring under the style of the Fair, with an authorized capital stock of \$15,000.

Neither flatter nor flout your boss. Help him. Then he'll help you.



We have purchased the stock, good will and trademarks of the Ideal Clothing Co. and will be prepared within fifteen days to make deliveries on Boys' Double Knee and Double Seat Garments, No. 116 and 117, and on Men's No. 110 and 179.

**Van Leeuwen**  
**Dry Goods Co.**

237 W. Fulton St.  
 GRAND RAPIDS, MICH.



### In Selling, Get Right To the Point. Written for the Tradesman.

"The successful salesman must know his goods," said an experienced merchant the other day, "but he doesn't need to tell every customer all he knows. Knowledge of the goods is a reserve to give the possessor thorough confidence in selling, and to be drawn upon as sound judgment dictates."

The speaker went on to cite an instance. A customer was looking at safety razors. The clerk, a promising young fellow, had a lot of the book arguments down by heart, and the minute the customer mentioned a safety razor, he had one on the counter and was reeling off the selling points like a phonograph set going. The customer looked uncomfortable, but he hadn't a chance to slip a word in edgewise. When the chance did come, he muttered, in an indecisive fashion, "Well, I guess I won't buy one to-day," and commenced to edge away.

"I didn't like to see the boy lose that sale, he was in such deadly earnest," went on the merchant, "so I just stepped up, casually, and picked up the razor he was showing. 'Have you ever tried one?' I asked the man carelessly. 'I never use any other kind myself.' In a minute he'd let out the objection that was troubling him. 'You've always got to be buying new blades,' he said. 'That costs, doesn't it?'"

"That was where the whole hitch came in; not the initial outlay, but the upkeep. I told him what the extra blades cost, and how much wear he could expect to get out of them. Then I said, 'You see it isn't much. I know it's less than I used to pay to keep the old style razor sharpened.' The upshot was that I explained away his objection; and between us the boy and I made the sale."

Every salesman has a fair proportion of easy sales—sales in which the customer knows what he is after, and buys it the minute it is produced. But the A-1 salesman is the salesman who can meet and overcome objections. For, in the larger proportion of sales, the customer is at the outset undecided; he is interested in an article, but is uncertain whether to buy at this price or that, or which of two articles to choose, or whether to buy or not. There is an obstacle; the task of the salesman is skillfully to hasten the customer to the point of decision, and incidentally, to sell the higher priced article wherever possible.

Overcoming obstacles is genuine salesmanship.

One clerk I know has this type of salesmanship reduced to a science; nay to second nature even. He is a slow-appearing, soft-spoken chap, long enough in the business to be pretty well posted and keen enough to impress his dominant enthusiasm on his customers. But he doesn't rush into words; instead, he produces the goods rapidly, with a tactful word or two regarding each article he shows.

"I can thoroughly recommend that comb," he will say, producing the best in stock. "And here's an excellent article"—and all the while he watches the customer keenly, alert for the slightest hint. Experience has given him the knack of telling from the customer's look just which article appeals and which does not. Then, in his slow, soft, impressive tones he adds more information, bit by bit, watching all the while, skillfully fishing for the objection which lies hidden somewhere at the back of the customer's mind.

When he finds it, it's the work of an instant to bring forward the one argument needed to overcome the objection.

That's where knowledge of the goods

is well worth while—in overcoming objections, and removing obstacles. If there is one deep-rooted difficulty in the way of a sale, it is merely a waste of time to beat about the bush. The great thing for the salesman is to locate that outstanding difficulty; and then to concentrate on it the heaviest possible fire. The ability to bring out objections, plus the ability to explain them away, are big items in effective salesmanship. Victor Lauriston.

### Reds Glow in Men's Neckwear.

Reds have come to the fore notably in men's neckwear, even such shades as cardinal being in growing demand, according to tie silk concerns. One well-known manufacturer says it has been eighteen years, to the best of his knowledge, since the demand for reds has been as strong as it is to-day. The red tones are used mainly in conjunction with other colors, but there is even interest in solid colored reds. Bright colors generally continue to dominate and this it is predicted, will continue into the Fall. The tie silk mills are now booking orders for Fall, with samples to be delivered to the neckwear manufacturers in May.

### Tailored Blouses Coming Strong.

Tailored silk blouses, like tailored cotton ones, are enjoying the usual revival that the Spring season brings. White silk, made up in the overblouse style, strictly tailored and trimmed with pearl buttons, is a material that is much used in staple lines. Vest effects achieved by the use of fine pin tucking continue to be good. Mannish cuffs, in which links are sometimes worn, are also favored. Round and pointed necklines are equally good. Indications point to a generally active season for blouses of the type described.

## Spring Underwear

Now is the time to complete your stocks of Spring and Summer underwear. We carry very complete assortments of the following well known brands:

- B. V. D.
- Navicloth
- Setsnug
- Springtex
- Lawrence
- Premiere
- Newayon

Consult our agents—and keep in mind that we have quality merchandise, right prices and prompt service at all times.

### Paul Steketee & Sons

Wholesale Dry Goods  
Grand Rapids, Michigan



## Watch Michigan Young Men Blossom!!

They are beating Arbutus; they are blossoming now, in Fancy Lumber Jacks and Sport Slip-Overs.

We are showing 25 different styles in Marvelous color combinations.

MEN'S LUMBER JACKS FROM \$36.00 to \$63.00

MEN'S SLIP-OVERS FROM \$28.50 to \$60.00

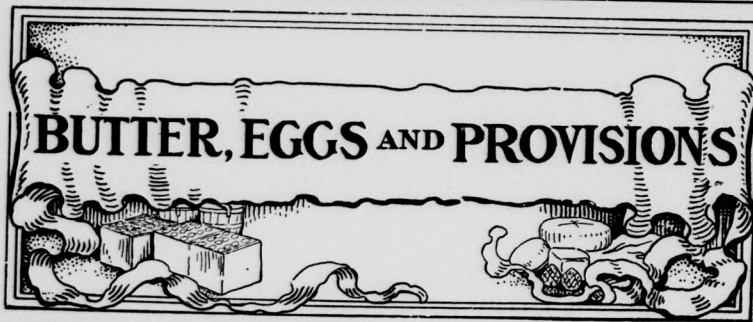
Suede Cloth, Corduroys, Wool Knit. For Boy's also.

Look out for a shortage. Don't lose out. Make a hit.

## Daniel T. Patton & Company

Grand Rapids, Michigan—59-63 Market Ave. N. W.

The Men's Furnishing Goods House of Michigan



### Future in Store For the Wholesale Grocer.

Any man would be foolish to imagine that a public service, as truly vital to the public welfare as feeding the nation, could pass through all the during the past twenty or ten, or even changes of social and economic life five years, without being forced into radical modifications. Threshing out "the survival of the fittest" is an inexorable part of progress.

One does not have to apologize for recognizing that the grocery trade, like every other form of life, is replete with too many grocers—men, houses and practices—better passed into the discard than carried along as brakes on the wheels of progress. Much of the waste of crocodile tears over the recent "passing of the grocer" is lamentation for a blessing in disguise.

The readjustment has already made sufficient progress to prove that the wholesale grocer will never be really eliminated; nor will the so-called independent retailer. I cannot say what they will ultimately become—in fact, I doubt if there will ever become a finished and stable product of uniform type and operating practice—but so long as they work along lines of true economy and serve the public as it wants to be served, there will be room for both and a reasonable recompense for their work.

How greatly the ideals of the wholesale grocery trade have changed can only be appreciated by comparing a typical convention of to-day with a similar gathering ten or twenty years ago. The comparison is illuminating and reassuring. There are unmistakable signs that the early advantages possessed by the newer forms of merchandising have ceased; that equality of opportunity and of efficiency have been more largely attained. There may be a few less wholesale houses—a few less retailers (though I doubt that)—but the public is still being fed three times a day, some grocer is still selling the supply and making a living at it, and the grocer performs distribution, more uniformly throughout the country in every community, every day and to every family, at a lower cost than the supplies of any other known necessity of life.

Progressive grocers welcomed the discovery of ways in which they were inefficient; in which they had wasted energy and duplicated efforts. It is hard to estimate, for instance, the value of the Harvard studies and of sundry other analyses. The result has been the discovery of facts as yardsticks of comparison in place of guesswork. Men have evolved standards by

which to measure their own performance.

New ideas of cost analysis and of accounting have disclosed hidden weaknesses and faults in thousands of instances. The interchange of information as to mercantile methods and of store, warehouse and delivery practice has revolutionized many an obsolete establishment. Hammering home the importance of turnover—the old story of the "nimble sixpence" (although somewhat overdone)—has led to a reduction of idle capital, needlessly large stocks, and has changed hundreds of stores from morgues to marts. The importance of close collection of accounts and the reduction of outstandings has immensely reduced the drag of dead capital.

The war and its enforced economic regulations—happily under the direction of that great friend of the business man Herbert Hoover and the grocers' own leaders—taught the incalculably valuable lesson of small stocks, frequent purchases, rapid turnover and selling all the line at a profit instead of handling 60 per cent. at a loss and making up the shortage by selling the other 40 per cent. at an excessive margin.

New ideas of departmentizing business and of apportioning "overhead" on all items legitimately have let a flood of light in upon hidden fallacies of the past. Studies of trucking and transportation—of the limits of economical delivery and sales efficiency—have led many a grocery to curtain or abandon wasteful competition.

David Harum said that "fleas is good for a dog; they keep him so busy he can't take the time to brood over being a dog." The same might be said of the influence of the chain store over the grocer—either wholesaler and retailer. They have been a blessing in disguise and to them the old line wholesale grocer owes some of his most important progress. They have most particularly pointed out the great truth of the correct relation between the wholesaler and retailer.

Someone has said that "in the past the wholesaler lived on the retailer but now he lives for him." While this may not be wholly true it has given rise to a general realization on both sides that the wholesaler and retailer are essentially inter-related and interdependent. The one can only prosper as the other does.

Some of us have contended from the first start of the chain store craze that there was no real economic difference between units comprising a wholesale grocer and his hundred retail customers on one side and a chain headquarters and its outlying hundred re-

Bell Main  
236

Phones

Automatic  
4451

FIELD AND GARDEN

# SEEDS

Wholesale

ALFRED J. BROWN SEED COMPANY  
25-29 Campau Street  
GRAND RAPIDS, MICHIGAN

### MOZART Brand Fancy Canned Goods

SWEET CORN  
Special Small Grain  
Corn  
SUCCOTASH  
Special Small Grain  
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  
PUMPKIN  
SAUER KRAUT  
HOMINY

ABOVE ITEMS IN EXTRA STANDARD "GOODWILL BRAND"  
ABOVE ITEMS IN STANDARD "WERTHMORE BRAND"

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

# RED STAR

This flour never has been a sensation. It never has ridden high on a wave of favor and then sunk back into the hollow of questionable and doubtful quality. Always it has been the same—dependably fine. Year in and year out RED STAR has gone along steadily but surely gaining good will.

JUDSON GROCER COMPANY  
GRAND RAPIDS, MICHIGAN



tail stores on the other. Functionally the two systems were identical.

With the chain, however, wholesale and retail departments "meshed" perfectly in the chain under a single intelligence at the helm, while the wholesaler had to jealously guard his own interests and a hundred intellects (if they might be called that) managed (or mismanaged) the hundred retail units, complete co-ordination on the one side spelled efficiency and success—hopeless antagonism on the other spelled ruin.

Competition may be "the life of trade," but excessive and needless competition is the ruin of economy in public service. A philanthropic monopoly—if one can be kept philanthropic—is far more certain to function cheaply and effectively for the public welfare than useless rivalry, excessive duplication of effort and service, over many stores and a needless fight to capture trade. Any retailer would be better served by one friendly jobber than by dividing his purchases between many and compelling them all to send competing salesmen and trucks to his door—ten men after an order adequate for one. No one has yet discovered a way to avoid making some one pay for wasted effort.

And so all over the country new plans are being devised—some good and some doubtful—to eliminate competitive waste by uniting jobber and "independent" retailer into the same essential co-operative relation as exists between the two departments of the chain store system. I have had my attention called within the past year or two to probably 35 or 40 such experiments being tried out.

You are all more or less familiar with the development of the buying exchange in its most effective form. Right here in Philadelphia it has reached its highest development. One of the most successful of these writes me that he operates the wholesale store at a cost of 3.8 per cent. on sales volume. He changes prices sharply with the markets, has no fixed margins of markup and no quantity prices, sells f. o. b. warehouse with 1 per cent. added if the buyer wants deliveries and all invoices carry 2 per cent. penalty for slow payments. To assure payment members must own stock in the corporation, which stands as collateral for credit and on which 6 per cent. interest is paid. In case of rejection of an order the member is penalized 5 per cent. and forced to take the goods.

How does this compare with the Harvard average (1923) of a total expense of 10.6 per cent. for over 500 typical wholesalers?

I need not remind you of your own Philadelphia cooperative experiment to meet this competition nor of those interesting movements in Baltimore and in Wilmington. But I have been particularly struck with the situation in Buffalo, where two notable schemes are working out side by side. In one an old line wholesale grocery house was bought out by a group of retailers and is operated as a wholesale house, but without clerks or delivery expense and no salesmen (because the members purchase all their goods of this one house) and fighting for trade is

eliminated. The manager told me that two men, three girls and three porters run the place at an average advance in price of 2 per cent. to the customer, without service.

The other Buffalo experiment is, however, more interesting to you because it is operated by an old-line whole-sale grocer, who still conducts his jobbing house at one angle, owns and operates a chain of 300 stores of his own at another and supplies on the same basis a group of about 200 other stores, independently-owned, but uniform in operation and decoration and pricing and under contract to accept his domination in many ways. In a letter to me a few days ago he said:

"The plan is simplicity itself: the jobber merely taking the place of the chain distributive warehouse and the retailer the place of the chain retail store."

He writes me that his gross profits in all departments last year were  $8\frac{1}{4}$  per cent. and his cost of doing business  $5\frac{1}{2}$  per cent. But, he adds, "these figures do not include capital investment." The owner adds in his letter:

"We are still selling some independent retailers in our wholesale house on the old basis; have a good hotel trade and employ fourteen outside salesmen in our selling organization. But if a man tries this plan with the idea of making money he will not succeed; if he works out his plan with a spirit of service he will succeed. He will be in a splendid frame of mind, for his future will be constantly widening, whereas to-day with so many jobbers it is constantly narrowing."

I suspect that the most interesting experiment for jobbers now being undertaken is the "one-man jobbing house," originated in Toledo but now being rapidly expanded in other centers. This system has sixteen stores, five of which are new, and anticipates opening others; with the idea that the more one-man stores the more general overhead will be reduced.

The average branch store is a little shop of about 20x100 feet, with only a front door, a board counter, a cash drawer and one or two platform trucks. The stock, comprising only the leading articles most commonly needed by the retailers of the neighborhood, is piled up behind the counter convenient for quick access. The customer drives up in his own wagon, makes out his order which the clerk copies in duplicate with prices extended, the goods are paid for, piled on the truck or the counter and carried by the customer to his own wagon.

Experience shows that sixty or seventy orders can be and have been easily filled and delivered by the one clerk in the course of a day; the average being not over five minutes per customer. Orders average about \$10 to \$15, but sometimes run up to as much as \$250. The stocks are replenished two or three times a week, handled in full-load lots, and county warehouses are carefully restricted to the 25c freight zone.

The manager tells me that his average stock turn in the branch store is every seven to ten days, but one store has attained a four-day turnover.

(Continued on page 31.)

## EAT SPRING VEGETABLES

This is the season when fresh green Vegetables such as Spinach, Carrots, Beets, Cabbage, etc. are in greatest demand. Take advantage of this demand and order liberally.

Grapefruit is at its best now and is the cheapest fruit on the market.

**THE VINKEMULDER CO.**  
GRAND RAPIDS, MICH.

## M. J. DARK & SONS

GRAND RAPIDS, MICH.

*Receivers and Shippers of All*

**Seasonable  
Fruits and Vegetables**

**Watson-Higgins Milling Co.**  
GRAND RAPIDS, MICH.

**NEW PERFECTION**

The best all purpose flour.

**RED ARROW**

The best bread flour.

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

Western Michigan's Largest Feed Distributors.



**Moseley Brothers**

GRAND RAPIDS, MICH.

Jobbers of Farm Produce

**NUCOA  
CHEESE  
OF ALL KINDS  
BUTTER  
SAR-A-LEE  
BEST FOODS  
GOLD MEDAL MAYONNAISE  
Thousand Island Dressing  
I. Van Westenbrugge  
Quality — Co-operation — Service**

You Make  
Satisfied Customers  
when you sell  
**"SUNSHINE"  
FLOUR**

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

Genuine Buckwheat Flour  
Graham and Corn Meal

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



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

### Why Not Brighten Up the Implement Rooms?

Written for the Tradesman.

"Brighten up" is a good motto for the implement dealer. The days of the old-fashioned, disorderly implement room are slowly but surely passing. The agitation for cleanliness in the handling of food-stuffs has had an influence which extended far beyond the grocery and provision stores. Merchants in all lines of trade have seen that it is not merely sanitary to keep a clean store, but that it is good business.

The spread of store cleanliness in the last few years has been like the spread of plate glass in the average small town a couple of decades ago. What was once regarded as an innovation is becoming the rule—and, as experience is proving, it is a profitable rule.

If for no other reason, the implement dealer should brighten up his premises because it is a symptom of courage and confidence, and these are days when courage and confidence make themselves felt.

True, the great underlying sanitary reasons which affect the vendor of foodstuffs don't apply to the implement dealer, or to the hardware dealer who handles implements, stoves, etc. Probably all that such a dealer's stock requires to keep it in good condition is dry storage. Yet from a business point of view brightening up has its distinct advantages—advantages which the experienced implement dealer will realize.

The farmer is ninety per cent. more of a business man to-day than he was forty years ago; and the implement dealer who wants to do business with him must keep pace with his progress. He cannot afford to do business along the general lines of half a century ago, any more than he could expect to do business by offering his customers 1885 models in competition with the present implements handled by his competitors. And, on the other hand, the dealer who runs his premises on strictly up to date lines steals a march upon the chap who is content to jog along the way his father did.

"Brightening up" for the implement dealer, is not a question merely of cleanliness, but of the effect produced upon the mind of the customer. The hard-headed salesman who has been through the mill has learned by long experience to take account of this factor in selling.

It is not the actual cleanliness that

counts, but the implied suggestion of success, built upon up-to-date, businesslike and thoroughly honest methods. The implement dealer who keeps his shop clean and neat should do so for the same reason that the commercial traveler dresses his best and gets a shave and dons a clean collar and tie before starting to make his calls in a new town.

What looks clean, suggests success; what looks sloppy implies failure. The farmer who goes into your show room to look over a separator consciously or unconsciously takes stock of his surroundings. He may not intend to size up the place, but it affects him, just the same. If he finds an orderly implement room with every item on exhibition bright and clean he involuntarily thinks, "This man is doing a good business; he must have a good line of stuff." If he sees dirt and disorder, his natural reflection is "This fellow's implements can't be much good since he doesn't seem to sell enough to keep his place tidy." He may not think it all out in exactly these words, but that, roughly sized up is the idea that hits him.

The proposition simmers down to this. The average man is more favorably impressed by a clean store than by a dirty store. When it comes to a choice between a clean store and a dirty store, Mr. Average Man will give the clean store the preference every time.

For that matter, your own inclinations tell you the truth. If your shop were thoroughly clean to start with, you wouldn't consider it desirable to go deliberately to work and muss it up. That your shop gets a trifle dirty and disordered, without any apparent effort on your part to make it so, is no reason why you should leave it that way.

So, brighten up.

For there is no reason why the implement room should be dirty. In the other hardware departments—as in the paint department, with its oils and colors—the dealer is up against a more difficult problem. Yet the necessity of catering to feminine trade has produced in most communities the new, clean paint department, despite all difficulties. If the paint department of a hardware store can be kept clean and yet carries some lines of stock that naturally make for dirt and disorder, why can't the implement room be kept clean with a stock that is naturally clean, and that makes for brightness and a pleasant appearance?

There are a lot of little details involved. It will not be a difficult matter to keep your showing of implements in clean, bright shape. But or-

### THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

All kinds of Glass for Building Purposes

501-511 IONIA AVE., S. W.

GRAND RAPIDS, MICHIGAN

## 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.

## Foster, Stevens & Co. WHOLESALE HARDWARE



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



Decorations losing freshness

### KEEP THE COLD, SOOT AND DUST OUT

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

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AMERICAN METAL WEATHER STRIP CO.  
144 Division Ave., North  
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## BROWN & SEHLER COMPANY

"HOME OF SUNBEAM GOODS"

Automobile Tires and Tubes

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Sheep-lined and

Blanket - Lined Coats

GRAND RAPIDS, MICHIGAN

### WE INVITE

your orders for DEPENDABLE high grade oak tanned or waterproof cemented LEATHER BELTING.

As belting manufacturers of twenty-four years experience, we are in a position to render any kind of prompt belting service, either from our LARGE STOCK on hand, SPECIAL MADE BELTS to fit a particular requirement, or REPAIRING leather belts that you need quick service upon. Call us on either phone.

### GRAND RAPIDS BELTING COMPANY

Leather Belting Manufacturers

1-3 IONIA AVE.

GRAND RAPIDS, MICHIGAN



derly arrangement on the floor is an important item to consider when you are reckoning up appearances. The floor itself should be kept clean. You can't very well prohibit spitting, but you can at least provide cuspidors. The implements themselves will need to be kept dusted.

Where a stock of repair parts is carried, they need a place of their own. I have known implement rooms where you couldn't get to the plows in the far corner without stumbling over some bit of metal and stubbing a toe. Get a particularly irascible farmer and put him up against an experience of that sort, and the language next ensuing would more than match the store arrangements in point of disorder. Orderly arrangement of parts, and careful storage of repair parts specially ordered and awaiting delivery to customers, is a point to reckon with in your clean up. If you have a set place for these things, your helpers won't go hunting all over the place for a bit of machinery that, properly put away, they could find in a minute.

Brighten up the windows and keep the walls clean. Auction sale bills are interesting reading for your customers while the bills are fresh, but they should vanish after the sale advertised has been held. In connection with the windows, not only does it pay to keep them clean, but displays are worth while. The window display is, in a good many implement rooms, pretty much of an innovation; yet it is a step along the line of progress. If you have display space, make use of it—not necessarily in elaborate exhibits, but show the goods so that they will appeal to the eye of the farmer who looks in on market day.

Incidentally, your desk and the corner you use as an office will probably benefit by a housecleaning. An orderly office is a sign of the good business man, as distinguished from the merely "good fellow" who runs his business in disorder and who doesn't count with hard-headed farmers as much as he used to.

The printed matter sent out by the manufacturers for distribution should be kept clean while it is with you and handed out where it will do the most good. This is a point especially worth noting. This advertising literature is prepared by skilled experts; it costs you nothing; because it costs you nothing is, however, no reason why you shouldn't make it count in your business. To pile a lot of advertising booklets in a corner on the floor and dig one out when a customer asks for information—and turn it over to him dirty and crumpled—isn't the way to create a good impression. And every good impression you make is worth the making, even if it does take a little extra work.

Victor Lauriston.

#### Velvet Flowers in Great Vogue.

The vogue for velvet flowers in Continental style circles continues, presaging favor for them in this country. They are used abroad both for millinery and dress trimmings. When used on hats they are usually small and

flat, and so placed as to cover completely either the brim or the crown. A recent model from Marcelle Georges is a small straw toque with pointed crown, the small close-fitting brim of which is completely covered with green velvet flowers. Flowers used for shoulder and hip-line trimmings of dresses, however, are very large. Velvet flowers applied to the material are noted on many new evening dresses. Seen recently at the Hotel Ruhl in Nice was a gown of silver lame and salmon panne, having a band of big roses of cut panne, with leaves of green pearls placed around the skirt. A smaller band of applied roses trimmed the matching cape that was worn with the gown.

#### Button Vogue Is Strong.

Buttons as trimmings continue to hold a foremost place. For Summer the crystal button having colored enameled designs will be a leader, according to button manufacturers. Porcelain trimming buttons of many descriptions, it is said, will also be extensively

used. Pearl buttons in the pastel shades are likewise in strong favor, with attention also given to flat ivory merchandise in these high shades. The tendency is strong toward small buttons. The small ball of galalith in

bright shades has been selling well for trimming purposes. The outlook for Falal is considered very promising. Reports from Paris indicate a large use of buttons as trimming details by the couturieres.

## Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes  
GRAND RAPIDS, MICHIGAN



Wholesalers of Shelf Hardware, Sporting  
Goods and  
Fishing Tackle

# Warning—

## Kalsomine is *not* Alabastine —There Are Important Differences!

- 1 Alabastine covers more wall space pound for pound than any other wall finish.
- 2 Alabastine *never rubs off* if properly applied. Yet, when it is time to renew the wall finish, Alabastine washes off perfectly.
- 3 It mixes easily, quickly, with cold or warm water, and the only tool needed to apply is a good broad brush.
- 4 You can select Alabastine in white and all tints. Moreover, you can be absolutely sure that you will get the exact Alabastine tint or color you select. Alabastine eliminates guesswork. Every package is labeled and numbered—a double check-up with the color card.
- 5 Alabastine walls are much more economical than wall paper or paint. Also sanitary and durable, as well as beautiful.
- 6 You may be offered bulk kalsomine or package substitutes for Alabastine at a few cents less—but would you take skimmed milk in your coffee when you could have cream at approximately the same price?
- 7 Do not be misled by substitutes. Some come with fancy names. Some in fancy packages. But none are Alabastine. You can get Alabastine results only when you use genuine Alabastine. **Genuine Alabastine comes in a trade-mark package with cross and circle printed in red.**
- 8 Ask your dealer for an Alabastine colorcard or write Miss Ruby Brandon, the Alabastine Company, Grand Rapids, Mich. Then you won't have to be disappointed by using kalsomine or a package substitute.



Ask your dealer  
for Alabastine—  
No package genu-  
ine without the  
cross and circle  
printed in red.

# Alabastine

Instead of kalsomine or wall paper



### News and Gossip About Michigan Hotels.

Kalamazoo, March 24—Listening in at a confab of hotel men the other night I was greatly surprised at the extent of pilfering from hotel chambers by guests of such institutions, and especially persons of financial and social importance. Much has been said about vandalism of all kinds by such offenders, but the half has not been told. Here are a few episodes:

All patrons of hotels are not commercial men. The tourists are the most serious offenders, but all of these lapses of honor may not be laid up to the latter.

The room maid at a certain hotel discovered that a blank several inches square had been cut from the center of a \$12 pair of all-wool blankets with a knife. The perpetrator was run down, admitting that he had used the portion taken for a chest protector. The easy going boniface pocketed the loss rather than give offense, and the guilty one probably thinks he put one over.

At a prominent Grand Rapids hostelry the housekeeper reported that a sample room bath tub had become clogged with some foreign substance, which upon investigation proved to be sulphuric acid and other contents of a fire extinguisher. Investigation proved that the load of a \$12 fire extinguisher, taken from a rack in the hall, had been discharged in the tub, and the apparatus was missing. The pilferer had checked out, but his trunks were located, opened and the stolen property recovered without anything being said to the offender. He presumably had a surprise in store for him when he opened up at his next stop and found the swag missing.

The same hotel had three expensive rugs taken by one individual, but an early discovery and prompt action resulted in their recovery.

Guests of another hotel, ostensibly man and wife, ordered a breakfast served in their room, and checked out before the buss boy returned for the tray. Every item of silverware, valued at \$75, had been purloined. Fortunately they were apprehended at the railroad station, where they strenuously denied the accusation, threatening dire reprisal for the insult, were taken back to the hotel and the stolen property recovered. And, as usual, the offense was condoned.

The maid in another prominent hotel reported to the office that a 9x12 Wilton rug had been removed from a certain room, but supposed it had been sent out to be renovated. A party had checked out that very morning and the porter who had handled the baggage at the hotel identified it on the baggage truck at the depot. The culprit was identified in the waiting room, expostulated vociferously when asked to open his trunk, promised to advertise the hotel from Dan to Bersheba and all that, but the rug, valued at \$85, was recovered and the thief dismissed with a reprimand. Being a common thief he has gone elsewhere to repeat the offense.

The average losses from stolen towels and linens, electric globes and so forth from hotels are estimated at 10 per cent. each year. Considering the millions expended for such commodities

each year, the loss is a pretty penny. For awhile many hotels favored the use of towels with the name of their institution woven through the center. Very soon, however, the discovery was made that travelers had established a new fad, that of collecting souvenir hotel towels, and boasting of it to their friends—petty thievery by “respectable” guests, who would go “straight up” if it was intimated that any act of their whole lives savored of dishonesty.

A new hotel was recently opened and among the silver supply was a complement of 1000 after dinner coffee spoons of a very expensive character, embellished with the hotel coat-of-arms. Within a very short time they were all missing. This boniface, however, took his medicine quietly, ordered another supply of spoons—this time of a very inferior metal—kept tab on his guests and when the “collector” was located, charged them in his bill at ten times their actual cost. He soon discouraged the practice.

A friend of mine, some time ago, leased a furnished flat from some theatrical people. Upon taking possession of the apartment, it was discovered that practically everything except the piano, and possibly the range, had been supplied by hotel people. There were Pullman blankets, bed spreads, linen of every description, and silverware galore, some of the latter of the most expensive quality.

The episode of the taking of a grip stand from the Post Tavern, Battle Creek, is well remembered by the hotel fraternity. A salesman, quite well known, packed it in his sample trunk. All the taxing of his ingenuity and consequential trouble did not enable him to get away with a bulky article of little intrinsic value and of practically no use to him.

Now I have mentioned these various incidents for just two reasons. The first for the purpose of showing the traveling public that hotel operation is not all profit, and the second to admonish the hotel people that the only way to discourage hotel “burglary” is to discipline the offenders. This will have to be done sooner or later, for all hotel managers are a unit in agreeing that these petty infractions of the law are on the increase and are augmenting operating expenses to an alarming degree.

Then there are another class of offenders who commit vandalism of every description, their operations being evidenced by an inspection of furniture, carpets, bedding and decorations generally. Expensive table and dresser tops, damaged beyond renewal, by cigarette charring, carpets and upholstery by overturned ink wells and tobacco juice.

On the occasion of the recent total eclipse of the sun, a plate glass mirror shelf was taken from the lavatory of a Kalamazoo hotel, smoked by the use of matches, and used for observation of that phenomenon. Incidentally the shelf was cracked by the heat, and the occupant of the room was not keen enough to the enormity of the offense to clean same and return it to the place from which it was taken. A loss to the hotel of several dollars, and the culprit thinks to this day that he is a comedian. He certainly was a regular “cut up.”

Considering the hotel as your home

## HOTEL BROWNING

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  
None Higher.

## 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.

## HOTEL CHIPPEWA

HENRY M. NELSON  
Manager

European Plan

New Hotel with all Modern Conveniences—Elevator, Etc.

150 Outside Rooms

\$1.50 and up

Dining Room Service

Hot and Cold Running Water and Telephone in every Room

60 Rooms with Bath \$2.50 and \$3.00



WHEN IN KALAMAZOO

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Excellent Cuisine  
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ERNEST McLEAN, Mgr.

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The best is none too good for a tired Commercial Traveler.  
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Absolutely Fire Proof Sixty Rooms  
All Modern Conveniences

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

## OCCIDENTAL HOTEL

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CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.

Muskegon

Michigan

## WESTERN HOTEL

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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.

## 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

## 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

## TYPEWRITERS

Used and Rebuilt machines all makes,  
all makes repaired and overhauled, all  
work guaranteed, our ribbons and carbon  
paper, the best money will buy.  
Thompson Typewriter Exchange  
85 N. Ionia Ave., Grand Rapids, Mich.



is susceptible of several interpretations, but we often wonder about the "home" environment of the "guest" who deliberately commits such acts of vandalism.

The officials of the Michigan Hotel Association are already planning for the next summer meeting of that body, which will probably be held at South Haven in June 26 and 27.

The itinerary will probably include an excursion on one of the steamers of the Chicago and South Haven transportation Co. to Michigan City and return, a luncheon on the steamer, banquet at Michigan City, dancing on board and at the wonderful casino at South Haven, after their return in the evening. The following day will be given up to various forms of amusement, together with an informal luncheon and dinner, as well as dancing. A short business meeting will be sandwiched in somewhere, but the intention of the committee is to make this an "outing" proper and forget about routine. This preliminary announcement is made in order that members may obviate any mixing of dates.

"Grandpa" Swett is the title given that bunch of hospitality who presides over the Hotel Occidental, at Muskegon. Edward, Junior, who acts as night steward at the Detroit Statler, is responsible. It is a fine boy and his grandsire beameth.

A bond issue of \$900,000 is being offered by brokers for the purpose of building a 200 room addition to the Bancroft Hotel, at Saginaw.

The new roster of the Michigan Hotel Association will show nearly 400 members in 170 cities and villages, an increase of 33 1/2 per cent. since last September, making this one of the largest as well as strongest in the country. Are you a member?

Several small restaurants and lunch establishments have retired from business in Muskegon during the past few weeks. High costs of raw material and keen competition have been largely responsible. There is bound to be an upheaval in the feeding game before long. Few of the hotels which I visit are making any showing in their dining rooms, and if they, with their prestige, cannot break even there is little encouragement for the small operator, with high rental and top notch pay rolls, to pull through. Conditions in Muskegon prevail everywhere. Restaurants are started regardless as to whether there are patrons to keep them up or not. In any other line an investor would make a careful survey of the situation and find out whether the demand was sufficient to justify his investment; but in hotel and restaurant operation there has been a woeful lack of good judgment shown, and financial loss has been the result.

Restaurant patrons do not consume as much food as they used to. Food propagandists have been busy with statistical information proving that gluttony is harmful and surplus averdupois is unfashionable. Hence the old time food dispenser, for a given number of patrons, will deduct at least 25 per cent. for a falling off of food consumption, though the number of patrons continues to be about the same.

Meals served by charitable institutions such as the Y. M. C. A. and Y. W. C. A. have had a tendency also to reduce the number of patrons. These institutions supply food at less than cost to people who can afford to pay on the basis of a reasonable profit. This makes such service a charity, to be covered by public subscriptions. A certain percentage of feeding places will continue, but the outlook for a majority of them is not particularly pleasing.

I have heard much of the food service at the Morton Hotel, at Grand Rapids, and a careful investigation satisfies me that the excellence of their cuisine has not been over estimated. All in all I think the business men's

luncheon served there each day in the grill room is as good value as is offered by any institution in the State. Look this over and see how it strikes you. The charge is 60 cents:

Boston Clam Chowder, Consomme  
Creamed Codfish, Egg  
Fried Calf's Liver and Bacon,

Onion Sauce  
Grilled Pork Chop, Apple Sauce  
Spanish Omelette

Roast Veal Loaf, Mushroom Sauce  
Boiled Potatoes, Buttered Parsnips  
Apple and Pumpkin Pie

Steamed Fig Pudding, Pineapple Sherbet  
Caramel Sundae, Ice Cream  
Assorted Rolls and Butter

An unusual offering is a full pot of coffee without extra charge. Portions are ample and service excellent.

I am pleased to report that the business at the Morton is increasing in a satisfactory ratio, and those who predicted failure for the enterprise are quite likely to revise their prognostication.

I hear much talk about drastic changes at the Hotel Pantlind. There is absolutely no foundation for much rumor. While there have been some changes in the personnel of the stockholders, Fred Pantlind retains his interest and the management will remain identically the same. The well-known policies established by Boyd Pantlind, and carried out to the letter, with incidental improvements, by his son, Fred Z., will continue in force. Pantlind service and accommodations will continue to be the best investment in the whole country and Fred Pantlind will continue to dispense them. New York and Chicago hotel service at one-half its cost is about the way it is done at the Pantlind. Am I about right?

The old-time country saw-bones used to tell us to avoid the use of water while eating. Now one of the leading medical authorities in the country talks in this manner:

"Water is more vital than food. From 70 to 76 per cent. of our bodies is water. Every living cell in the body must be well supplied with it in order to function rightly. In starvation an animal may lose around 30 per cent. of its body weight and still live, whereas a loss of from 20 to 25 per cent. of the water content of its body will cause death. Entire abstinence from water frequently results in death for man after 36 to 72 hours. Adults normally require three to five quarts of water per day, varying amounts of which are taken in beverages and foods, as well as in drinking water."

"Contrary to the more or less prevalent opinion, careful studies have shown that the drinking of large quantities of water by normal individuals, with their meals, is beneficial. Secretion of the digestive juices is stimulated and there results a more complete utilization and decreased development of harmful organizations in the digestive tract."

At Holland, immediately opposite the Pere Marquette depot, is a cozy hotel known as the Asselton, and operated by W. Van Asselt. It contains a score of rooms, all modern, neatly furnished, with Simmons beds and box springs. Wholesomeness prevails everywhere, even to the very excellent coffee shop which caters especially to hotel patrons. Further than this the Asselton is enjoying a wonderful trade. Not the least of the place's attractions is the landlord's personality. He is the soul of hospitality which is reflected by his employees.

Legislators are constantly agitating reduction of various taxes, but the doing away of a lot of petty charges, such as war taxes on theater tickets, etc., would make a greater appeal to the general public, might even incline them to the idea that Congress's intentions were real. The Pullman charge, no portion of which goes to the Pullman Company, but is sopped up by the railroads, was distinctly understood to be a war measure and should have been abolished a long

time ago. Then again, the Pullman surcharge is being mostly collected by the big lines which are already earning more than the minimum rate established by the Federal Government. The smaller or weaker lines derive no benefit from this petty profiteering.

Stage comedy has nothing on the actions of some of these rail corporations who are continually asking the public for sympathy, and destroying all chances for same by displaying "smallness in small things."

Miss Agnes Schelling is the efficient manager of the Porter, Lansing, and is a prime favorite among fellow members. The other day she undertook a pilgrimage to Kalamazoo and among the entertainments lavished upon her in thirty-six hours were a dinner at the Park-American at the hands of Mr. and Mrs. Ernie McLean, a breakfast at the Hotel Columbia by Mr. and Mrs. Frank Ehrman and luncheon and dinner at the New Burdick with Mr. and Mrs. Walter J. Hodges. At each function Miss Schelling was the guest of honor, but the assemblage was made up of hotel men and their wives from both Kalamazoo and Battle Creek. The writer, who was present on the several occasions, can truthfully state that "a good time was had by all."

The surcharge on Pullman fares, probably the most unpopular of any of the numerous war levies, will continue indefinitely, unless the railroad companies finally discover the writing on the wall, and desist from this petty speculation. Congress declined to afford any relief from the abuse, and even if it had, either the Interstate Commerce Commission or the Federal courts would have squelched any chance of relief from his absurd hold-up.

In my write up last week of the first meeting of the Michigan Hotel Association, the name of George T. Arnold, Mackinac Island, was included among the living. Mr. Arnold passed away about two years ago. In addition to operating the Chippewa Hotel on the Island, he was largely interested in water transportation, being a heavy owner in the Arnold Transit Co. Frank S. Verbeck.

#### Made Money By Listening To Referee

Hartford, March 24—Next Saturday Trustee Stephen A. Doyle, of the Hartford Exchange Bank, George W. Merriman, bankrupt, will pay to the depositors of the defunct bank a fourth dividend of 5 per cent., making total dividends since the failure of three years ago of 55 per cent. Before the estate is finally closed another dividend of 3 to 5 per cent. will be paid.

At the time of the failure of the bank in December, three years ago, depositors in many instances offered to sell their claims for 25 cents on the dollar, and one or two claims were sold for 20 cents on the dollar. Upon the advice of Referee in Bankruptcy Banyon, who assured the depositors dividends of 40 per cent. would be paid in four months, which was done, sale of claims was stopped, to the benefit of the depositors.

The late George W. Merriman, during his lifetime and after the failure, a period of about three years, personally paid to a number of the depositors over and above the dividends they received some ten thousand dollars, and shortly before his death stated if he could live ten years he would pay every depositor in full.

When Mr. Doyle disburses the fourth dividend, which was ordered paid by Judge Banyon last Friday, the people in the vicinity of Hartford will receive the sum of \$11,000, which comes very handy at this time to the many farmers in this vicinity who had funds in the bank at the time of the failure.

He who pulls needs no pull.

## HOLLAND-ST. LOUIS SUGAR COMPANY

To the holders of Holland-St. Louis Sugar Company First Mortgage 8% Gold Bonds, dated Nov. 1, 1921, due serially.

You are hereby notified that pursuant to Article IV of the trust indenture, dated as of Nov. 1, 1921, between HOLLAND-ST. LOUIS SUGAR COMPANY and THE MICHIGAN TRUST CO. and NOYES L. AVERY, Trustees, securing an authorized issue of \$1,300,000 Holland-St. Louis Sugar Company First Mortgage 8% Gold Bonds, the company has elected to redeem and pay off on the next interest payment date, viz., May 1, 1925, all of its First Mortgage 8% Gold Bonds issued and now outstanding under the said trust indenture from Holland-St. Louis Sugar Company to The Michigan Trust Company and Noyes L. Avery, Trustees, dated as of November 1, 1921, and that on May 1, 1925, \$1,200,000 of the above described bonds bearing the following distinguishing numbers will be redeemed by the payment of the par value thereof and accrued interest to the rate of redemption, together with a premium of five (5) per cent of the principal thereof:

\$1,000 Each	\$500 Each	\$100 Each	Mat., May
Nos. M. Inc.	D. Inc.	C. Inc.	1
96 to 165	11 to 20		1926
166 to 235	21 to 30		1927
236 to 305	31 to 40		1928
306 to 390	41 to 60	1 to 50	1929
391 to 480	61 to 80		1930
481 to 570	81 to 100		1931
571 to 685	101 to 120		1932
686 to 800	121 to 140		1933
801 to 915	141 to 160		1934
916 to 1055	161 to 180		1935
1056 to 1190	181 to 200	51 to 100	1936

Payment of redemption price upon the above numbered bonds will be made at the office of The Michigan Trust Company, Grand Rapids, Michigan, upon the presentation and surrender of such bonds in bearer form with all unmatured coupons attached. Ownership certificates, Forms 1000 or 1001 covering the interest accruing on May 1, 1925, should accompany the bonds.

Interest on all bonds so called for redemption will cease on and after May 1, 1925.

THE MICHIGAN TRUST COMPANY and NOYES L. AVERY, Trustees under Trust Indenture dated as of November 1, 1921.

By J. D. McCORMICK,  
Assistant Treasurer.

Holders of any of said bonds may upon surrender thereof with unmatured coupons attached, to The Michigan Trust Company, Grand Rapids, prior to May 1, 1925, obtain payment therefor at the following prices, viz:

Upon surrender prior to April 1, 1925, 105.30 and accrued interest to date of surrender.

If surrendered subsequently to April 1, 1925, and prior to April 16, 1925, 105.15 and accrued interest to date of surrender.

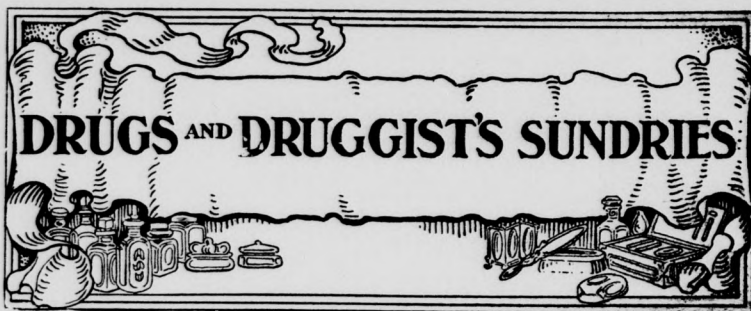
HOLLAND-ST. LOUIS SUGAR COMPANY,

By C. M. McLean,  
Treasurer.

March 12, 1925.

—Adv.





### Various Phases in Drug Store Management.

At one time or other, every one of us has looked forward to the time when fate would smile benevolently and hand us over the reins. Whether it be in the capacity of managing a store for someone else or actually conducting one of your own, is wholly immaterial. Let us assume, therefore, that through some coincidence or other you are placed in just such a desirable position. How would you proceed? Of course the answers to such a question must of necessity be manifold; inasmuch as everyone entertains his own pet ideas and opinions about the matter, according to his experiences in the past or his plans for the future. The fact remains, nevertheless, that there are certain ways and means that can be of service in any store and of these I shall briefly try to discuss a few.

Well, the first thing I have in mind is the installation of a sales-recording machine, which because of the numerous advantages accruing from its use, is I believe one of the most indispensable commodities that should be in practically every store. Supposing you wanted to know at the end of the day, or during any period of the day in which you are away from the store, what particular items of merchandise were sold, who sold them, and at what price, well, your troubles are over—one glance at the sales-recording machine and you have it all down on black and white. Moreover, from this survey you can very readily determine what line of goods or items sell best and of these what sizes; so that when you have occasion to reorder you will not do so blindly. Again it greatly facilitates the checking up of stock and is one of the best methods of ascertaining whether any goods are missing from the shelves unaccounted for.

The next thing I have in mind is the uniform marking of prices on all merchandise to be sold at retail. This is a method pursued by many pharmacists but is usually attended to in a rather haphazard manner. An order is received, the goods are unpacked and either through forgetfulness, laziness, or the habit of leaving it to an already much overburdened memory, no selling prices or cost prices are marked, and if so, only partly, and the merchandise is put on the shelves. If, however, all goods are carefully and scrupulously priced, there are no misunderstandings as to overcharging or undercharging any particular customer and because of the fact that no two stores agree on prices the facility of breaking in a new man is readily foreseen.

Dependability is one of the biggest assets to any retail business, and to live up to it, regular hours of opening and closing must be rigidly maintained. As soon as any store deviates from this rule, substantial losses may and usually do occur. The chances are that during the few minutes that you may have delayed in opening the store you lost a few good sales, gave your competitor an opportunity to get a new customer and left the impression with your following that you are "unreliable."

There is another matter—about which I would like to pass a remark. It is quite obvious that the lighting effects in any store must of necessity be such as to most effectively lend tone and color to the merchandise on display. In all cases, gloom that may pervade the place. It is surprising to see what miracles in attracting the attention of a customer, a few incandescent lamps can accomplish. Sometimes it may be advisable to color them for variety sake. I have been in stores where the layout is triangular with only two globes instead of three. I have been in stores that carried a most elaborate and well stocked line of perfumes and cosmetics, but these departments failed to attract their deserved attention because they were both wrongly situated, and not compensated for by an appropriate lighting scheme.

For me to adequately express myself upon what constitutes a proper window display and what does not, would involve the explanation of a few theories and principles which in themselves could form the basis of a rather interesting article. I will, however, make a few statements which may be of service to the average retail druggist. Of course the day is well nigh past when a pharmacist or his apprentice used to trim a window themselves. Nowadays window dressing is in the hands of skilled men; who have made a detailed study of sign printing, psychological arrangement of goods and other artifices designed to attract a most seemingly inattentive public. Little remains for the proprietor to do except to know what he wants to feature and hand over the goods.

There are really two things that should be kept in mind when it comes to dressing windows; that is, uniqueness of design, and featuring of proper merchandise. The first of course is more a matter of art, and that is the chief reason why it pays to get a man that is suitably fit to carry out your plans or give a serviceable suggestion of his own. The second is a matter for discussion. It stands to reason that

one would feature goods in season, but I have always been against the idea of bewildering the gaze of the prospective buyer by a conglomeration of miscellaneous items, so priced and placed adjacent to each other that no logical impression is left upon the mind of the prospective buyer. Have you ever tried to feature one department at a time, for example once rubber goods at another occasion cough remedies and at still another baby's needs. Try it, avoid mediocrity and watch the results.

Anything that will serve as a convenience to your customers is an asset to your store; and of such things as change for the phone or stamps you must never run short. It may be very annoying or troublesome to you occasionally, but it makes folks feel like coming into your store; and such a trifling thing gives you a reputation for being obliging.

"Hey, Jack, please come over and give me a hand," is the well-known call for help that is usually heard from one end of the store to the other. How much nicer it would be, how much more refined and impressive if with the mere pressing of a button Jack appeared on the scene! A system of bells in a store is a great time saver and a big convenience.

The treating of help is a very delicate subject to broach and yet most important. After all it is the personnel of a store that comes in direct contact with the public, and it matters a whole lot whether they are working in the right spirit or not. Both as a clerk and as manager of a retail store I have invariably experienced that to give your subordinates the maximum of respect and consideration is to receive from them the maximum amount of faithfulness and efficiency. I will admit that there are digressions from this rule; but it is irrefutable in the majority of cases.

I guess that I have practically covered all that I intended to in a brief survey such as this must of necessity be. Of course I do not wish that my statements be construed as arbitrary in character. Nothing in the world is absolutely positive, but these gentle hints may be of service to someone.

Samuel Langer.

### It Pays To Get a Line on the Individual.

Written for the Tradesman.

She was a timid, shrinking old lady and he was one of these boisterously aggressive clerks. He fairly rushed up to her when she came in:

"Good afternoon, Mrs. Jennings. What can we do for you to-day. Here we are in all our glory. The whole store's at your service. What's the bill of fare?"

He chuckled what little time he was not talking.

"That's the line of talk to give 'em," he declared, enthusiastically. "Sweep 'em right off their feet—carry 'em by storm. This molly-coddle politeness may be all right in Sunday school books, but it doesn't go in live business."

"But what did she buy?" I asked.

"She didn't buy anything—I knew

she wouldn't—but, well, next time she'll remember me."

I didn't doubt that in the least. I felt morally positive that particular woman would make a wide detour next time to some other store.

Salesmanship can never be a matter of hard and fast rule. This isn't a criticism of the aggressive, noisy style of salesmanship; of that "jollying" which is in many instances the easiest way of dealing with a customer. The fault lies, not in the manner of approach, but in the tendency to adopt one particular style of approach for all comers. That plan of campaign will never work so long as individuals retain their individuality.

No two people are alike. The wise salesman is the one who, appreciating this fact, learns to size up his customer and to adopt his approach to each individual.

Not that the salesman should sink his own individuality in that of the customer. That he should never do. But his own individuality is kept behind the scenes, exerting itself in control of the selling process, unobtrusively directing the transaction toward the point where the sale can be effectively clinched.

The good salesman is the one who learns to direct the sale without seeming to intervene; who discovers in himself the knack of taking advantage of every opening the customer offers; who hands out a word or two of tactful commendation with the goods and who yet contrives to have one strong argument in reserve which he can bring to bear at the crucial moment as a "clinch."

Practice does more than theory to make a salesman; and an important item in practice is the study of the individual customer.

The shrewd salesman looks beyond the immediate sale. He works for, not merely immediate sales, but permanent customers. One of the best salesmen I know greets practically every customer by name, and has forthcoming a few words on some topic in which the individual customer is especially interested. That is why people who have once bought from that man so often come back. Any man appreciates friendly interest in his hobbies, even if that interest is expressed merely in a sympathetic word or two.

You say, "I haven't got time to gossip—and if I give them a chance most people are awful bores." As a matter of fact, most people are keen to get through their buying without unnecessary delay. The salesman who studies his customers will learn to "spot" the bores, and more than that, will learn to hustle them along so tactfully that their feelings won't be hurt.

The great objective is to make people feel at home without giving them the entire store. The talent for doing this can come only with practice; and an essential item in this practice is the study of each individual human, and getting a line on his or her prejudices and peculiarities.

In pharmacy, personality counts more than any other quality, except, perhaps, the great basic quality of



professional skill. Yet, unless it is brought to bear upon the individual customer, personality counts for nothing. The young man who expects to be a successful druggist must learn to deal with customers not in the mass but as individuals.

Get a line on the people who deal with you. Be interested in folks. Learn to sympathize with and to understand them. That quality counts for a lot, even in the dollars and cents side of the business.

Victor Lauriston.

### How Druggists Get Their Start.

What is the history of the majority of the retail drug merchants? They are first clerks in a drug store. They obtain a small amount of capital, call on the complete service jobber for a complete assortment of drugs, chemicals and sundries (in fractions of a dozen) have the traveling salesman of the jobber help them select the goods they need, pay part cash on their new stock order and then string along the balance for many months. In a word, the complete service jobber with his salesman not only furnishes the complete assortment and help the new merchant with their knowledge of the assortment he should purchase, but in the majority of new stocks actually finance the business. So these new

merchants, as a matter of fact, with the assistance of the complete service jobber, start into business and then make their living out of the business while they are learning how to conduct a retail drug store. If this merchant becomes successful, is it exactly fair for him later, when he is out of the woods financially, to join a co-operative association and give them the cream of his case lot business, while he still continues to draw on the jobber in fractions of a dozen for odds and ends in the drug line?

### She Got the Cord.

A salesman was showing an electric iron to a fastidious old lady.

"How much?" she asked.

"\$7.50, complete," replied the salesman.

"What would it be without the cord?"

"Well—I, the cord is supposed to go with the iron, so I'd have to ask you \$7.45 anyway."

"What? Only a nickel for the cord?"

"Yes! Just a nickel."

"Good, it was only the cord I wanted!" she said as she deposited a five-cent piece on the counter, and tripped timidly out of the store with the coveted cord.



**Walker**  
MUSKEGON  
MICHIGAN

**Makes  
Good  
Chocolates**

## How About Spraying Material?

ARE YOU WELL SUPPLIED WITH

PARIS GREEN

ARSENATE OF LEAD

TUBER TONIC (Paris Green & Bordeaux Mixture)

ARSENATE OF CALCIUM

PESTOYD (Insecto) (Arsenate Lead and Bordeaux)

DRY LIME AND SULPHUR

DRY FUNGI BORDO (Dry Powder Bordeaux)

BOWKER'S PYREX

BLACK LEAF FORTY

Also

BLUE VITROL, SULPHUR, ARSENIC, FORMALDEHYDE, INSECT POWDER, SLUG SHOT, WHITE HELLEBORE, Etc.

If not well supplied order at once. We carry complete stock all the time.

**HAZELTINE & PERKINS DRUG CO.**

Manistee

MICHIGAN

Grand Rapids

## WHOLESALE DRUG PRICE CURRENT

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

<b>Acids</b>		<b>Lavender Flow</b>	8 00@3 25	<b>Cinchona</b>	@2 10
Boric (Powd.)	15 @ 25	<b>Lavender Gar'n</b>	85@1 20	<b>Colchicum</b>	@1 80
Boric (Xtal)	15 @ 25	<b>Lemon</b>	1 50@1 75	<b>Cubebs</b>	@3 00
Carbolic	39 @ 45	<b>Linseed, bld. bbl.</b>	@1 19	<b>Digitalis</b>	@1 80
Citric	58 @ 70	<b>Linseed, bld less</b>	1 26@1 39	<b>Gentian</b>	@1 35
Muriatic	3 1/2 @ 8	<b>Linseed, raw, bbl.</b>	@1 16	<b>Ginger, D. S.</b>	@1 80
Nitric	9 @ 15	<b>Linseed, ra. less</b>	1 23@1 36	<b>Gualac</b>	@2 20
Oxalic	15 @ 25	<b>Mustard, artifil. oz.</b>	@ 50	<b>Gualac, Ammon.</b>	@2 00
Sulphuric	3 1/2 @ 8	<b>Neatsfoot</b>	1 35@1 50	<b>Iodine</b>	@ 95
Tartaric	40 @ 50	<b>Olive, pure</b>	3 75@4 50	<b>Iodine, Colorless</b>	@1 50
<b>Ammonia</b>		<b>Olive, Malaga, yellow</b>	2 75@3 00	<b>Iron, Clo.</b>	@1 35
Water, 26 deg.	10 @ 18	<b>Olive, Malaga, green</b>	2 75@3 00	<b>Kino</b>	@1 40
Water, 13 deg.	09 @ 14	<b>Orange, Sweet</b>	4 50@4 75	<b>Myrrh</b>	@2 50
Water, 14 deg.	6 1/2 @ 12	<b>Organum, pure</b>	@2 50	<b>Nux Vomica</b>	@1 55
Carbonate	20 @ 25	<b>Organum, com'l</b>	1 00@1 20	<b>Opium</b>	@3 50
Chloride (Gran.)	10 1/2 @ 20	<b>Peppermint</b>	20 00@20 25	<b>Opium, Camp.</b>	@ 85
<b>Balsams</b>		<b>Rose, pure</b>	13 50@14 00	<b>Opium, Deodorz'd</b>	@3 50
Copaiba	90@1 20	<b>Rosemary Flows</b>	1 25@1 50	<b>Rhubarb</b>	@1 70
Fir (Canada)	2 55@2 80	<b>Sandalwood, E.</b>	10 00@10 25		
Fir (Oregon)	65@1 00	<b>Sassafras, true</b>	2 50@2 75	<b>Paints.</b>	
Peru	3 00@3 25	<b>Sassafras, arti'l</b>	80@1 20	Lead, red dry	16@16 1/2
Tolu	3 00@3 25	<b>Spearment</b>	7 00@7 25	Lead, white dry	16@16 1/2
<b>Barks</b>		<b>Sperm</b>	1 80@2 05	Lead, white oil	16@16 1/2
Cassia (ordinary)	25 @ 30	<b>Tansy</b>	5 00@5 25	Ochre, yellow bbl.	@ 4
Cassia (Saigon)	50 @ 60	<b>Tar, USP</b>	50 @ 65	Ochre, yellow less	2 1/2 @
Sassafras (pw. 50c)	@ 55	<b>Turpentine, bbl.</b>	@ 93	Red Venet'n Am.	3 1/2 @
Soap Cut (powd.)	18 @ 25	<b>Turpentine, less</b>	1 00@1 13	Red Venet'n Eng.	4 @
<b>Berries</b>		<b>Wintergreen, leaf</b>	6 00@6 25	Putty	5 @
Cubeb	@1 25	<b>Wintergreen, sweet</b>	3 00@3 25	Whiting, bbl.	@ 4 1/2
Fish	@ 40	<b>Wintergreen, art.</b>	80@1 20	Whiting	5 1/2 @ 10
Juniper	09 @ 20	<b>Wormseed</b>	6 50@6 75	L. H. P. Prep.	2 80@3 00
Prickly Ash	@ 30	<b>Wormwood</b>	8 50@8 75	Rogers Prep.	2 80@3 00
<b>Extracts</b>		<b>Potassium</b>		<b>Miscellaneous</b>	
Licorice	60 @ 65	<b>Bicarbonate</b>	35 @ 40	Acetanalid	47 @ 55
Licorice powd.	@1 00	<b>Bichromate</b>	15 @ 25	Alum	08 @ 12
<b>Flowers</b>		<b>Bromide</b>	69 @ 85	Alum, powd. and	09 @ 15
Arnica	25 @ 30	<b>Bromide</b>	54 @ 71	Alum, ground	09 @ 15
Chamomile Ger.)	20 @ 25	<b>Chlorate, gran'd</b>	23 @ 30	Bismuth, Sublim.	3 02@3 23
Chamomile Rom.	50 @ 60	<b>Chlorate, powd.</b>	16 @ 25	Borax xtal or	07 @ 13
<b>Gums</b>		<b>Cyanide</b>	30 @ 30	powdered	07 @ 13
Acacia, 1st	50 @ 55	<b>Iodide</b>	4 30@4 49	Cantharides, po.	1 75@2 25
Acacia, 2nd	45 @ 50	<b>Permanganate</b>	20 @ 30	Calomel	1 93@2 09
Acacia, Sorts	20 @ 25	<b>Prussiate, yellow</b>	65 @ 75	Capsicum, pow'd	48 @ 55
Acacia, Powdered	35 @ 40	<b>Prussiate, red</b>	@1 00	Carmine	6 00@6 60
Aloes (Barb Pow)	25 @ 35	<b>Sulphate</b>	35 @ 40	Casia Buds	30 @ 35
Aloes (Cape Pow)	25 @ 35	<b>Roots</b>		Cloves	50 @ 55
Aloes (Soc. Pow.)	65 @ 70	<b>Alkacet</b>	25 @ 30	Chalk Prepared	14 @ 16
Asafoetida	65 @ 75	<b>Blood, powdered</b>	35 @ 40	Chloroform	48 @ 53
Pow.	1 00@1 25	<b>Calamus</b>	35 @ 50	Chloral Hydrate	1 35@1 85
Camphor	1 00@1 10	<b>Elecampane, powd</b>	25 @ 30	Cocaine	11 35@12 00
Gualac	@ 70	<b>Gentian, powd.</b>	20 @ 30	Cocoa Butter	50 @ 75
Gualac, pow'd	@ 75	<b>Ginger, African, powdered</b>	30 @ 35	Corks, list, less	40 @ 50
Kino	@ 85	<b>Ginger, Jamaica, powdered</b>	60 @ 65	Copperas	23 @ 10
Kino, powdered	@ 90	<b>Ginger, Jamaica, powdered</b>	55 @ 60	Copperas, Powd.	4 @ 10
Myrrh	@ 60	<b>Goldenseal, pow.</b>	6 00@6 40	Corrosive Sublim	1 58@1 76
Myrrh, powdered	@ 65	<b>Ipecac, powd.</b>	3 75@4 00	Cream Tartar	30 @ 35
Opium, powd.	19 65@19 92	<b>Licorice</b>	35 @ 40	Cuttle bone	40 @ 50
Opium, gran.	19 65@19 92	<b>Licorice, powd.</b>	20 @ 30	Dextrine	6 @ 15
Shellac	90 @ 1 00	<b>Licorice, powdered</b>	35 @ 40	Dover's Powder	3 60@4 00
Shellac Bleached	1 00@1 10	<b>Poke, powdered</b>	1 00@1 10	Emery, All Nos.	10 @ 15
Tragacanth, pow.	@1 75	<b>Rhubarb, powd.</b>	1 00@1 10	Emery, Powdered	8 @ 10
Tragacanth	1 75@2 25	<b>Rosinwood, powd.</b>	@ 40	Epsom Salts, bbls.	@1 00
Turpentine	@ 25	<b>Sarsaparilla, Hond.</b>	@1 00	Epsom Salts, less	3 1/2 @ 10
<b>Insecticides</b>		<b>Sarsaparilla Mexican.</b>	@1 25	Ergot, powdered	@1 00
Arsenic	15 @ 25	<b>Squills</b>	35 @ 40	Flake, White	15 @ 20
Blue Vitriol, bbl.	@ 07	<b>Squills, powdered</b>	60 @ 70	Formaldehyde, lb.	13 @ 20
Blue Vitriol, less	08 @ 15	<b>Tumeric, powd.</b>	17 @ 25	Gelatine	1 10@1 25
Bordea. Mix Dry	12 1/2 @ 25	<b>Valerian, powd.</b>	40 @ 50	Glassware, less	55 %
Hellebore, White	20 @ 30			Glassware, full case	60 %
powdered	20 @ 30	<b>Leaves</b>		Glauber Salts, bbl.	@02 1/2
Insect Powder	75 @ 85	<b>Buchu</b>	1 35@1 50	Glauber Salts less	04 @ 10
Lead Arsenate Po.	22 @ 39	<b>Buchu, powdered</b>	@1 50	Glue, Brown	21 @ 30
Lime and Sulphur	9 @ 22	<b>Sage, Bulk</b>	25 @ 30	Glue, Brown Grd	15 @ 20
Dry	9 @ 22	<b>Sage, 1/4 loose</b>	@ 40	Glue, white	27 1/2 @ 25
Paris Green	22 @ 39	<b>Sage, powdered</b>	@ 35	Glue, white grd.	25 @ 35
<b>Seeds</b>		<b>Senna, Alex.</b>	50 @ 75	Glycerine	25 @ 45
<b>Leaves</b>		<b>Senna, Tinn.</b>	30 @ 35	Hops	65 @ 75
<b>Almonds, Bitter, true</b>	7 50@7 75	<b>Senna, Tinn. pow.</b>	25 @ 35	Iodine	6 45@6 90
<b>Almonds, Bitter, artificial</b>	4 00@4 25	<b>Uva Ursi</b>	20 @ 25	Iodoform	7 35@7 65
<b>Almonds, Sweet, true</b>	1 40@1 60			Lead Acetate	20 @ 30
<b>Almonds, Sweet, imitation</b>	60 @ 1 00	<b>Oils</b>		Mace	@1 40
<b>Amber, erude</b>	1 50@1 75	<b>Almonds, Bitter, true</b>	7 50@7 75	Mace, powdered	@1 45
<b>Amber, rectified</b>	1 75@2 00	<b>Almonds, Sweet, imitation</b>	60 @ 1 00	Menthol	16 50@17 00
<b>Anise</b>	1 00@1 25	<b>Amber, erude</b>	1 50@1 75	Morphine	11 18@11 93
<b>Bergamont</b>	5 75@6 00	<b>Amber, rectified</b>	1 75@2 00	Nux Vomica	@ 30
<b>Cajuput</b>	1 50@1 75	<b>Anise</b>	1 00@1 25	Nux Vomica, pow.	17 @ 25
<b>Cassia</b>	4 25@4 50	<b>Bird, ls</b>	13 @ 17	Pepper black pow.	32 @ 35
<b>Castor</b>	1 90@2 15	<b>Canary</b>	13 @ 20	Pepper, White	40 @ 45
<b>Cedar Leaf</b>	1 75@2 00	<b>Caraway, Po.</b>	30 @ 35	Pitch, Burgundry	12 @ 15
<b>Citronella</b>	1 50@1 75	<b>Cardamon</b>	@3 00	Quassia	72 @ 133
<b>Cloves</b>	3 25@3 50	<b>Cardamon</b>	@3 50	Quinine	30 @ 35
<b>Cocanut</b>	25 @ 35	<b>Cardamon pow.</b>	30 @ 20	Rochelle Salts	@ 30
<b>Cod Liver</b>	2 00@2 25	<b>Dill</b>	12 1/2 @ 20	Saccharine	@ 22
<b>Croton</b>	1 40@1 60	<b>Fennell</b>	09 @ 15	Salt Peter	11 @ 22
<b>Cotton Seed</b>	7 00@7 25	<b>Flax, ground</b>	09 @ 15	Selditz Mixture	30 @ 40
<b>Cubebs</b>	6 00@6 25	<b>Foenugreek pow.</b>	15 @ 25	Soap, green	15 @ 30
<b>Eigerson</b>	1 25@1 50	<b>Hemp</b>	@1 25	Soap mott cast.	22 1/2 @ 25
<b>Eucalyptus</b>	1 75@2 00	<b>Lobelia, powd.</b>	@1 25	Soap, white castle	@12 50
<b>Hemlock, pure</b>	1 75@2 00	<b>Mustard, yellow</b>	15 @ 25	Soap, white castle less, per bar	@1 45
<b>Juniper Berries</b>	3 00@3 25	<b>Mustard, black</b>	20 @ 25	Soda Ash	3 1/2 @ 10
<b>Juniper Wood</b>	1 50@1 75	<b>Poppy</b>	22 @ 25	Soda Bicarbonate	3 1/2 @ 10
<b>Lard, extra</b>	1 50@1 70	<b>Quince</b>	1 50@1 75	Soda, Sal	02 1/2 @ 63
<b>Lard, No. 1</b>	1 35@1 50	<b>Rape</b>	15 @ 20	Spirits Camphor	@1 35
		<b>Sabadilla</b>	25 @ 35	Sulphur, roll	3 1/2 @ 10
		<b>Sunflower</b>	11 1/2 @ 15	Sulphur, Subl.	04 @ 10
		<b>Worm, American</b>	30 @ 40	Tamarinds	20 @ 25
		<b>Worm, Levant</b>	4 00@4 25	Tartar Emetic	70 @ 75
		<b>Tinctures</b>		Turpentine, Ven.	50 @ 75
		<b>Aconite</b>	@1 80	Vanilla Ex. pure	1 75@2 25
		<b>Aloes</b>	@1 45	Vanilla Ex. pure 2	50 @ 3 00
		<b>Arnica</b>	@2 40	Zinc Sulphate	06 @ 15
		<b>Asafoetida</b>	@2 40		
		<b>Belladonna</b>	@1 35		
		<b>Benzoin</b>	@2 10		
		<b>Benzoin Comp'd</b>	@2 65		
		<b>Buchu</b>	@2 55		
		<b>Cantharadles</b>	@2 85		
		<b>Capsicum</b>	@2 20		
		<b>Catechu</b>	@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

Apricots  
Canned Bacon  
Pork  
Boiled Hams

## DECLINED

Currents  
Pure Jelly  
Whole Pepper  
Ground Allspice  
Ground Ginger  
Ground Mustard

## 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  
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 ----- 4 50  
Sliced bacon, medium ----- 2 70  
Sliced beef, large ----- 4 50  
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 1/2 oz. 2 00  
Peanut butter, 3 1/2 oz. 1 25  
Prepared Spaghetti ----- 1 40  
Baked beans, 16 oz. ----- 1 40



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

## BREAKFAST FOODS

Cracked Wheat, 24-2 3 85  
Cream of Wheat, 18s 3 60  
Pillsbury's Best Cer'l 2 20  
Quaker Puffed Rice ----- 5 60  
Quaker Puffed Wheat ----- 4 30  
Quaker Brist Biscuit 1 90  
Ralston Branzen ----- 3 20  
Ralston Food, large ----- 4 00  
Saxon Wheat Food ----- 3 90  
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. ----- 5 25  
Standard Parlor, 23 lb. 7 25  
Fancy Parlor, 23 lb. 8 25  
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

## Stove

Shaker ----- 1 80  
No. 50 ----- 2 00  
Peerless ----- 2 60

## 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 3 00@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 ----- 11 00  
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 Mich 3 00  
Peaches, 2 1/2 Cal. 3 25@3 75  
Peaches, 10, Mich. ----- 7 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 60@2 75  
Pineapple, 10 cru. ----- 11 50  
Pears, No. 2 ----- 3 25  
Pears, No. 2 1/2 ----- 4 00@4 50  
Plums, No. 2 ----- 2 00@2 25  
Plums, No. 2 1/2 ----- 2 75  
Raspberries, No. 2, blk 3 25  
Raspberries, Red, No. 10 12 00  
Raspberries, Black, No. 10 ----- 11 50@12 50  
Rhubarb, No. 10 ----- 6 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, k'less 5 00  
Sardines, 1/4 Smoked 7 50  
Salmon, Warrens, 1/2 3 75  
Salmon, Red Alaska ----- 2 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, 1/4, Albacore ----- 95  
Tuna, 1/4s, Curtis, doz. 2 20  
Tuna, 1/4s, Curtis, doz. 3 50  
Tuna, 1s, Curtis, doz. 7 00

## CANNED MEAT.

Bacon, Med. Beechnut 2 70  
Bacon, Lge. Beechnut 4 50  
Beef, No. 1, Corned ----- 2 75  
Beef, No. 1, Roast ----- 2 75  
Beef, No. 2 1/2, Qua. sli. 1 35

Beef, No. 1/4, Qua. sli. 1 75  
Beef, 5 oz., Qua. sli. 2 50  
Beef, No. 1, B'nut, sli. 4 50  
Sap Sago ----- 85  
Beefsteak & Onions, s 2 75  
Chili Con Ca., 1s 1 35@1 45  
Deviled Ham, 1/4s ----- 2 20  
Deviled Ham, 1/2s ----- 3 60  
Hamburg Steak & Onions, No. 1 ----- 3 15  
Potted Beef, 4 oz. ----- 1 10  
Potted Meat, 1/4 Libby 52 1/2  
Potted Meat, 1/2 Libby ----- 90  
Potted Meat, 1/2 Qua. ----- 85  
Potted Ham, Gen. 1/4 ----- 1 85  
Vienna Saus., No. 1/2 ----- 1 35  
Vienna Sausage, Qua. ----- 95  
Veal Loaf, Medium ----- 2 30

## Baked Beans

Campbells ----- 1 15  
Quaker, 18 oz. ----- 95  
Fremont, No. 2 ----- 1 20  
Snider, No. 1 ----- 95  
Snider, No. 2 ----- 1 25  
Van Camp, small ----- 85  
Van Camp, Med. ----- 1 15

## CANNED VEGETABLES.

Asparagus.  
No. 1, Green tips 4 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@3 75  
Gr. Beans, 10s 7 50@12 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 ----- 42  
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  
June ----- 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  
Pimientos, 1/4, each 12@14  
Pimientos, 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  
Spinach, No. 2, glass 2 80  
Spinach, No. 1 ----- 1 25  
Spinach, No. 3 ----- 2 10@2 50  
Spinach, No. 10 ----- 6 00@7 60  
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

## CATSUP.

B-nut, Small ----- 2 70  
Lilly Valley, 14 oz. ----- 2 60  
Lilly of Valley, 1/2 pint ----- 2 60  
Paramount, 24, 8s ----- 1 75  
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 ----- 52  
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 ----- 28 1/2  
Wisconsin New ----- 28  
Longhorn ----- 28 1/2  
Michigan Full Cream 25 1/2  
New York Full Cream 29  
Sap Sago ----- 42

## CHEWING GUM.

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

## CHOCOLATE.

Baker, Caracas, 1/4s ----- 37  
Baker, Caracas, 1/2s ----- 35  
Hersheys, Premium, 1/4s ----- 35  
Hersheys, Premium, 1/2s ----- 36  
Runkle, Premium, 1/4s ----- 29  
Runkle, Premium, 1/2s ----- 32  
Vienna Sweet, 24s ----- 2 10

## COCOA.

Bunte, 1/4s ----- 42  
Bunte, 1/2 lb. ----- 35  
Bunte, lb. ----- 32  
Droste's Dutch, 1 lb. ----- 8 50  
Droste's Dutch, 1/2 lb. 4 50  
Droste's Dutch, 1/4 lb. 2 35  
Hersheys, 1/4s ----- 33  
Hersheys, 1/2s ----- 38  
Huyler ----- 36  
Lowney, 1/4s ----- 40  
Lowney, 1/2s ----- 38  
Lowney, 5 lb. cans ----- 31  
Runkle, 1/4s ----- 32  
Runkle, 1/2s ----- 36  
Van Houten, 1/4s ----- 36  
Van Houten, 1/2s ----- 75

## COCOANUT.

1/4s, 5 lb. case Dunham 42  
1/4s, 5 lb. case ----- 40  
1/4s & 1/2s 15 lb. case ----- 41  
Bulk, barrels shredded 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 1/2@37 1/2  
Maracaibo ----- 40  
Gautemala ----- 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 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, 1/2 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  
Webster's ----- 37 50  
Webster Savoy ----- 75 00  
Webster Plaza ----- 95 00  
Webster Belmont ----- 110 00  
Webster St. Reges ----- 125 00  
Starlight Rouse ----- 90 24  
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 ----- 14  
Specials, 20, per M ----- 75 00  
Little Du ----- 18 50

## CONFECTIONERY

Stick Candy Pails  
Standard ----- 17  
Jumbo ----- 19  
Pure Sugar ----- 600s 4 20  
Big Stick ----- 20 lb. case 20

## Mixed Candy

Kindergarten ----- 12  
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 95  
Primrose Choc. ----- 1 25  
No. 12 Choc., Dark ----- 1 70  
No. 12, Choc., Light ----- 1 75  
Chocolate Nut Rolls ----- 1 75

## Gum Drops

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

## Lozenges.

A. A. Pep. Lozenges 18  
A. A. Pink Lozenges 18  
A. A. Choc. Lozenges 18  
Motto Hearts ----- 23  
Malted Milk Lozenges 22

## Hard Goods.

Lemon Drops ----- 20  
O. F. Horehound dps. 20  
Anise Squares ----- 19  
Peanut Squares ----- 20  
Horehound Tablets ----- 19

## Cough Drops

Putnam's ----- 1 30  
Smith Bros. ----- 1 50

## Package Goods

Creamery Marshmallows  
4 oz. pkg., 12s, cart. 95  
4 oz. pkg., 48s, case 3 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  
Milk. 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 ----- 26  
Evaporated, Fancy ----- 28  
Evaporated, Slabs ----- 21

### Citron

10 lb. box ----- 48

### Currents

Package, 14 oz. ----- 16 1/2  
Greek, Bulk, lb. ----- 16

### Dates

Hollowi ----- 09

### Peaches

Evap., Choice, urp. ----- 15  
Evap., Ex. Fancy, P. P. 20

### Pearl

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

### Raisins.

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

### California Prunes

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

## FARINACEOUS GOODS

### Beans

Med. Hand Picked ----- 07 1/2  
Cal. Limas ----- 16  
Brown, Swedish ----- 07 1/2  
Red Kidney ----- 12

### Farina

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

### Macaroni

Pearl, 100 lb. sack ----- 5 00

### Domestic

Domestic, 20 lb. box 11  
Armed's, 2 doz., 8 oz. 2 25  
Fovis's, 2 doz., 8 oz. 2 25  
Quaker, 2 doz. ----- 2 00

### Pearl Barley

Chester ----- 5 50  
00 s. 500 ----- 7 25  
Barley ----- 06

### Peas

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

### Sago

East India ----- 10



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 30
Imitation, 30 lb. pails	2 10
Pure 6 oz. Asst., doz.	1 10
Buckeye, 22 oz., doz.	2 35

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 lb. 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, 36, 2 lb. Wh. L.	5 60
Dove, 24, 2 1/2 lb. Wh. L.	5 20
Dove, 36, 2 lb. Black	4 30
Dove, 24, 2 1/2 lb. Black	3 90
Dove, 6, 10 lb. Blue L.	4 45
Palmetto, 24, 2 1/2 lb.	5 15

#### NUTS.

Whole	
Almonds, Terregona	20
Brazil, New	18
Fancy mixed	22
Filberts, Sicily	25
Peanuts, Virginia, raw	11 1/2
Peanuts, Vir. roasted	13
Peanuts, Jumbo, raw	13
Peanuts, Jumbo, rstld	15
Peanuts, 3 star	23
Pecans, Jumbo	50
Walnuts, California	31

#### Salted Peanuts.

Fancy, No. 1	14
Jumbo	23

#### Shelled.

Almonds	68
Peanuts, Spanish	13
125 lb. bags	32
Filberts	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, dz.	3 50
12 oz. Jar, Stuffed,	4 50
20 oz. Jar, stuffed dz.	7 00

#### PEANUT BUTTER.



Bel Car-Mo Brand	
8 oz., 2 doz. in case	24
12 1/2 lb. pails	25
5 lb. pails 6 in crate	14
14 lb. pails	25
25 lb. pails	20 1/2
50 lb. tins	12 1/2

#### PETROLEUM PRODUCTS

Perfection Kerosine	12.1
Red Crown Gasoline	18.7
Tank Wagon	39.2
Gas Machine Gasoline	22.6
V. M. & P. Naphtha	39.2
Capitol Cylinder	21.2
Atlantic Red Engine	12.2
Winter Black	12.2



Iron Barrels.	
Light	62.2
Medium	64.2
Heavy	66.2
Special heavy	68.2
Extra heavy	70.2
Transmission Oil	62.2
Finol, 4 oz. cans, doz.	1 45
Finol, 8 oz. cans, doz.	2 25
Parowax, 100, lb.	7.9
Parowax, 40, 1 lb.	7.3
Parowax, 20, 1 lb.	8.4



Semdac, 12 pt. cans	2 75
Semdac, 12 qt. cans	4 60

#### PICKLES

Medium Sour	24 50
Barrel, 1,200 count	24 50
Half bbls., 600 count	13 00
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
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#### PIPES.

Cob, 3 doz. in bx. 1 00	1 20
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#### PLAYING CARDS

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

#### POTASH

Babbitt's 2 doz.	2 75
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#### FRESH MEATS

Beef.	
Top Steers & Heif.	@18
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	9
Common	7 1/2

#### Veal.

Top	17
Good	15 1/2
Medium	13

#### Lamb.

Good	28
Medium	25
Poor	20

#### Mutton.

Good	15
Medium	10
Poor	8

#### Pork.

Light hogs	17
Medium hogs	18
Heavy hogs	16
Loins	30
Butts	23
Shoulders	20
Spareribs	16
Neck bones	96

#### PROVISIONS

Barreled Pork	
Clear Back	34 50@35 00
Short Cut Clear	34 50@35 00

Dry Salt Meats	
S P Bellies	31 00@33 00
Lard	
Pure in tierces	19
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
5 lb. pails	advance 1/4
3 lb. pails	advance 1/4
Compound tierces	14 1/2
Compound, tubs	15

Sausages	
Bologna	12 1/2
Liver	12
Frankfort	17
Pork	18@20
Veal	17
Tongue, Jellied	32
Headcheese	16

#### Smoked Meats

Hams, Cert., 14-16 lb.	31
Hams, Cert., 16-18, lb.	31
Ham, dried beef	@34
California Hams	@17
Picnic Boiled	
Hams	30 @32
Boiled Hams	44 @45
Minced Hams	14 @17
Bacon	30 @39

#### Beef

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

#### Condensed No. 1 car.

Condensed Bakers brick	1 00
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
1/2 bbls., 80 lbs.	3 00
Hogs, per lb.	@42
Beef, round set	14@26
Beef, middles, set.	25@30
Sheep, a skeln	1 75@2 00

#### RICE

Fancy Blue Rose	7 1/2@8
Pancy Head	8@9
Broken	06

#### ROLLED OATS

Steel Cut, 100 lb. sks.	3 90
Super Flake, 12 Fam.	2 00
Quaker, 18 Regular	2 00
Quaker, 12s Family N	2 00
Mothers, 12s, 18 num	3 50
Silver Flake, 18 Reg.	3 50
Sacks, 90 lb. Jute	3 35
Sacks, 90 lb. cotton	3 50

#### 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 50
Milkers, kegs	1 05
Y. M. Kegs	10 00
Y. M. half bbls.	19 00
Y. M. Bbls.	19 00

#### K K K K, Norway

8 lb. pails	1 40
Cut Lunch	95
Boned, 10 lb. boxes	20

#### Lake Herring

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

Tubs, 100 lb. fncy 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
Bixbys, Doz.	1 35
Shinola, doz.	90

#### STOVE POLISH.

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

#### SALT.

Colonial, 24, 2 lb.	95
Log Cab., Iodized, 24-2	2 40
Log Cabin 24-2 lb. case	1 80
Med. No. 1, Bbls.	2 85
Med. No. 1, 100 lb. bz.	95
Farmer Spec., 70 lb.	95
Packers Meat, 56 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 20
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. 120-2½ sks. -----	6 05
100-3 lb. sks. -----	6 05
Bbls. 280 lb. bulk: -----	
A-Butter -----	4 20
AA-Butter -----	4 20
Plain 50-lb. blks. -----	52
No. 1 Medium bbl. -----	2 75
Tecumseh 70-lb. farm sk. -----	92
Cases, Ivory 24-2 cart -----	2 35
Bags 25 lb. No. 1 med. -----	26
Bags 25 lb. Cloth dairy -----	40
Bags 50 lb. Cloth dairy -----	76
Rock "C" 100-lb sacks -----	76



### Proceedings of Grand Rapids Bankruptcy Court.

Grand Rapids, March 17.—On this day the trustee of the estate of Cornelius Walsweer, Bankrupt No. 2593, filed his final report and account. The final meeting of creditors has been called for March 30. The trustee's final report and account will be passed upon, administration bills passed upon and ordered paid and a final dividend to general creditors ordered paid.

March 18. On this day were received the adjudication, reference and petition in the matter of Ervin M. Bingaman, Bankrupt No. 2646. The matter has been referred to Charles B. Blair as referee in bankruptcy. The matter is an involuntary one and schedules have been ordered. When the schedules are filed the list of creditors and date of first meeting will be given here. The bankrupt is a merchant located at Three Rivers.

In the matter of Charles Telgenhof, Bankrupt No. 2650, the funds for the first meeting have been received and such meeting has been called for April 2.

In the matter of Ernest F. Hawkins, Bankrupt No. 2651, the funds for the first meeting have been received and the first meeting has been called for April 2.

In the matter of Joseph Poiniski, Bankrupt No. 2594, the trustee has filed in court his final report and account and the final meeting of creditors has been called for March 31. The trustee's report and account will be passed upon, administration expenses and a final dividend paid to general creditors.

March 19. On this day was held the first meeting of creditors in the matter of Frank Schutt, Bankrupt No. 2643. The bankrupt was present in person and by attorney, Charles W. Gore. There were no creditors present or represented. One claim was proved and allowed. There was no trustee appointed for the present. The first meeting of creditors has been adjourned without date. The bankrupt was sworn and examined without a reporter. The case will be held a few days to determine the value of certain stock owned by the bankrupt and in case of value a trustee will be appointed. If there is no value in the stock the case will be closed and returned as a no asset case.

March 20. On this day was held the final meeting of creditors in the matter of Christian Coffee Co., etc., a partnership, Bankrupt No. 2611. The trustee was present in person. No others were present or represented. No claims were proved. The trustee's final report and account was considered and allowed. An order was made for the payment of administration expenses, so far as the funds on hand will permit. There is no dividend for general creditors. There was no objection made to the bankrupt's discharge. The final meeting was then adjourned without date.

On this day also was held the final meeting of creditors in the matter of Vernon J. Buxton, Bankrupt No. 2521. The bankrupt was not present or represented. Claims were proved and allowed. The trustee was present in person. One creditor was present in person. The trustee's final report and account was considered and approved. There were no objections entered to the discharge of the bankrupt. The final meeting was then closed without date. The case will be returned to the district court in due course. Administration expenses were paid as far as the funds would permit. There was no dividend to general creditors.

March 21. On this day were received the schedules, order of reference and adjudication in bankruptcy of Bert Stell, Bankrupt No. 2653. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of the city of Grand Rapids and has conducted a restaurant. The schedules list assets of \$1,275, of which \$250 is claimed as exempt to the bankrupt, with liabilities of \$1,953.90. A custodian has been appointed. A list of the creditors of the bankrupt is as follows:

William Stell, Grand Rapids	\$210.00
Kate Stell, Grand Rapids	144.00
Miner Electric Co., Grand Rapids	43.75
Art Craft Sign Co., Lima, Ohio	42.00
Kuennen & Henderson, Grand Rapids	33.99
Kuppenheimer Cigar Co., Grand Rapids	42.45
Geo. S. Smith, Grand Rapids	30.75
Hart Mirror Plate Glass Co., Grand Rapids	12.44
National Grocer Co., Grand Rapids	107.00
Rathbun Electric Co., Grand Rapids	33.91
C. W. Mills Paper Co., Grand Rapids	21.06
Schneider Cigar Co., Grand Rapids	5.63
Lewellyn & Co., Grand Rapids	18.65
X Cigar Co., Grand Rapids	5.60
Vanden Berge Cigar Co., Grand Rapids	119.00
N. J. Garrett, Grand Rapids	3.60
John Weiss, Milwaukee	214.50
G. R. Store Fixture Co., Grand Rapids	20.00
C. Smit, Grand Rapids	6.08
Creston News, Grand Rapids	3.50
Christenson Ice Co., Grand Rapids	69.47
Dr. John Kremer, Grand Rapids	68.00
Heyboer Co., Grand Rapids	9.00
James Pollie, Grand Rapids	18.00
Thiebout Bros., Grand Rapids	84.00
Woodhouse Co., Grand Rapids	240.00
H. Leonard & Sons, Grand Rapids	21.00
Lee & Cady, Grand Rapids	42.00
Feringa Dry Goods, Grand Rapids	6.00
G. R. Gas Light Co., Grand Rapids	41.53

Consumers Power Co., Grand Rapids 20.00  
General Cigar Co., Grand Rapids 15.00  
Harry Meyers, Grand Rapids 3.50  
Ollie Henderson, Grand Rapids 187.50  
Wedes Bros., Chicago 16.00

The court has written for funds and upon receipt of the same the first meeting will be called and note of the same made here.

March 23. On this day was held the first meeting of creditors in the matter of Earl E. Allen, Bankrupt No. 2645. The bankrupt was present in person and by attorneys, Hilding & Hilding. No creditors were present or represented. No trustee was appointed. Claims were proved and allowed. The bankrupt was sworn and examined by the referee, without a reporter. The meeting was then adjourned without date and the case closed and returned as a case without assets.

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Charles E. Ross, Bankrupt No. 2654. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of the township of Portage, in Kalamazoo county, and is a grocery merchant. The schedules show assets of \$480.59, of which \$250 is claimed as exempt to the bankrupt, with liabilities of \$2,077.58. The court has written for funds for the first meeting of creditors and upon receipt of the 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:

Kal. National Bank, Kalamazoo	\$387.50
John Schurring, Jr., Kalamazoo	380.93
Kal. Citizens Loan & Investment Co., Kalamazoo	184.80
American Life Ins. Co., Detroit	203.00
Harold Russell, Kalamazoo	20.00
Loose-Wiles Biscuit Co., So. Bend	42.20
Home Bakery, Schoolcraft	35.90
Buhl Sons Co., Detroit	65.74
Amer. Broom Co., Amsterdam, N.Y.	40.00
J. Wagner Mercantile Co., Chicago	137.16
Worden Grocer Co., Grand Rapids	213.37
Roy Kitner, Portage	7.30
Portage Elevator, Portage	51.01
John Schurrings, Jr., Portage	50.05
Lee & Cady, Kalamazoo	6.65
Kal. Biscuit Co., Kalamazoo	8.67
Hekman Biscuit Co., Kalamazoo	24.51
Glenewerck Sons Co., Kalamazoo	26.96
Bosker Baking Co., Kalamazoo	2.08
H. P. Buzzell, Kalamazoo	2.70
A. W. Walsh Co., Kalamazoo	49.35
Taylor Produce Co., Kalamazoo	22.24
Star Paper Co., Kalamazoo	46.37
Swift & Co., Kalamazoo	11.32
Nat. Refining Co., Kalamazoo	11.70
Peter Schipper, Portage	40.00

March 23. On this day were received the order of reference, adjudication and order appointing receiver in the matter of Fred Sheringer, Bankrupt No. 2642. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Sullivan, and has conducted a general store at such village. The case is an involuntary one and schedules have been ordered, and upon receipt of the same the first meeting of creditors will be called and a list of the creditors and date of meeting given here. A custodian has been appointed by the receiver.

In the matter of Jacob L. Brilliant, doing business as Brilliant's, Bankrupt No. 2635, the bankrupt has filed an offer of composition with his creditors after adjudication. The offer is on the basis of 20 per cent. to unsecured creditors. The date for hearing and special meeting of creditors for the consideration of such offer has been fixed for April 3.

March 23. On this day was held the first meeting of creditors in the matter of Elgin Barton, Bankrupt No. 2644. The bankrupt was not present or represented, having been excused from attendance. No creditors were present or represented. Claims were proved and allowed. No trustee was appointed. The case was adjourned without date and will be closed and returned to the district court as a case without assets.

### One-Way Love.

Professor Robert Herrick, of the University of Chicago, said at a Blackstone luncheon:

"I see by the papers that in the Windy City last year there was one divorce for every seven marriages. The Victorians thought love was eternal, but the young people of Chicago do not share the Victorian view.

"A young engaged couple were discussing their honeymoon.

"I suggest, said the young man, 'a ten days' tour to Havana.'

"Oh, no," said the girl. "You know how afraid I am of seasickness, darling."

"Love is a preventive of seasickness," he assured her tenderly.

"Yes, of course, 'how about the voyage back?'"

### Causes and Nature of Cyclones Still Unknown.

Grandville, March 24.—The terrible tornadoes which swept over sections of several states recently left sad wreckage and death in their wake, reminding one of the absolute helplessness of humanity before the outbreak of nature's forces when wielded by the hand of the Almighty.

These storms come and go at different times, seldom sweeping over the same scope of country twice. In any event they are the most dreaded of the outbursts of nature when in an angry mood. No wonder the benighted mind of the savage natives were awed into believing that the great spirit was angry and sought thus to chastise his subjects.

In early youth we read that these tremendous outpourings of nature's wrath were confined to the tropical countries, and that the temperate zone had nothing to fear.

September 1856, however, brought about a change in the ideas regarding cyclones and the field of their ravages.

The lumber country was sparsely settled at that time else one of the most terrible tragedies in history would have been recorded. Near the close of a mild September day, while rain was falling, tots looking from a window in a lumberman's home saw tall pines and bushy hemlocks begin a dance of death through the air.

Huge pines were torn from the earth and hurled through space like so many dry weeds. Down through one of the finest clumps of pine timber the twister made its way, prostrating everything before it, leaving not the smallest sapling standing.

The tots clapped their hands with screams of delight at the sight. Immediately the window crashed in, the wind hurling the gazers to the floor. A wing of the house went flitting through the air down into the valley below, but through a mere chance the house did not get the full force of the wind and did not fall.

Many buildings were swept away, and that which had been a magnificent pine forest was laid in great heaps on the ground. The road was so filled with the debris as to be impassable for many months, the settlers cutting a pathway for wagon trails around the big windfalls.

This was the first great wind known in the pine country and it left a lasting impression on the minds of the backwoods inhabitants.

For many long years that outburst of cyclonic power was referred to as "The Big Wind."

One lumberman had planned the logging off of several eighties of pine, the logs to be drawn to the Muskegon river. He had begun building shanties, making crosshauls and the like, when this cyclone came sweeping all before it, leaving not a single tree standing on the lumberman's job.

He at once withdrew from the undertaking, the mass of trees being left where they fell to rot on the ground. In those days the labor of cutting a mass of fallen trees like that was considered too great to be thought of.

Down through the years there have been more or less storms of the nature of cyclones or tornadoes in Michigan, but not since that time has there been so extensive and destructive a wind storm, although it was mostly timber that was destroyed instead of human lives.

From that time on for many years those boys who witnessed the big wind always exhibited fear when a black cloud appeared in the West and swept swiftly across the skies.

Michigan, however, has been rather fortunate with regard to such storms. The proximity of the Great Lakes has a tendency to ward off such outbreaks of nature.

There seems to be certain years when wind storms are more prevalent

than others. The year 1883 was stormy and given to sharp wind swirls which did trivial damage in places. The Southern and central prairie states are more subject to cyclonic wind storms than the states further East.

The town of Grinnell, Iowa, was swept away many years ago by such a storm, yet the places seems to have been free from such disaster since that time.

When reading of these late disasters in the South and West people seek to account for these eruptions of nature by crediting the trouble to electric disturbances, brought about by the storing of electric forces, the wireless telegraphy and radio plants which have, they conceive, interfered with the orderly processes of nature.

This theory is highly improbable, however, since heavy and destructive wind storms have been known from the earliest settlement of the country. That big wind of seventy years ago would have wrought immense havoc had the State of Michigan been settled as it is to-day, yet in all these years no such big storm has come to vex us.

Of the smaller wind storms there have been plenty. We can easily call to mind that October storm which sent the steamer Alpena to the bottom of Lake Michigan with its load of passengers, not one of whom escaped.

Human ingenuity, which has given us so many modern inventions of an almost miraculous nature, has failed as yet to produce anything that will counteract cyclonic storms. Such an invention may not be impossible, yet it is not likely to come about very soon.

The forces of nature have been harnessed in many particulars, but the destructive wind storms of Mother Nature are still unconquered while we study up various inventions of less importance to mankind.

Old Timer.

### Items From the Cloverland of Michigan.

Sault Ste. Marie, March 24.—Representatives of Cohotas Bros., Ishpeming, wholesale produce dealers, are looking for a location for a branch here, to handle fruits and produce exclusively. The firm has good Chicago connections and look upon the Soo as a lively place with bright prospects.

A shoe store is to be opened here about April 4 by the G. R. Kinney Co. in the North half of the building formerly occupied by the Woolworth Co. 5 and 10 cent store. Mr. Barbo, now managing the Kinney store at Duluth, will be the new manager here. This will be the first store of the Kinney system opened in Cloverland. The company owns and conducts 218 stores in the United States.

This is the time of the year when most people raise their best vegetables—looking at seed catalogues.

Alex. Van Loven, near Brimley, came to town last week to tell us there are still a few wolves left in our vicinity, he having brought in the pelts of eight wolves which he killed last week.

H. C. Lawton, manager of the Soo Creamery & Produce Co., returned last week from Toronto, where he was called by the death of his mother.

The National Pole Co., of Escanaba, went into raising sheep on its large cut-over lands last year, which it finds is a profitable venture. Last week it shipped ninety lambs from the Whitney farm which sold at the top price of \$17.90 per hundred, which shows that quality lambs are raised in Cloverland. It expects to have another double deck to ship within the next thirty days.

Weeding is never popular, even in the garden of love.

The editors of the Cloverland Telegram are to be congratulated on the first edition, which appeared Sunday. They have every reason to be proud



of their efforts, as the paper was filled with news and up-to-date items—somewhat of a contrast from the old Times.

Simon Schiff, one of our pioneer tailors, will sell out and move to Detroit, which seems to look good to Mr. Schiff. While we will miss this popular establishment, his many friends wish him every success in his new field and will be ready to welcome him back, should he be disappointed in the town of many tailors.

An optimist is a man who still carries a corkscrew.

Lawrence Merchant, of Kenneth, spent the week end here last week attending to some legal business.

D. L. McMillan, our popular county agent, received a letter from H. H. Wells, of San Diego, Cal., asking that he be sent a shipment of Chippewa county fine red clover seed. Some years ago Mr. Wells made a trip on the Lakes and saw growing some of the finest red clover he ever saw, and wants to raise same in California.

William G. Tapert.

### Future in Store For the Wholesale Grocer.

(Continued from page 21.)

Goods are commonly sold at an advance of 3 per cent. over manufacturers' prices, which, with the cash discount of 2 per cent. (a very dubious way of figuring, however) gives him a total leeway of 5 per cent.

The manager writes me that his sixteen stores did a business averaging over \$11,000 on Saturday, March 2, and he analyzes his costs per average store as follows:

Rent	\$58.00
Branch salesman's salary	110.00
Insurance and taxes	37.50
Administration	27.50
Office help	19.00
Handling and shipping	28.00
Light, heat and water	5.00
Miscellaneous expense	13.50
Interest on investment	27.50

Total	\$326.00
Avg. monthly sales per branch	\$13,100.00
Avg. monthly expense per branch	326.00
Avg. cost of operation per branch	2 1/2 %

Now these experiments are all based on the idea of a closer co-operation between wholesaler and retailer, eliminating selling expense and letting the customer have the benefit of the saving he makes through doing his own work.

Reduced to its finality, grocery distribution is a continuous process from producer to consumer—with very definite functions which must be done by whatever system, some by the wholesaler and some by the retailer, but must be done.

It is this fact which has lately turned the attention of the "Big Brother" to methods whereby the retailer can be made more efficient, to supplement his own gains. In every community live wholesalers are bending themselves to the task—offering their retail customers fair prices, co-operating in drive sales and specials, suggesting window dressing and display, joining in or encouraging co-operative advertising and selling, pointing out ways to appeal to the housewife's taste.

Just at present the National Wholesale Grocers' Association is trying to arouse the retailer to the value of his telephone as a salesman and immense results are bound to flow from the "Phone for Food" campaign. That campaign has to do with training the housewife to phone, but there are also brilliant instances where retailers have

installed solicitation departments by phone with tremendous success.

In all these plans there is conclusive evidence that the wholesale grocer is fully awake to the spirit of the times. He is in a state of flux. Some are merging and reducing needless competition. Most of them are linking up their interests with the retailers. All of them are studying ways for increased efficiency. When men are progressive, intelligent, plastic, optimistic and well organized there is no need to worry about their future.

Ellis L. Howland,

Editor New York Journal of Commerce.

### Authentic Case of Spontaneous Hay Ignition.

Fire Marshal E. P. Heaton of Ontario has done a real service in publishing the details of an authentic case of spontaneous ignition in hay. This is the first case to be completely established by competent evidence. The evidence is nearly always destroyed.

It is to be hoped that other fire officials will obtain all the facts about any other cases of spontaneous combustion in hay. No satisfactory answer has ever been given as to the best way to prevent it because the place and exact manner of occurrence have not been established. The common assumption is that if the hay is well cured, there is little danger of spontaneous ignition. Another belief, commonly held, is that spontaneous ignition is more likely to occur in hay that is solidly packed. But without more direct evidence, these can be accepted as scarcely more than assumptions.

Additional authentic cases are needed also in order to convince the skeptical that spontaneous ignition in hay does occur. No subject will arouse more immediate or earnest discussion at a meeting of farmers than spontaneous combustion in hay. Rats and mice with matches are more likely to be accepted as true causes of fire than spontaneous ignition, though such scientific evidence as there is would seem to indicate that of the two, spontaneous ignition is more likely to be a true cause.

Only thorough investigation such as was made by Fire Marshal Heaton into the Ontario fire will help to make available the correct methods of preventing spontaneous combustion in hay.

### Hides, Pelts and Furs.

Green, No. 1	09
Green, No. 2	08
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
<b>Pelts.</b>	
Old Wool	1 00 @ 2 50
Lambs	1 00 @ 2 00
Shear. lngs	50 @ 1 00
<b>Tallow.</b>	
Prime	07
No. 1	06
No. 2	05
<b>Wool.</b>	
Unwashed, medium	@ 40
Unwashed, rejects	@ 30
Unwashed, fine	@ 40
<b>Furs.</b>	
Skunk, Black	3 00
Skunk, Short	2 00
Skunk, Narrow	1 00
Skunk, Broad	50
Muskrats, Winter	1 25
Muskrats, Fall	1 00
Muskrats, Kitts	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

### Good Timber.

The tree that never had to fight  
For the sun and sky and air and light;  
That stood out in the open plain,  
And always got its share of rain,  
Never became a forest king,  
But lived and died a scrubby thing.  
The man who never had to toil,  
Who never had to win his share  
Of sun and sky and light and air,  
Never became a manly man,  
But lived and died as he began.  
Good timber does not grow in ease;  
The stronger wind, the tougher trees;  
The farther sky, the greater length;  
The more the storm, the more the strength.  
By sun and cold, by rain and snows,  
In tree or man good timber grows.  
Where thickest stands the forest growth,  
We find patriarchs of both.  
And they hold converse with the stars  
Whose broken branches show the scars  
Of many winds and much of strife—  
This is the common law of life.

**Straub**  
**CHOCOLATES**

My But They're Good

**STRAUB CANDY COMPANY**

Traverse City, Mich.

Saginaw, W. S., Mich.

**Wm. D. Batt**

**FURS**  
Hides  
Wool - Tallow

Agents for the  
Grand Rapids By-Products Co.'s  
Fertilizers and Poultry Foods.

28-30 Louis Street  
Grand Rapids, Michigan

**Fiegle's**

**Chocolates**

Package Goods of  
Paramount Quality  
and  
Artistic Design

### - 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—Well established general store in live Michigan town. Stock will inventory about \$20,000. Sales for 1924, \$90,000. All cash not required. Will sacrifice for quick sale. For full particulars, address No. 867, c/o Michigan Tradesman. 867

For Sale—Physician's stock of office medicines, consisting of tinctures, elixirs, pills and tablets. All of standard grade, Abbott's, Lloyd's, Park-Davis & Co.'s, and a few others. Inventory about \$200. Liberal discount for cash. Mrs. Josephine Whitehead, Newaygo, Mich., c/o A. W. Gleason. 868

For Sale—Good clean stock groceries and dry goods, Thumb of Michigan. Fine location. Good business. Inventory \$3,700, stock and fixtures. Address No. 869, c/o Michigan Tradesman. 869

FOR SALE—Jobbing cigar, tobacco and confectionery business. Also good retail business in connection. Established forty-two years in good Michigan territory. Owner must retire owing to wife's ill health. Can furnish best of banking and mercantile references. Address No. 870, c/o Michigan Tradesman. 870

WANTED—GROCERY or small stock of general merchandise in good live town. Address No. 871, c/o Michigan Tradesman. 871

For Sale—Good clean stock of groceries and notions, small town, fine building and location. Exceptionally good opening to add line dry goods in connection. Address No. 872, c/o Michigan Tradesman. 872

For Sale—Dry goods and general stores. Traveler knows of several. If you want a store, address No. 873, c/o Michigan Tradesman. 873

Do you want cash for your business, in a hurry? A sure sale in a few days. Send particulars. Merchants Advertising System, 934 So. Division Ave. 874

FOR SALE—Money maker, growing brush and broom business, with 550x150 feet fine ground, eight-room cottage; semi modern; plenty of fruit; bargain. Superior Broom Co., Kendallville, Ind. 852

STORE BUILDING FOR RENT—16 ft. wide, 110 ft. long, ground floor and basement. First class front, and new furnace. Located in main business district of Jackson. Enquire J. M. Kavanaugh, 1202 Michigan Ave., East, Jackson, Mich. 858

DRUG STORE—Stock, fixtures and building (flat upstairs). Old, established business. No competition. Business increasing. Selling on liberal terms. Good reason for selling. Address No. 859, c/o Michigan Tradesman. 859

AN OPPORTUNITY—For Sale—An elevator fully equipped in every way to handle grain and beans and grind feed. Situated thirty miles from Grand Rapids, in one of the best farming communities in Michigan. Doing a large business, at a good profit. Books open for inspection. And for sale at about one-third its value and on good terms. Good reason for selling. Address F. E. S., care Tradesman. 860

Wanted—Stock of general merchandise, clothing or shoes. Aubrey Monson, Lancaster, Wisconsin. 861

FOR RENT—Store building in the very heart of Lansing's retail district. Can make attractive price and lease to July 1, 1927. Location suitable for almost any business. Bailey Real Estate Co., Lansing, Mich. 862

WANTED—A competent young man, able to take charge of a department of floor coverings and draperies. He must understand his business and not be afraid to work. Zemke Brothers, Caro, Mich. 863

For Sale—Cash and Carry store doing all cash business, stock of groceries and notions inventory about \$2,000. Will sell at inventory. Rent \$25.00 a month. Address No. 864, c/o Michigan Tradesman. 864

For Sale—Dry goods, shoes, and furnishings store in a Michigan town of 1,500. Near Bay City. Very thriving location, but owner has other business interests. Must act at once. Stock inventories \$15,000, but can reduce to any amount desired. Address No. 865, c/o Michigan Tradesman. 865

WANTED—Man with sales experience to sell the EHRLICH line of refrigerators, cooling rooms and freezing counters to the butcher and grocery trade. Splendid opportunity for the right man. H. EHRLICH & SONS MFG. CO., LAKE AND COLORADO AVES., ST. JOSEPH, MISSOURI. 813

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

**CASH For Your Merchandise!**  
Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc. LOUIS LEVINSON, Saginaw, Mich.



### Gabby Gleanings From Grand Rapids.

Grand Rapids, March 24—Affairs of the Salesman's Club will be entirely in the hands of ladies on Saturday, March 28. This is a new departure from the old custom. After roll call Mrs. Gilbert H. Moore will preside. Mrs. Roy H. Randall will assist, as will Mrs. A. F. Rockwell, Mrs. L. L. Lozier, Mrs. Dan M. Viergever, Mrs. Ray W. Bentley, Mrs. Ellis Perkins, Mrs. Homer R. Bradfield, Mrs. A. Harry Behrman and Mrs. August Kaser. Music, entertainment and one good speaker have been arranged for. The attendance of members will probably be larger than usual, as all will be interested in seeing just what the ladies can do.

John Honton, of the Worden Grocer Company, is in Buffalo, N. Y., on a business trip.

Karl W. Dingeman is spending the next two weeks in the Northern Peninsula.

L. F. Allen will address the Craftsman's Club at the Elk's temple April 9, on "The Printer as a Salesman."

Lee M. Hutchins, President of the Hazeltine & Perkins Drug Company, gave an inspirational talk before the Salesman's Club at their Saturday luncheon. Tudor Lanius, of broadcasting station WEBK, rendered two pleasing solos, playing his own accompaniment. Over sixty members and guests were present.

The sympathy of the trade will go out to L. P. Hadden in the destruction of his Bel-Car-Mo peanut butter factory by fire Monday evening. The destruction was complete. Nothing was saved except a small amount of manufactured stock and two carloads of peanuts in storage in another building. A new location has been secured for a factory and up-to-date Lambert machinery has been ordered to equip it. Mr. Hadden confidently expects to be turning out peanut products in the new factory within thirty days.

William Judson (Judson Grocer Co.) is now convalescent from his recent illness and is able to sit up an hour or two each day. He is still too weak to see any one except his own immediate family.

The Hazeltine & Perkins Drug Co. shipped a new stock last week to A. H. Sherman, of Newberry, whose stock was recently destroyed by fire. This week a stock will be shipped to H. Roussin, of Cadillac, whose stock was destroyed by fire about two weeks ago.

### Some of the Penalties of Office Holding.

Boyne City, March 24—The citizens of Boyne City will be given an opportunity to-morrow to line themselves up along the line of progress or to hold back from placing the town in the advancing column. It is to be hoped that their verdict will be in consonance with the position that nature has placed the town. But that is not particularly the thought that was uppermost in our mind just now.

Talking with an acquaintance, a few days ago on the situation, the expression was used that the officers in charge were "putting something over on the voters." Really, if it had not been of so serious import, it would have been funny. We elect men to do our business for us. Mostly they serve without salary or if salary is paid, it is so small as to be a joke to the conscientious officer. These men spend their time, and many times their money in working out plans for the care and operation of our public activities. In this particular case, one of the busiest men in town has spent a large amount of his time for more than five years on this particular proposition. Every town has such men. The irony of the situation is that these men, who have very little, if any, personal interest in the matter, aside from giving the town and its people something to be proud

of, have to fight a regular battle with those who will reap the benefit. After having been placed in their responsible position because of the peoples' supposed confidence in their ability, they are subjected to the severest adverse criticism, and have to actually fight to get the public to give consent to putting their carefully considered plan in operation.

The experience of a lifetime bears out the statement that if there were not some one to "put it over on the people" there would be little public progress. Every great reform has been "put over on the people" in the face of most virulent opposition. Every great improvement in industrial life has had the same opposition. We are certain that we would still be swinging by our tails in the primeval forests, crawling into hollow trees and holes in the ground to keep dry and warm, if some one had not been continually "putting something over on the people." "What fools these mortals be!"

Boyne City is having a very unique experience this spring, for it is spring, to all intents and purposes. The streets are bare of snow. The roads to our neighboring towns are all open for motor traffic. The ice in the lake is beginning to look black and the screech of the lizzie is heard in the land. We wonder, how come. Usually at this time our streets are canals of hard snow with banks on both sides, and our roads, where they are at all navigable are so deep with snow that one dare not drive off the beaten path. The weather man must have gotten his lines crossed, or may be this is a "deetoor" and about the first of May, when the innocent little buds, trusting to the false wooing of gentle breezes, have opened their hearts, the winds will swing back to their regular course and blast them black and we won't get none of Bill's strawberries. If the weather is not a freak, but the regular thing for the summer, we will all have to go to Florida to keep cool, for when it is warm in this country, it is hot, and one does not perspire, he sweats. Here's hoping, however, that our friend Conger will be able to strike a happy medium and that our friends from the South will come so fast that we will have to sleep in the woodshed.

Charles T. McCutcheon.

### Strange Egg Laid by Hen.

Tampa, March 23—Although the earthquake on the night of March 7 was not actually supposed to have been felt here, a hen belonging to T. L. Ferris succumbed to the effects of the shock and the next day laid a strange egg, unlike any egg known to have been laid before. This seismographic egg is slightly smaller than the ordinary egg, and perceptibly irregular. On one side there are peculiar indentations that make the design of a big round beetle. A smooth, round place of about half an inch in diameter is surrounded by 16 short marks which spread out ray-like in all directions from the center mark. In explaining the egg, Mr. Ferris said he believed that the earthquake had something to do with it.

### Biscuit Salesmen Hold Detroit Meet.

Detroit, March 24—The annual convention of the National Biscuit salesmen of Michigan and Ohio ended Saturday with a general sales meeting and luncheon. The visiting salesmen were entertained Friday night by the Uneeda Club of Detroit and also a program by the Glee club of the organization was given. Among the speakers at the meeting Saturday were R. H. Pfiorr, manager of the purchasing department of the National Biscuit Co., A. L. Beck, manager of the Detroit factory, and H. H. Tomlinson, assistant to the president of the company.

### Local Government Sufficient If It Functions.

Thousands of people are sincere in their belief that local communities should resist and resent any extension of state or Federal power over local communities. They frequently agree with those who want Federal or state legislation of one kind or another that the end sought is a good one but they contend that the township, county or the city should be left to itself to bring about the desired results.

If citizens who oppose extension of Federal or state power were as zealous in arousing their local communities to correct local conditions which create the demand for state or Federal rule as they are in resisting encroachment of this rule, there would be no demand for the state and Federal legislation.

Fire prevention officials are among those who must deal with this anomalous situation. Those who will criticize most severely the state fire marshal for coming into their local communities and enforcing reasonable fire safety regulations are usually the first to ask their city councils for special permission to violate their own city ordinances. Thus, those who create the demand, almost the necessity, of Federal and state interference, are also those who protest against outside invasion into local self government.

State Fire Marshal John G. Gamber of Illinois, in his address before the Illinois Firemen's Association last month, declared that nearly one-half the time of his department was re-

quired to handle situations involving violations of local ordinances or involving actions which in any well governed community would have been prohibited by a local ordinance.

The surest way to keep the state and Federal Government out of a local community is to provide complete and fearless local self government.

### Case of Mistaken Identity.

Muskegon, March 24—In the last issue of your paper the Kronic Kicker states I called. I did not. I simply met him on the street and, as he had washed his face recently, I mistook him for another party (a blacksmith). When he passed on I at once apologized to my companion for introducing him. His only comment was, that is the first time I ever saw one of his nationality settle in so small a town.

E. P. Monroe.

An example of the influence of cost on styles may be seen in shoes. Years ago, a man appearing at a fashionable affair in evening dress without patent leather shoes would have felt conspicuous and apologetic. Ordinary shoes were so low priced then, in comparison with patent leather, that it was necessary to have patent leather in order to be really "dressed up." Now the difference in cost between patent leather and plain calf is comparatively little. Hence it is all right to wear plain calf-skin shoes even to a formal gathering.

The bass drum makes more noise than any other instrument in the band, but it isn't the most necessary one by any means.

## Business Impeded by Fire

We regret to be compelled to notify the grocery trade that the complete destruction of our factory and equipment by fire on the evening of March 23 will preclude our filling any orders for the next thirty days. By the expiration of that period we confidently expect to be doing business in a new factory, equipped with the most up-to-date machinery and in a position to serve our customers even more acceptably than we ever have been able to serve them in the past.

**BEL-CAR-MO**  
**NUT BUTTER COMPANY**

GRAND RAPIDS