

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Forty-second Year

GRAND RAPIDS, WEDNESDAY, APRIL 1, 1925

Number 2167

AP 4 '25 ER

## It Couldn't Be Done

SOMEbody said it couldn't be done,  
 But he, with a chuckle replied,  
 That "maybe it couldn't," but he would be one  
 Who wouldn't say so till he tried.  
 So he buckled right in, with a trace of a grin  
 On his face. If he worried, he hid it,  
 He started to sing as he tackled the thing  
 That couldn't be done, and he did it.

Somebody scoffed: "Oh, you'll never do that;  
 At least no one ever has done it."  
 But he took off his coat and he took off his hat,  
 And the first thing we knew he'd begun it;  
 With a lift of his chin, and a bit of a grin,  
 Without any doubting or quit it,  
 He started to sing as he tackled the thing  
 That couldn't be done and he did it.

There are thousands to tell you it cannot be done.  
 There are thousands to prophesy failure;  
 There are thousands to point out to you, one by one,  
 The dangers that wait to assail you;  
 But just buckle in with a bit of a grin,  
 Take off your coat and go to it;  
 Just start in to sing as you tackle the thing  
 That "cannot be done," and you'll do it.

# STANOLAX CONQUERS CONSTIPATION BRINGS HEALTH AND HAPPINESS

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

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

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

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

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

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

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

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

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



# STANOLAX

(HEAVY)  
*for constipation*

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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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issues a year or more old, 25 cents; issues  
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under Act of March 3, 1879.**THE TREND OF TRADE.**

Seasonal retail business, which was aided by the mild weather, made a good showing during the past week. The promise is also good for another fortnight. The early Easter affords likewise a good divisional point between the offerings for Spring and Summer and so is calculated to help trade. What has happened has borne out the promise at the opening of the year. Soon, however, it will be necessary to gauge conditions for the last half of the year, and this is one of the things which merchants will have to take into account. Over optimism is not going to bother them in the matter. They do not consider any likelihood of a phenomenal spurt of activity such as was predicted a short time ago by some self-styled prophets of economic conditions. The situation is not promising for such an outcome. What is hoped for is the yield of fairly large crops with a good market for them, as well as corresponding industrial activity. Both are still uncertain quantities. What can be said for the first named is that no retarding circumstances have as yet appeared. So far as industry in general is concerned it seems reasonably certain at the present time that the manufacturing capacity of the country will not be strained anywhere near to its maximum during the present year. This holds good for the basic as well as for the minor industries. A reason for this is that the country has not yet grown up to the output possible resulting from the great expansion of producing facilities, while export demands are not large enough to take up the slack.

Under the circumstances and in view of the cautious method of buying in vogue the managers of industrial plants are not in an enviable position. Buyers are constantly stressing the need of cheapness, at the same time making their purchases in such a way

as to prevent manufacturers from keeping their overhead at a minimum. The urge comes really from retailers who are intent on being able to offer bargains as a stimulus to trade. In some quarters it has been questioned as to whether this is a proper policy, it being insisted that quality is a better talking proposition than price. But the majority of dealers are not yet convinced of this. It is realized, however, that recent business methods are not satisfactory and that they tend toward embarrassments. In support of this attention is called to the fact that business failures for the first two months of the year averaged over eighty-four for each working day and that cases have become more frequent than ever of obtaining credit by fraudulent means. These are signs of anything but satisfactory trading conditions, and indicate that much readjustment is still needed to bring business to a stable basis. The cautious buying by the stores is merely a reflex of the attitude of consumers, who have to be tempted by the stimulus of special offerings or of attractive prices, and even with these inducements buy as little as they can get along with for the time being. When they get to looking a little further ahead business will improve all along the line, but not before.

Still, even as things stand, there is ground for encouragement rather than the reverse. This is not so apparent to those whose pulses are not quickened except by a period of rapidly rising prices accompanied by feverish buying. Conditions of that kind favor speculators rather than merchants and soon bring their own reaction, as was shown about five years ago. Under ordinary circumstances it takes only a difference of 5 per cent. or thereabout in the volume of sales to distinguish between good and bad times. Even when business is at its worst it takes an enormous amount of commodities to supply the absolute necessities for a population of over one hundred millions whose wants are as large and varied as are those of the people of this country. So a market is always assured for a great deal of the yield of farms and fields, of the production of mines and oil wells and of the output of mills and factories. A constant growth in the population, furthermore, helps to increase the volume of sales from year to year. Unless, therefore, there are disturbing factors calculated to restrict buying power or inclination, sales volume should increase annually. This is the case for successive periods of five or ten years, but it is not always true for each of the years. Special circumstances often govern the trade of any particular year, making it better or worse than the one preceding or following. It is still too

early to be assured what is likely to happen after the middle of this year, but if conditions merely come up to the average there will not be much cause for discontent.

The President's taxation policies have made progress. The last Congress fought the reduction of surtaxes on big incomes tooth and nail. Secretary Mellon wanted a maximum of not more than 25 per cent. Congress fixed it at 40 per cent. It is apparent that these will be leveled down in the Sixty-ninth Congress and an effort made to remove surtaxes from all the so-called moderate incomes ranging up to \$12,000 to \$15,000 a year. The President fought gift, estate and inheritance taxes two years ago and has continued to oppose them. He holds that inheritance levies are justified only in war and other National emergencies and should disappear under normal conditions. He believes, and rightly, that they are socialistic in their tendencies and are, in fact, penalties laid upon success. This fall he will ask that these taxes be repealed. With the Democrats bitten by La Folletteism and tainted by Bryanism and mush-hearted radicalism they may throw in their fortunes with the La Follette group and the Half-Breeds. If so, the tax war will rage around these socialistic levies. Another sound trouncing in 1926 might cure the Democratic tendency to play around with La Folletteism. It is doubtful if anything else will

Germany is in for a totally new experience—a Presidential election. On April 26 the voters will go to the polls and attempt to choose a successor to Friedrich Ebert. Germans have never before voted for a President, Ebert himself having been elected temporary President by the Constituent Assembly of Weimar in 1919. There should have been an election in 1921, but it was decided that political conditions made it undesirable and Ebert's term was extended through the present year. Just what will happen at this juncture is not predictable. There are seven major political parties and many minor ones. There are dozens of prospective candidates, ranging from Hohenzollerns to Red Communists. Under the law the winning candidate must have a majority of the popular vote; if there is no majority there must be a new election, in which the candidate receiving a plurality is declared elected. No one party has ever polled anything approaching a majority vote in a Reichstag election. In the midst of the political confusion which characterizes Germany to-day it is impossible to see just how the parties divide and group themselves, or which candidate has the best chance. It is an open bet.

**INDUSTRY IN GOOD SHAPE.**

Of all the textiles, silk is the one which stands out this year as being in especial demand. Certain it is that the mills making silk fabrics have been and are more fully occupied than are most of those working with cotton or wool. Though silk is the aristocrat among textile fabrics, the use of articles made of it is by no means confined to the wealthy portion of the population. Women, especially, will stint themselves in other directions in order to get a silk dress or blouse or stockings. This has caused the sale of silk goods to be sustained even in what are called hard times. The present not being a period of that kind, the urge is apparently all the stronger in that direction. One thing that has especially favored the increased use of silk lately has been the higher price of wool and, consequently, the enhanced cost of woolen dress goods. Another thing that has aided has been the trend toward lighter apparel to be worn under a coat. Besides these things, a drop in the price of raw silk has been no small factor in increasing the popularity of articles into which it enters. Then, too, fashion has played its part in increasing the vogue of articles of silk. Even the great growth in the output and use of artificial silk, or rayon, as it is now called, has had no appreciable effect in lessening the demand for the product of the silkworm. This country is the largest user of silk in the world and, while much of the silk goods produced are sold here, the exports of manufacturers of silk are also constantly increasing.

Clemenceau's decision to seal for ten years following his demise the memoirs which for the last three years he has been compiling would seem to indicate that the Tiger has had his fill of controversy. He is willing to explain his own point of view to posterity, but he does not wish to invite the immediate rebuttal of contemporaries. However, from the little that he has said about his voluminous work, it seems to consist in the main of philosophic musings, and those who expect to find in it a pungent running commentary on the making of history at Versailles and in other arenas of tension and stress will be disappointed. Clemenceau, for all his eloquence, has learned the art of keeping to himself a good many of the things he might say which the world would be both edified and diverted to hear.

Whenever fashion decrees that women's garments shall fit rather loosely about the waist, proprietors of stores selling such garments go in for general rejoicing. A merchant can get along on only a fraction of the expense formerly necessary for skilled fitters.

## TRUSTWORTHY ADVERTISING.

## Difference Between Constructive and Destructive Methods.

Current sharpening of competition is producing an alarming effect upon the advertising of some manufacturers, distributors and dealers. By reason, either of personal irritation or because of an erroneous impression that sales can be stimulated by printing copy disparaging the goods of competitors, a number of advertisers have laid down the pen, pushed aside the typewriter and taken up the hammer. The result is destruction. It is not sales building—not market stimulating—not advertising. It is wanton chaos. This tendency is so pronounced in certain fields that it compels the National Vigilance Committee to sound a note of warning.

The purpose of all advertising is to create markets by focusing the attention of the public on the desirability of the product. It succeeds in direct ratio to its concentration upon creating and sustaining reader-confidence. It fails in direct ratio to its divergence upon such tangents as the disparagement of competitors or their goods.

It is the experience of the National Vigilance Committee that every "knock" of competitive products acts as an invitation to competitors to strike back. It works out in this way: One advertiser, or his agent, forgets that the way to sell more merchandise is to talk about his own goods and not about others'. He belittles a competitor's product. His statement is not wholly untrue, it merely verges on exaggeration. The competitor is provoked. He edits copy just a little bit stronger. Then competitor No. 3 takes a hand in the game and he, being a man of plain speech, uses regular fighting language. Competitor No. 4 has simply been looking on. His patience gives way under the strain, and he launches a tirade against all products in the market save his own. Competitor No. 5, seeing that extreme statements are the order of the day, makes no attempt to confine his copy to facts. Others strive to outdo those already mentioned. The fundamental purpose of advertising is forgotten and its effect is lost. The situation has degenerated into a petty, personal advertising war.

This is not fiction. It is happening to-day in one industry after another. In its incipient stages there may be no apparent monetary loss to any individual advertiser, but when once the conflagration spreads, the net result is easily computed in dollars and cents. The public is led to believe that no product in the entire industry deserves its consideration, and if substitution can be made, that course will be followed. This means a direct monetary loss to all manufacturing or selling such commodity.

A graphic illustration occurred recently in a certain Western city. A local dealer, in an attempt to increase the demand for gas stoves, began featuring in his advertising every oil stove accident reported to him by his clipping bureau. Once embarked on this policy his copy soon read like this:

Danger—Two fires yesterday orig-

inated from oil stoves. Burn gas—play safe.

Four fires originated from oil stoves during the past seventy-two hours. Overwhelmingly convincing evidence of the tremendous hazard the oil stove is in our community.

Suppose the local hardware dealer, with a big stock of oil stoves, had happened to be "red-headed." Suppose, further, that he began looking up statistics, gathering notes from the Health Department and other sources, and that about the second week after the gas stove advertising appeared his counter-campaign opened with the headlines:

Whole family asphyxiated by gas. Play safe—use oil.

And that later copy read:

Explosion of gas stove kills mother and injures infant. Use oil stoves and avoid the dangers of death and disfigurement.

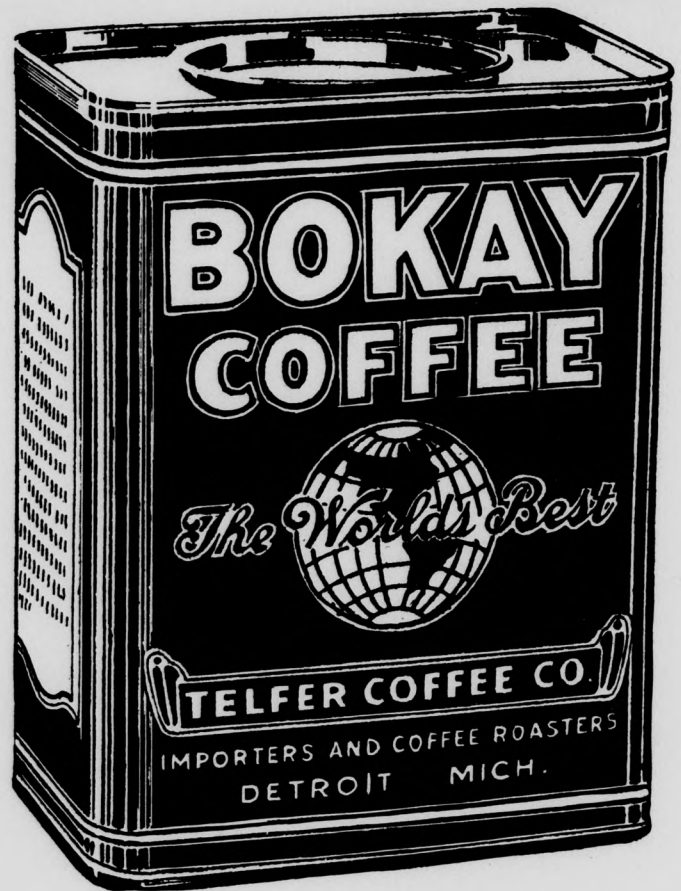
Suppose the wide-awake dealer in electric stoves scanned with interest the copy of both rivals. That he said nothing, but continued to advertise the merits of electric ranges. What would follow?

Asinine copy? Yes—it is presented as an example simply because its fallacy is so obvious. But all disparaging copy is fatuous; it differs only in degree.

The practice, however, is not confined to small communities nor to retail merchants. Some of the most harmful exhibits have been supplied by large National advertisers.

Three manufacturers of a popular food product which was originated in Europe got on each others' nerves. Just why is not understandable, for the market available to this particular item is yet a long way from saturation, many Americans still regarding it as a foreign and outlandish dish. The first of these advertisers makes his product partly by hand processes and the other two entirely by machine processes. The former used his costly advertising space to tell the public that this product is not genuine unless made by the process which he employs. The second retaliated by using his still more costly copy to reflect upon the alleged unsanitary conditions under which any hand-made product is prepared. The third warned the public against impure materials used by others, naming coal-dust as one of the common impurities found in competitive goods. Neither prospered particularly while the feud went on. All handicapped the wiser advertisers in the same industry who were employing their advertising space to point out to Americans the dietetic and economic advantages of this European food staple.

Following the advent of the vacuum cleaner, the housewife was told by some advertisers that machines employing the brush feature destroyed her rugs and carpets, that their action was too harsh, and that the mechanism was too intricate to be successfully operated in the home. Coincidentally, the advertising of certain brush cleaners informed her that without the brush, no machine could get the dirt, that all vacuum cleaners, because of their excessive draft broke the carpet fibres, and that only the brush machines would withstand wear and tear. Before some of the vacuum cleaner



GRAND RAPIDS BRANCH  
337 and 339 Summer Ave., N. W.

## Which Would You Rather Sell?

? || ONE MATCH  
OR  
TWO MATCHES || ?



Say to your customers: "Here are two boxes of the new, perfected Diamond Match for fifteen cents—the best match and the *safest match* to take into your home. They are better value than ordinary matches at six or seven cents per box."

Your *percentage* of profit on Diamond Matches is *larger* than on *ordinary* matches, and your total profit on Diamond Matches—two boxes for fifteen cents—is much larger than on one box of ordinary matches at six or seven cents.

And you will sell two boxes almost every time.

You may as well increase your match sales. And you may as well make this extra profit on your match sales.

THE DIAMOND MATCH CO.

manufacturers arrived at their present advertising policy, they came near convincing many housewives that the old-fashioned broom was the superior cleaning device. Experience ripened their vision, however, and to-day, practically all vacuum cleaner advertising is concentrated on emphasizing the particular merits of the product offered, without reference to competitive goods. The vacuum cleaner has ceased to be a novelty, and may now be found in practically every home.

For years, baking powder advertisers have waged a bitter war concerning the wholesomeness of certain ingredients. Nothing has been left unsaid. It is unfortunate that there is no means of computing how much of the increased demand for yeast and bakers' bread is attributable to these Phillipics.

Sharp competition in any industry inevitably produces some feeling amongst the sales personnel, regarding competitors, but the advertising man must bear in mind that the public has no interest in these personalities. Copy that appeals most is that which is constructive, attractive to the eye, informative, confidence and desire creating. Any other course leads inevitably to the diminution of the value of the advertising dollar.

Absolute perfection is rarely attained in commercial articles. Practically every product has some slight, unimportant weak point. If competitive microscopes are used to search out these trivial and immaterial weaknesses and they are then magnified and heralded through advertising, the consumer readily concludes that all such items are worthless. He cannot be expected to appreciate a product's good qualities if all he sees in advertising is emphasis on alleged defects.

In those fields where advertising is used most frequently to tweak competitive noses, to "warn" the public against competitors, and to sound the "anvil chorus" generally, the sales cost is highest. The inveterate hammer wielder, sooner or later, smashes his own fingers. And in industries where advertising men have best assimilated this fact, it is significant to note that untruthful advertising most seldom appears. It is just one step from disparaging copy to defamatory and untruthful advertising.

To build confidence in advertising and thus secure the greater return for advertising expenditures, there must be harmony among advertisers. The remedy for the destructive tendency in much current copy, with its back wash of flamboyant, exaggerated and untruthful statements, lies with the advertiser and the advertising agency. The National Vigilance Committee asks that you stop and consider. How does your copy read? Is it written solely to sell your product? Does it contain language which may provoke a comeback from some competitor. Is it strictly accurate? Have you edited every word of it in the interest of maintaining the good will of the public?

One year of constructive advertising by any industry will measurably increase the sales building value of its advertising. The National Vigilance

Committee desires to assist in affecting this result. May it have your cooperation?

National Vigilance Committee.

#### Why Garments Are Often Returned.

Sturgis, March 30—As a constant reader of your wonderful paper, I often note the excellent advice and criticism offered by various personages in the ladies' ready-to-wear line to the retailers of the United States about returning merchandise, and which is not always the retailers' fault. Being a retailer in a small city, I would like to offer a suggestions to the jobbers and manufacturers of coats, suits and dresses. I am sure every retailer, large or small, will agree with me.

When our buyers are in New York selecting merchandise they try to pick the sizes they think our trade will demand. When received we find that almost 50 per cent. of the merchandise will not be the sizes marked. For instance, a garment is marked size 44 and is really only a full 38. Naturally, we are disappointed and forced to return some merchandise. To illustrate a case: We bought a very expensive dress and coat, size 42, for a special customer we had in mind, who would have bought these garments when they came. On arrival we found them marked size 42, but they would only fit a 38, and as we handle only popular-priced merchandise we could not use these garments, and so, of course, we returned them to the manufacturer. They would not accept the return and sent them back to us. We returned them again and they were accepted, but it had cost us expressage twice and we lost the profit on the sale and, in addition to that, we had a disappointed customer. In another case similar to the above, we had a special order for a suspender skirt. We sent in the order by wire for a size full 20. We received a skirt marked 20, but no larger than the one we had in stock marked 18, so we returned it as we could not use the size. We can recall many instances of a similar nature.

If the manufacturers would send to the retailers the merchandise ordered as to sizes and quality and make deliveries when promised, there would be very little merchandise returned and the retailers as well as the manufacturers would profit greatly.

Fair Play.

#### Brubaker vs. Monroe.

Mears, March 28—My competitor, W. W. Tiffany, seemed pleased that you had sent him a sample copy of the Tradesman. After a little boost from me, he said he was going to subscribe. Webb is a good scout and took no offense at my recent write up. But I did seem to get a rise out of E. P. Monroe at last. I see E. P. denies meeting me. Well, that's the difference twixt him and me. I am just as much ashamed as he is, only I will be truthful at any cost. I was not surprised to see him ride with a gentleman. What I meant was that I was surprised that a gentleman would ride with him. There are a lot of fellows worse than Monroe, but they can't be located outside of the pen. Since I have finally got under E. P.'s hide he may get peeved and say something interesting. He is handicapped, as I am immune. Calling me a Jew don't rile me a bit. I have been called everything in the world. Only once did anyone get my goat. A fellow once made me sore by calling me a hardware salesman and I promptly licked hell out of him. Anything else I will stand for. I am glad Monroe noticed my face was clean. Sorry I can't say the same for him. Chronic Kicker.

Tell the truth. It saves lots of time. The truth is like a straight line—the shortest distance between two points.

## OPPORTUNITY IS KNOCKING

"Your competitors are nearly all asleep, or drifting. Are you?"

These were the startling words recently used by a man who had made a study of the subject, in opening an address before a group of business men.

And virtually every man present admitted to himself that, well, probably he was drifting more or less, and that as a matter of fact he could do more toward making his business successful.

This man then proceeded to tell his auditors that opportunity is always knocking to every man, and that the road to success with all of its great possibilities is wide open, but it requires Hard Work, Will Power and constant application of Brain Power and travel the road.

Genius and super-power are not needed to attain success, and just as the ordinary horse can place his strength behind the collar and move a heavy load, just so the average man in business can win success, happiness and be admired, respected and envied by his fellow men if he devotes his whole power to pulling the load and intelligently drives himself on and on when others lag.

The vast difference between success and failure is merely the difference between using your power and letting it lie idle.

Success is not easy, and is attained, not so much by the use of the hands and feet, as by the brain which directs what the hands and feet must do to get ahead.

The dealer who takes advantage of every opportunity to learn more about his business, how to solve the problems arising at every turn, and how to render the highest type of service to his customers, is making headway toward the goal all seek and so few attain—success.

And don't forget the opening words of the man's address—"Your competitors are nearly all asleep."

[A message from a live jobber in another market.]

### WORDEN GROCER COMPANY

Wholesalers for Fifty-six Years

The Prompt Shippers



#### Movement of Merchants.

Detroit—John W. Weeks succeeds C. M. Kemp, grocer at 2846 Fifteenth street.

Detroit—Karl Hoepfner has opened the Ambre Hat Shop at 16145 Woodward avenue.

Detroit—A. J. Rosenthal has opened the Economy Shoe Store, at 6253 Fort street, West.

Detroit—Benedict J. Lowren is the new owner of the grocery business at 8200 Marcus street.

Detroit—James A. Perkins is the new owner of the grocery store at 13935 Brush street.

Wyandotte—The Furgeson Lumber Co. has increased its capital stock from \$50,000 to \$100,000.

Detroit—The DeLuxe Fruit & Vegetable Market, 9338 Woodward avenue, has opened for business.

Detroit—George F. Spencer sold his confectionery stock at 3311 Baker street to James McGough.

Detroit—Edna E. Hall has purchased the grocery and confectionery stock at 3727 Montclair avenue.

Detroit—Reginald Longden succeeds F. J. Haddell in the bakery business at 10350 Twelfth street.

Detroit—William Daas opened a grocery and meat market at Linwood and Rochester avenues recently.

Detroit—William Beck has bought the Meeuwenberg & Peet confectionery at 3605 Warren avenue, West.

Detroit—The Fair Furniture Co., 3904 Fenkell avenue, has increased its capital stock from \$2,000 to \$7,000.

Detroit—William Kahn succeeds Julius Cohen as proprietor of the Gladstone market, 8815 Twelfth street.

Detroit—John Madison and P. Simon succeed A. N. Shaar in the grocery business at 4048 Bewick avenue.

Detroit—Wm. J. Bidinger is succeeded by Mabel Quessenberg in the confectionery store at 6735 Harper avenue.

Detroit—The Wayne Furniture Co., Inc., 11502 Charlevoix avenue, has increased its capital stock from \$10,000 to \$100,000.

Detroit—Morris Lubkin is now conducting his meat market at 3205 Fenkell avenue as the Fenkell Kosher meat market.

Watervliet—The Ashton Equipment Co., manufacturer of office furniture, has increased its capital stock from \$40,000 to \$50,000.

Caro—Peter Bonfiglio has sold his fruit and confectionery stock to Peter Giglio, recently of Pontiac, who has taken possession.

Detroit—Goldmark & Nadler, furniture dealer at 2622 Hastings street, will open a business at 8615 Linwood avenue about June 1.

Detroit—S. J. Ouellette has pur-

chased the grocery stock at 302 Drexel avenue and will continue the business at the same location.

Detroit—Emil R. Walters has purchased the stock and fixtures of William A. Morrish's confectionery at 9900 Forest avenue, East.

Detroit—The Bichon candy shop, 4033 Warren avenue, West, formerly conducted by Henry A. Bichon, has been sold to Thomas Smith.

Detroit—Joseph Kramer, fruit and vegetable dealer at 4485 Grand River avenue, is bankrupt. His liabilities are \$1,378 and his assets \$395.

Grand Rapids—The Grand Rapids Dairy Supply & Equipment Co., 432 Bond avenue, has increased its capital stock from \$30,000 to \$50,000.

Detroit—Wm. McMurray and wife have purchased the confectionery stock of Margaret Helsdon and Maude Blakley, at 2901 Belvidere avenue.

Detroit—Fred A. Wikel, druggist at 8329 Mack avenue, has filed a petition in bankruptcy in Federal Court here, listing assets of \$300 and liabilities of \$2,267.87.

Hartland—Thomas B. Couch, general merchant, has declared himself a bankrupt. Mr. Couch gives his liabilities as \$3,003.72 and his assets as \$1,081.98.

Detroit—Rockstanz Bros. Co., 131 West Woodbridge street, cleaning materials and janitor supplies, has increased its capital stock from \$50,000 to \$175,000.

Detroit—Gregory M. Chamberlain has sold his interest in the Quality grocery store, 2532 Twenty-third street, and will retire from the grocery business.

Coloma—The Coloma Canning Co. has been incorporated with an authorized capital stock of \$25,000, \$20,000 of which has been subscribed and \$5,000 paid in in cash.

Detroit—An involuntary petition in bankruptcy has been filed against Carl Calfin, operating as the Calfin Furniture Co., 2147 Grand River avenue, by three creditors.

Detroit—The Wright & Parker grocery store at 4625 Fourteenth street has been sold to G., B., and M. Tribilsy by the trustees of the Wright & Parker Co., bankrupts.

Detroit—Amos and Charles H. Lowe have changed the style of their grocery business at 3460 Third avenue to the L. & L. Grocery Co. They formerly operated as Amos Lowe.

Detroit—Henry Kazen bought an interest in the confectionery stock at 1010 Holden avenue from August Lucht. The store will run under the style of Lucht & Kazen confectionery.

Carson City—The Carson City Gas Co., Ltd., has been incorporated to deal in petroleum products, oils, greas-

es, etc., at wholesale and retail, with an authorized capital stock of \$3,000.

Detroit—The Star Tent & Awning Co., 1555 Jay street, has been incorporated with an authorized capital stock of \$6,000, all of which has been subscribed and \$4,200 paid in in cash.

Coldwater—The Coldwater Dairy Co., 164 South Monroe street, has been incorporated with an authorized capital stock of \$25,000, \$16,770 of which has been subscribed and paid in in cash.

Lansing—The Lansing Window Shade Co., E. C. Hopper, manager, has engaged in business at 120½ East Michigan avenue. The company will deal in window shades, draperies, fixtures, etc.

Nashville—F. S. Lemmon, formerly engaged in the meat business, has purchased the fixtures in the old bank building and will engage in the ice cream, confectionery, soft drinks and cigar business about April 1.

Ann Arbor—The Exquisite Corset Shop, 109 West Liberty street, has merged its business into a stock company under the same style, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Hartford—The Hartford Canning Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Buchanan—The Fuller Battery Co. has merged its business into a stock company under the same style with an authorized capital stock of \$20,000, of which amount \$9,000 has been subscribed, \$2,400 paid in in cash and \$3,600 in property.

Traverse City—The Traverse City Canning Co., 231 East Eighth street, has been incorporated with an authorized capital stock of \$40,000 common and \$10,000 preferred, of which amount \$23,100 has been subscribed, \$2,100 paid in in cash and \$18,000 in property.

Grand Haven—The Grand Haven Merchandise Co., groceries and general merchandise, has merged its business into a stock company under the same style, with an authorized capital stock of \$15,000, \$11,180 of which has been subscribed and paid in in property.

Detroit—The Frigid Egg Co., 994 Frederick street, has been incorporated to manufacture and distribute frozen eggs, dairy products, etc., at wholesale and retail, with an authorized capital stock of \$25,000, of which amount \$23,500 has been subscribed and \$11,000 paid in in cash.

Hart—The Hart Petroleum Co. has been incorporated to deal in petroleum products, auto accessories, supplies, etc., with an authorized capital stock of \$25,000 preferred and 5,000 shares at \$1 per share, of which amount \$10,100 and 2,702 shares has been subscribed and \$10,000 paid in in cash.

Detroit—When two armed thugs drove Anthony George, confectioner at 10605 Shoemaker avenue, into his living quarters in the rear of his place of business, he procured a revolver and opened fire on the bandits, who fled hurriedly, one of them carrying

one of George's bullets away with him in his arm.

Saginaw—Katter Bros., who conduct a bakery on Lapeer avenue, are erecting a modern bakery on Court street. The structure is of steel, concrete and brick with large plate glass show windows and the interior will all be of white tile. The plant will have a capacity of 5,000 loaves of bread daily besides many other articles of baked goods. The present location will be continued as a retail bakery by Katter Bros.

#### Manufacturing Matters.

Detroit—The Model Body Corporation, 6201 Six Mile Road, East, has changed its capital stock from \$110,000 to \$50,000 and 50,000 shares no par value.

Detroit—The Woodward Body Corporation, 10226 Woodward avenue, has been incorporated to deal in motor vehicles, bodies, parts, accessories at wholesale and retail, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Detroit—The Textile Steel Corporation, 425 Dime Bank building, has been incorporated to manufacture and deal in steel products, structural steel, etc., with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed, \$3,300 paid in in cash and \$15,450 in property.

Ludington—Articles of incorporation of the Thompson Cabinet Co., Ludington's new industry, have been filed. The company is incorporated for \$100,000, of which \$50,000 is already subscribed, and will manufacture printers' furniture, folding tables, game boards, etc. Officers are: President and Secretary, T. A. Thompson, and Vice-President and Treasurer, L. G. Jebavy. Other stockholders are Bertha Thompson and Elma Jebavy. The company has leased from the city a site near the Pere Marquette lake water front for a term of fifteen years with privilege of purchase.

#### Old House in New Hands.

The Herold-Bertsch Shoe Co., organized in 1892 by Christian Bertsch and Alonzo Herold, has been re-organized, new directors and officers have been elected and installed. They are: President, H. A. Torson; Vice-President, Albert Fecht; Secretary and Assistant Treasurer, Miss Helen Blom; Treasurer and chairman of the board, Van A. Wallin, Chicago.

Mr. Bertsch retired from active management of the company more than fifteen years ago and Mr. Herold and F. L. Riechel, who headed the company during the past fifteen years, have decided to retire.

Mr. Torson, the new president, recently removed to this city from Chicago, where he was identified with other business interests since the war. Mr. Fecht has been for more than ten years with the company, having charge of manufacture. Miss Blom continues in charge of credits and collections. Mr. Wallin, who will continue to make his home in Chicago, is not expected to take an active part in management of the company which plans to continue manufacturing its various lines of men's shoes.

**Essential Features of the Grocery Staples.**

Sugar—Local jobbers hold cane granulated at 6.70c and beet granulated at 6.60c.

Tea—The market is still considerably depressed, especially in Ceylons and Indias, which have as previously stated been affected by the weakness in undergrades. Good Ceylons and Indias are comparatively scarce and the same can be said of Javas. These teas have all been very firm during the last few months, with an advancing tendency. The consumptive demand for tea has been fair during the week; jobbing demand quiet. Outside of Ceylons, Indias and Javas, the market is steady to firm and unchanged.

Coffee—The market has had rather an easy week. There has been pressure to sell on the part of holders of Rio and Santos, green and in a large way, and this has mostly been due to an easier feeling in Brazil. The result has been a decline in all grades of spot Rio and Santos of possibly from a half to three-quarters of a cent a pound, meaning coffee sold green and in a large way. Future Rio and Santos is also weaker. There has also been a slump in mild coffees during the week averaging half a cent a pound, practically all the better grades. The demand for coffee in a jobbing way has been quiet during the week, as the trade do not seem to have confidence in the future of the market. This applies to milds as well as to Brazils. The situation in the jobbing market for roasted coffee is rather unsettled; the trade are not anxious to buy except what they have to have.

Canned Fruits—California varieties are all in strong hands. Retail distribution is good and wholesalers are moving their own stocks, replacing when they have the opportunity. Pineapple is in moderate and rather transient demand rather than for spring and summer outlets. The strong position of California fruits affects pineapple and tends toward an improvement in the whole line. Apples are quiet.

Canned Fish—Salmon is not a big seller. The main movement is of spot stocks, which are being liquidated through the ordinary channels. Coast replacement is not extensive. Sardines are also quiet in imported and American packs. Maine fish is steady at quotations. Down East holdings are in broken assortments which will not be enlarged until new pack starts some time after April 15. California fish are held firm, while imported sardines are in light supply and are in strong hands. Tuna fish is wanted more extensively for jobbing purposes and while the price trend is upward, advances are being resisted. Lobster and crab meat offerings from second hands are narrowing. Shrimp is also cleaning up, making the market in good shape for spring pack.

Canned Vegetables—Tomatoes are unsettled. Buying is against nearby needs and mostly of the smaller sizes. Peas remain weak, but recent lower prices have expanded outlets and more factory buying is reported than formerly. Efforts have been made to get corn on a lower basis, but they have

not been fruitful beyond 5c discounts from some of the weaker holders. Beets, string beans and several minor vegetables are short of passing requirements.

Dried Fruits—The prune situation is better in that Oregon's have been taken for export in a carload way and California small sizes are being exhausted. Large counts are held firm and as mediums are the bulk of the unsold tonnage the trade is concentrating on that pack. Raisins are being liquidated on the spot so that the underpriced lines below the Coast will not long remain. Peaches and apricots are in broken assortments, which cannot be replaced, and as spring is the best selling period holders are confident of a satisfactory liquidation. Currants are quiet.

Beans and Peas—The situation in dried beans is about where it has been, practically everything weak and dull. This applies to pea beans, red and white kidneys and California limas. All varieties of dried peas also show an easy feeling and a light demand.

Cheese—Cheese has developed a decided scarcity. If there was a particular demand prices would undoubtedly have advanced. As it is they are firm.

Provisions—There has been practically no change in provisions during the past week. Everything in beef and hog products remains substantially as it was last week. The whole situation is steady, with a fair demand.

Rice—Domestic rice was dull all of the past week, but without weakness or price fluctuation. Distributors are not in need of replacements and will not pay full market prices. Holders cannot make replacements at costs which permit of price cutting, and as they anticipate a reaction in values before long when trade outlets expand they prefer to remain idle for the time being. Southern markets report that they have been more active of late, and as mills are running out of stocks or are getting low a hardening tendency is noticeable. Foreign rice has been unsettled and can be had at concessions.

Salt Fish—There is quite a demand for salt mackerel, but comparatively light stocks with which to satisfy it. It is hard to get desirable sizes and the tendency on practically everything is upward. A good many sellers have had to withdraw their prices on account of not having stocks in many sizes. There is a good demand for smoked fish.

Syrup and Molasses—The demand for molasses is poor; the trade are buying it right along, but only in small lots. Most buyers believe the asking price for the better grades of molasses too high. Sugar syrup is quiet and easy; compound syrup is selling right along without any change in price.

For a model of clarity of expression, read and study the Bible. Incidentally, you may get a lot of valuable hints on the best way to live. It covers about 3,000 years, and a lot of folks lived in that time, and they did a lot of things, even if they didn't have any automobiles.

**Review of the Produce Market.**

Apples—Baldwins command \$2 per bu.; Spags 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—The market has been a trifle sensitive during the past week. Early in the week there was a slight decline on account of poor demand and increased pressure to sell. After that the market ruled steady without further change until this week when there was a heavy decline. There is a fair demand for fine creamery, the receipts for which at the moment are just about enough to take care of it. Undergrades of butter are plentiful, but not wanted. Local jobbers hold fresh creamery at 45c and prints at 47c. 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 has shown a few trifling fluctuations during the week, most of which have been downward. On account of the large demand for fine fresh eggs the market is now steady on the same basis as a week ago—26c.

Egg Plant—\$3 per doz.

Garlic—35c per string for Italian.

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

Green Onions—Charlots, 65c 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 ----- \$4.00

California Iceberg, 5s ----- 4.00

California Iceberg, 6s ----- 3.75

Hot house leaf, 12c 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 35@

40c in Northern Michigan; Central Michigan 40c; Greenville district 40@45c, and as high as 50c.

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—\$1.75 per 6 lb. basket for Florida.

Veal—Local jobbers pay as follows:

Fancy White Meated ----- 15c

Good ----- 14c

60-70 Fair ----- 11c

**Tender Tributes To the Late George Clapperton.**

As George Clapperton sat at his desk, apparently in the full vigor of his splendid manhood, "God's finger touched him and he slept." His going was so sudden that we almost expect him back, but he will not come. His life work is ended. The Master called him and now that he has gone, what can we say of him?

He honored me with his friendship and I can bear sincere testimony to his many virtues. If he had any faults I loved him too much to see them. In him I found naught but good. Big physically and mentally, unyielding in his ideas of right, he held very positive convictions which he always maintained without regard to personal consequences. Yet, his heart was as gentle, tender and loving as a woman's. He was in all respects a clean, stout-hearted, high-minded, Christian gentleman, whose virtues should be cherished and whose example should be emulated. Among his brethren of the Bar he was deservedly greatly esteemed, not alone because of his ability, but because of his high character and many lovable qualities. Indeed, as a lawyer, he was as a Priest in the temple of Truth and Justice. The silence of eternity has fallen on a good man's life. He has gone, but his influence abides in this city where he so long lived and wrought unselfishly for the common good.

John S. McDonald.

George Clapperton had many friends, and all who knew him well loved him, and had the highest regard for his honesty, his integrity and high character. His family life was ideal. He leaves a devoted wife and a worthy son and daughter. He was a patriot in a large way. His devotion to his country and his loyalty to party were unsurpassed. His interest in the affairs of city, State and Nation was keen, intelligent and discriminating at all times. George Clapperton was a good man and citizen and I am proud to be able to say we were warm friends.

Eugene D. Conger.

Everybody seems to want to get to the position where he can have someone else do all the work, and he get all the credit and most of the pay. He forgets that the unused faculty deteriorates.

## IN THE REALM OF RASCALITY.

### Cheats and Swindles Which Merchants Should Avoid.

Kalamazoo, March 30—I am a mail clerk at this post office. A lady here answered an advertisement of the Jones Mfg. of Home Sewn Gloves, Olney, Ill., which was carried in our local newspaper. As a result of this correspondence she was induced to send \$6.50 on Oct. 11 for material which was to be ready cut, for sewing. After gloves were sewn according to instructions given on accompanying sheet she was to return them and receive 30c per dozen for her work. She has received at least two letters stating that the gloves have been sent; one of these letters was written Nov. 12. The gloves have not been received. They also advise her not to write needless letters if she does not hear from them right away. In their literature they have a clause which states that they shall reserve the right to judge whether her work is satisfactory or not. In this clause, I informed her, lay the deception of scheme. Will you investigate this company, and if you find them swindlers expose them in your columns? I gave a copy of your last paper to this lady and told her of the great work you are doing to protect the public and to bring frauds and swindlers to light. A. R. F.

We have already published a warning about this work-at-home scheme of Jones of Olney, Ill. Jones worked the old Ostrander advance fee swindle for years. Now he directs his attention to swindling women instead of men. Jones' game is essentially the same as that of Glen D. Fryer of Ft. Wayne, Ind., who is being prosecuted for fraudulent use of the mails in connection with the Nile Art Co., Ft. Wayne, Ind., and Fashion Embroideries Co., Lima, Ohio. The best means of putting a stop to these crooks is to make complaint to the Post Office Department, Washington, D. C., and submit evidence of fraud.

Monroe, March 28—Ever heard of the Tradesco Detective Agency? A dapper gent walks into the store, throws his portfolio on the counter, announcing, "Tradesco (pronounced Tra-des-co) Detective Agency." On enquiry what it's all about we find he sells a book at \$7.50, and it seems the books is filled with form letters, and somehow or other you're going to be protected in collecting your old bad accounts, etc., and all for \$7.50 in advance. The Tradesco D. Agency doesn't care, we are told, whether you collect \$100 or \$1,000 the price is only \$7.50. What does the editor know of this scheme? M. F. Daly & Co.

We know nothing of this particular concern, though the scheme is old. It consists of holding the name of a (usually) mythical detective bureau or collecting agency over the heads of bad debtors, and sometimes the letters signed with this mythical name or containing it do get results, but we have nevertheless always considered the scheme rather a cheap fraud.

New York, March 26—Holding that the rights of the defendants had been prejudiced before the Grand Jury, General Sessions Judge Otto A. Rosalsky dismissed an indictment charging James W. Elliott and William C. Bentley, promoters of spectacular and extensive stock sales campaigns, with making false statements in a prospectus. Elliott was president and Bentley was treasurer of the James W. Elliott's Business Builders, Inc., of 152 West 42d street, a corporation

which undertook to put faltering concerns on their feet through stock promotions.

And thus a pair of pirates of promotion escape prosecution on a technicality of the law that evidence given in bankruptcy proceedings should not have been used against the accused in securing criminal indictments. Among the promotions of Elliott were the famous Piggly-Wiggly stores and the Carlisle Tire Corporation. It is said that investors in the Elliott promotions lost more than \$5,000,000.

Pontiac, March 31—I am enclosing an advertisement of E. J. Reefer, Ninth and Spruce streets, Philadelphia, Pa., and would like to know what you think of the claims made in this advertisement. F. S. G.

Mr. Reefer's advertisement is headed in big type, "53 Miles to a Gallon." This result is supposed to be accomplished by Mr. Reefer's "amazing invention," the Reefer Vapor Carbonette, the value of which he claims is \$5, but he will sell it for the very reasonable price of \$1.97.

We do not know what this "Carbonette" may be, but Mr. Reefer says that if it does not cut your gas bill in two he will refund the money you paid for it. This is the same Reefer who was making such loud claims for a product a few years ago to make hens lay. According to Mr. Reefer, all you had to do was to use his dope and you couldn't keep the hens off the nests. We don't hear anything more of his wonderful discovery which made hens lay. As usual when a faker wears one scheme out he readily invents another. If his poultry product had merit it would not die. We predict that after he has fooled the public on this Vapor Carbonette for a time he will find some substitute for it also. The papers that carry this sort of advertising deserve the same degree of confidence as Reefer.

Sturgis, March 28—I notice in a recent issue of the Tradesman, a statement in reply to a school teacher's experience in subscribing for books with Standard Education Society of Chicago, in which you state the Federal Trade Commission in investigating this society found that the statements made by the company were not in good faith, that the signatures, in other words, were secured by fraud, and that the Federal Trade Commission ordered the Standard Education Society to "cease and desist" in following deceptive practices.

I have had just such an experience. On August 6 a man giving his name as W. L. Priebe called upon me, representing the Home and School Reference Work and Loose Leaf Extension Service, claiming the regular selling price of this work was \$175; that he was obtaining a few names in each section, of the representative men, of whom he expected to obtain their written endorsements of the work, and that he would let me have the work for \$59, I to pay express on the books. In the printed contract the price was \$175, and in red ink crossed out and put in with red ink \$59. This slick man impressed me as telling the truth; I was willing to pay the price for an article worth the money. I signed up, believing I was to secure books to the value of \$175. He called upon another man, who has insurance and real estate office in this block, made the same statements to him and secured his signature to the contract. The books came, 10 of them, and a very ordinary set they are. We

could not sell the set here for \$10 for the whole set. We paid over \$3 express upon them, opened and examined them, and found them not at all as we had been given to understand they would be. We had each paid on account \$9. We wrote we would express the books back at our expense; that they could keep the \$9 we had each paid. They wrote us they would not take the books back, and that they would bring suit for balance, their due, if we did not at once pay up. It is our intention to stand a suit in this case, as we think for the good of the public these cases should be shown up.

T. C. R.

The above report hardly needs comment. The letter clearly states the essentials of the regular book agency scheme. We do not think the subscriber will ever be called upon to defend a lawsuit on account of this transaction. This scheme would not look good as a court record. Threats and bluff are relied upon to bring in the money by this class of houses.

The Progress Paint Manufacturing Co. and the Regulation Paint Co., both of Louisville, are charged in a com-

## FOR ANY TYPE OF BUILDING

We still  
suggest

## REYNOLDS SHINGLES

For sale by  
lumber dealers

H. M. REYNOLDS  
SHINGLE COMPANY  
"Originator of the Asphalt Shingle"  
GRAND RAPIDS - MICHIGAN





plaint issued by the Federal Trade Commission with using unfair methods of competition in the marketing of paint and paint products in such a manner as to create the impression that their paint is surplus government goods. The Regulation Paint Co. is a subsidiary of the Progress Paint Manufacturing Co. and acts as selling agent in the distribution of paint manufactured by the parent company. The complaint alleges that respondents' method of marketing their products is to label them as "Regulation Paint" and "Camp Mixed Paint," such words in some instances being accompanied by the picture of a shield or insignia resembling that which is commonly used and recognized by the public as an insignia of the United States Government. The complaint states that it is also respondents' practice to sell the paint so labeled through Army and Navy Stores. These stores usually advertise and sell merchandise that is declared to be surplus by the Government, or merchandise made in accordance with Government specifications or requirements. The complaint alleges that respondents' paint products as described above are not Government surplus goods, and are not made in accordance with Government specifications, and that the public is therefore deceived and misled, and trade is diverted from competitors who truthfully mark and advertise their products.

**Grocery Trade in Oriental Ports.**

S. S. Belgenland, March 6—We left Manila yesterday 5 p. m., for Batavia, Java, after a stay of 1½ days. Too short to feel comfortable.

It is a pleasure to leave the party for a while and mingle among the business men. When they find that your interest in their business is because you are in the same business and are seeking comparative information they not only want to give you such information as they themselves have but are willing to take you to others who will also give more information. A fine spirit.

Such men I found in Tai Shang and G. Y. Yank, of Hong Kong. While they are very different in their personalities. When I entered the store of the first I found the clerks not well up in the English language, but then soon came in an elderly man who could talk excellent English and who was wide-awake, keen and alert.

He was one of the kind who bought from the broker in large quantities, sells a little to the small trader and gives some attention to the retail trade in his own store. The second was a very dignified person, but equally come-at-able; was glad to show me through his building. He catered to retail business on a cash basis; no credit.

This store was as good in appearance as any in New York, Chicago or Cleveland, and gave no credit under any circumstances. He was a man of 45 years, aggressive, intelligent and able to meet any competition on a cash basis. Cleanliness in his own personality and that in the clerks stood out prominently. He could talk English very fluently, with a very pleasing accent. His is a cash business, surrounded by all kinds of stores extending credit for 30 days to 90 days.

Lai Shang extends credit for 30 days. He said they were pretty sure of their money because of a rating or source of information they had, which gave them the protection. I asked if they had a grocers' association, he said "no" very quickly: so much so that I believe they do have a society

of some kind, but I was not there long enough to find it.

Our stay in Manila was all too short, however, we are making up for it in Java; a wonderful country. Reminds me of Oregon (Portland) somewhat on account of the warm rains. It may rain very hard for awhile, but the sun comes out and in a few moments it is perfectly dry.

Batavia is a fine city, with scores of fine houses, wide streets, fine shops. I was in a grocery store yesterday that would do credit to any store in England or the United States. Then there are the little stores where you will find American salmon, sardines, milk, rolled oats, canned beef, canned butter and many other well known things. The principal foods, however, are rice, barley, noodles and food of that sort.

We have spent to-day in Buitengord on our way from Batavia. You will find groves of rubber trees, many nutmeg trees, many fields of tapioca, some tea and some coffee. Then there is the cocoanut (you would think there was enough to cover the face of the earth) figs and many tropical fruits, banana trees plenty. We can have to the full all we want of almost any kind of fruit.

The people of Java are clean people. Sure, their dress is meager, but what they have is clean. The women take the clothes to the river or canal and wash them there, standing in the water while doing it. We expected hot weather, but is not any hotter than in our country in July or August. It rains every day and anything you plant will grow.

How beautiful the flowers. I visited a very extensive rose garden to-day. I cannot tell you how beautiful it was, and a grove of bamboo, at least 40 to 50 feet high, in the center of which are buried some of the officers of the government. We are loath to leave this beautiful spot but we must move on to our next stopping place (Singapore), when I shall mail this letter.

Have just spent two hours among the grocers and find them very cordial fellows. They can all their pineapple, but ship all foodstuffs, canned goods, etc., from America. Some from Australia. John A. Green.

**Miracle of the Honey-Bee.**

A honey-bee weighs 1-300 of an ounce; its "load" of nectar is, therefore, extremely small. A scientist ascertained that the average load weighs about 1-1250th of an ounce—a quarter of the bee's weight.

This means that 20,000 journeys reckoning the outward and inward trip as one) are necessary for the gathering of a pound of nectar; but as flower-juice loses at least one-half of its bulk before it becomes honey, it follows that the production of a pound of honey involves on this reckoning a minimum of 40,000 journeys.

If we assume that the average trip out and home measures half a mile (a low estimate) the immense distance of 20,000 miles must be covered in gathering the raw material for a pound of honey. This is equal to 1250 miles per ounce.

**Best Way To Banish Odor of Garlic.**

Washington, March 27—Department of Agriculture scientists, after a long study of the question, have determined that the way to eliminate the odor of garlic from the breath is to refrain from eating garlic. Dairy interests appealed to the Department for a solution of the problem of garlicky taste in milk from a cow which has eaten garlic. The experts have determined that the only way is to keep the cows from the weed, in which they revel.

**BEECH-NUT**  
*Prepared Spaghetti*



**Ready to Serve!**

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

**BEECH-NUT PACKING COMPANY**

*"Foods and Confections of Finest Flavor"*

CANAJOHARIE

NEW YORK

**The Birth of a Nation's Drink**

Back in 1864, while Abraham Lincoln was still President, Chase & Sanborn started in the coffee business. Thirteen years later they startled the Coffee trade, being the first firm in America to pack and ship roasted Coffee in sealed containers. That was the birth of SEAL BRAND, which has steadily grown until it is today the largest selling high grade Coffee in the country.



**Chase & Sanborn**  
CHICAGO

**HATS THAT PARIS FAVORS.**

Radiogram information from Paris that will be contained in the forthcoming issue of the New Millinery Bulletin, the organ of the Retail Millinery Association of America, indicates that crowns in irregular, wavy sections feature some of the newest hats shown there. Rose Descat, for instance, is making hats with crowns of this type and curved brims five inches wide at the sides. The brims are upturned at the back.

The Bulletin will go on to say that Agnes still favors odd-shaped peaked or square crowns. Some hats of wide ribbon or satin are at times combined with picot or Milan straw. Gray, beige and brown are favored almost to the exclusion of the other colors, but brilliant touches are frequent. Georgette makes small toques wide at the sides and cloches that dip sharply over the ears. They are trimmed, to accentuate this tendency, with feathers placed at the center top of the crown.

"Marthe Regnier," the Bulletin continues, "makes an interesting shape from a wide band of mauve or rose crin, placing it around the head so that one side, edged with satin ribbon, shades the wearer's face. The other side forms a circle at the back of the head. This circle is filled in with loops of satin ribbon.

"Jeanne Lanvin has a most interesting collection of hats. They are mostly wide-brimmed, even plain hats for morning wear. Sailors of Milan and crin are trimmed with fluted bands of similar material or with ribbon forming wings at the side front. Sometimes small flowers are used as trimmings. Small hats made of tooled leather or leather and cloth for sports are interesting. Lanvin shows many capelines for afternoon wear trimmed with long swirls of ostrich or large flowers.

"Redfern's latest novelties are rain hats made of impermeable crepe de chine, trimmed with embroidered birds in color and silver scattered over their surface."

**WOOL AND WOOLENS.**

Minor auction sales of wool continue to be held in Australasia with restricted offerings. Withholding offerings has not resulted in improving prices, and it is more than doubtful if this can be accomplished. The fact is that wool was getting too dear to be used as freely as it should be and the fiction was exploded that there was a world scarcity of the article. As it is, no one knows when bottom will be reached in prices and this will tend to curtail operations until there is a free market somewhere without fixed limits. South American and South African wools are under the same handicaps as are those of Australia and New Zealand. Little of the stuff is moving and then only at concessions. The domestic market shows very little activity, with shearing of the new clip already started. Demand from the mills will be very light unless Fall orders for woovens come in faster than has been the case lately. Clothiers are still trying to feel out the situation among the retailers who, however, are

awaiting the result of Spring sales before doing anything. A private show-off Fall clothing was had during the past week by a big Chicago manufacturer. There is an effort to induce customers to wear light and bright colored raiment. At best this can be only temporarily successful, the general disposition being against it, as the average man dislikes being conspicuous, except, perhaps, on the golf links. As to prices, the belief is that those for Fall clothing will show little if any advance. In women's wear fabrics not much business has yet been placed and the best of the lines have not been opened.

**CANNED FOODS CONDITIONS.**

Only one important event occurred in canned foods during the past week, the naming of opening prices on 1925 California asparagus at marked reductions below last year. Very little variation in price lists was noticeable among the offerings, which made the packs of the favored brands more attractive than those of other packers and quoting asparagus came at an unfavorable time from a selling standpoint, as the market on futures as well as on spots has been quiet for more than a month. Had other futures been as active as in normal seasons, asparagus doubtless would have sold more freely, but as it is brokers say that the opening has been favorably regarded and that while buyers have been in no hurry to cover their wants that they have been quietly doing so and will complete their purchases in the near future. Cannerymen expect to soon sell out, as interior markets have been quicker to respond than seaboard centers. The carryover of high priced packs of last year has been something of a damper even though it will be some little time before new pack is available. Spot vegetables were unusually slow sellers all of last week. Perhaps after Easter there will be more interest shown, but during March the market has been on such a hand-to-mouth basis that weakness has prevailed. Dealers have consulted their stock sheets and have not bought except where they needed replacements and then only after they had canvassed the market and taken the lowest priced merchandise, quality considered. Price was first consideration and quality second, while brands are not as much a factor as usual, since general holdings are not representative of other seasons. Future packs were not frequently mentioned since buying was light in all offerings.

**COTTON AND COTTON GOODS.**

Cotton quotations during the past week tended toward lower levels because of a slackening of demand and because of the influence of the prospective crop of this year. Concerning the latter, about the most interesting thing disclosed during the past week was a report from the Department of Agriculture on the boll weevil indications. In direct opposition to a recent "unofficial" report of the American Cotton Association, the department discovered no very great amount of boll weevil infestation; but it emphasized the need of taking precau-

tionary measures to prevent the ravages of the bug later on in the season. Drought in the Southwest is still a factor in the problem of how big the crop is to be. As to the acreage that will be planted, it appears to be conceded that there is no plan for any concerted restriction, and the chances are, therefore, that the amount will be in the neighborhood of 40,000,000 acres. Abroad, the Lancashire spinners have resolved to keep mills operating on part time, and it is reported that unsold stocks of goods are accumulating. There is some talk of making greater use of Indian cotton in order to meet the competition of Japanese and Italian cotton manufacturers in India, Java and South America. The domestic goods market is showing the influence of lower prices for the raw material, buyers holding off in the hope of reductions later on. Gray goods were quite weak in the local market last week and transactions were few. The lull was also shown in a number of finished fabrics, although certain novelties and specialties continue to sell. In knit goods a larger business is being done in both light and heavy weight underwear, the former of which were neglected for some time. Sweaters are not doing so well. Hosiery sales are about holding their own.

**MOVEMENT IN DRY GOODS.**

A growing demand for cream-ground dress fabrics in the dress weights was one of the features of wholesale dry goods sales in this market during the past week. Those most wanted included such goods as French flannels in either plain effects or with wool decorations. Some of the newest ideas in these fabrics, according to the special market review of Claffins Incorporated, are cream grounds with colored wool stripes and overplaids. A washable non-shrinkable fast-color cotton and wool flannel in woven stripe designs, to retail at \$1.50 in the 32 inch width, is also selling well. Lustrous needle twills and Poret twills in the light weights are popular.

Novelties in fancy table cloths and towels are selling very well. There is a general demand for a variety of staple items in household linens, although the orders are not large. Evidently the most of these are for filling-in purposes. This would indicate that merchandise stocks in retail hands are not high. Sheets and pillow cases continue a market feature. Sales in this department, which include brown and bleached sheetings, are far ahead of those for the same period a year ago.

Lingerie fabrics in white and sport colors moved freely the past week. The demand for ecru "val" laces continued throughout the week. This is a strong indication that these laces will probably be used extensively for trimming street costumes. There was a marked activity in venise edges and bands, in both white and ecru shades. Venise allovers and imitation venise allovers in white and ecru were also active.

Men's fancy printed and woven silk handkerchiefs and crepe and thread-drawn handkerchiefs continued in demand. Red was a leading shade.

**BENEVOLENT MONOPOLY.**

It was a year or more ago that Secretary Hoover suggested that something be done to protect this country against combinations in foreign countries controlling supplies of needed raw materials. Rubber, quinine, sisal and potash were among the substances put in the category. Mr. Hoover thought attention might be diverted toward producing the substances of vegetable origin in this country's colonial possessions and that, as to these and all others, there should be combinations of American importers to offset the foreign combinations of producers. The subject has just been brought again to the fore by the agreement between German and French potash producers to divide the American business between them. The main use of potash salts is as a fertilizer. They are admitted duty free for the benefit of farmers. The domestic production is comparatively small, and it was so even during the war, when foreign supplies were cut off and every inducement was offered to encourage output in this country. It would take a large amount of subsidizing to enable potash producers here to compete with those abroad, even if the quantity needed could be obtained, and the imposition of a prohibitive tariff would be a huge tax on agriculture. But the foreigners appear to be wise enough not to use their monopoly to exact extortionate prices and so invoke retaliatory measures. On the contrary, the price now is less than it was in 1914. For the calendar year 1924, for example, the price per ton of potassium sulphate averaged about \$38 as against \$42 ten years before. What can or ought to be done to a monopoly which won't increase prices?

There are echoes of the "airly days" in the stories of the prairie fires that have been romping across parts of three Northwestern States. Time was when there were buffalo, and the more or less noble Red Man burned off the buffalo pastures in the spring. A wall of fire ringed the horizons and the settler raced for the river and for life. The same sun dries the same grassy expanses now as in those days of Long Ever Ago. Wind-whipped flames foot it as fast now as they did in the days of the Sioux and the buffalo. The death list is likely to be longer and the property damage sure to be greater now than when the settler was beginning to turn his first furrows. There is nothing quite so melancholy as a fire-blackened prairie, and there are few things that hold more terror than a wall of fire rolling and roaring through the high grass under its own smoke.

It is nothing to do your duty. That is demanded of you and is no more meritorious than to wash your hands when they are dirty. The only thing that counts is the love of duty. When love and duty are one then grace is in you and you will enjoy a happiness which passes all understanding.

Getting angry is just about as profitable as cutting one's own hair: we make a spectacle of ourselves and in the end must do the job over.

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

The country farm and the village store have been the cornerstones upon which the lives of many of our most honored citizens have been built. However much may be said of the narrowing influences of life on the farm, it is certain that more often than otherwise habits of industry and independence and a noble philosophy of life are acquired there in early youth that in the wider horizon of the city retain their directing force and are distinct elements of success in the most varied and intricate departments of business life. None the less the discipline of the village store contains for all its homely simplicity, the underlying principles of all trade, whether it be in butter and eggs or in bank stocks and lumber.

Melvin J. Clark, who was generally conceded to be one of the shrewdest business men Grand Rapids possessed twenty years ago had the advantage of these two cornerstones laid deep down in the foundation of his business career. That foundation was rendered all the more secure by the subsoil of English ancestry upon which it rested. The line of descent can be followed back to the time of the Norman Conquest of England, but for the purposes of this sketch may be considered to begin several generations ago with the emigration to America of the immediate ancestor of Mr. Clark, who settled in Ontario and made his impress felt in the county of Kent for several successive generations. The subject of this review was born in Kent county, October 7, 1836. His father was a prosperous farmer, and young Clark was brought up on the farm, receiving a common school education so far as books were concerned, but learning lessons of far greater value from woods and fields and running brooks. The physical development that comes from the alternating out-of-door work and play of the country lad had also its distinct value in this formative period of life, and when, at the age of 26, Mr. Clark left the farm to embark in business on his own account, he was a strong, well-balanced and self-reliant man.

His first essay in business was at Solon Center, Kent county, where he conducted a small store and handled shaved shingles. The store was of the most primitive character, being little more than a shanty, one side of which served as a residence, while the other side, divided by a thin partition, contained the few goods with which the start was made. The first supplies were purchased from Samuel Smith, who was then engaged in the grocery business at Grand Rapids, and had such faith in the innate honesty of the embryo merchant that he sold him his first stock on credit. Mr. Clark delighted to recount the circumstances attending his first purchase. He asked for credit on five pounds of tea, expecting Mr. Smith to demur to so large a request, and was greatly surprised and more than gratified when the storekeeper insisted on his taking ten pounds instead. The business prospered from the start, as every one predicted it would when they saw how the young merchant worked, the

shrewdness with which he handled his customers and the broad lines he laid down as the foundation of his subsequent success.

Finding the field at Solon Center somewhat limited for a man of his aspirations and ambitions, he removed to Cedar Springs in 1864 and formed a co-partnership with his brother, the late I. M. Clark, to engage in general trade under the style of Clark Bros. Two years later, the brother sold his interest in the business and returned to agricultural pursuits, while M. J. continued the business at Cedar Springs until 1874, operating, in the meantime, a sawmill and a shingle mill. When he first began manufacturing shingles he sold his product to middlemen al-

The young salesman walked out of the office in a dazed condition and went to his hotel, but was unable to eat any supper, nor did he sleep that night. In the morning he got his breakfast and made another call on the lumber dealer, who had just arrived at the office and was building a fire. The young man put his head through the door and enquired if he could come in the office if he left his gripsack outside. The man dropped his poker, and turning around, said, "Young man, come in. I did not sleep last night, thinking of the ungentlemanly manner in which I treated you last evening." The two soon became well acquainted and before the young man left the office he carried an order for four cars

distinction and a greater competence in the larger field, but those of us who have even a single million yet to make—and would be satisfied to stop a little this side of the million mark—will be excused for the belief that a million dollars is quite enough for one man to make in the course of a third of a century, and that anything beyond that amount is simply a source of annoyance, without any compensating advantages.

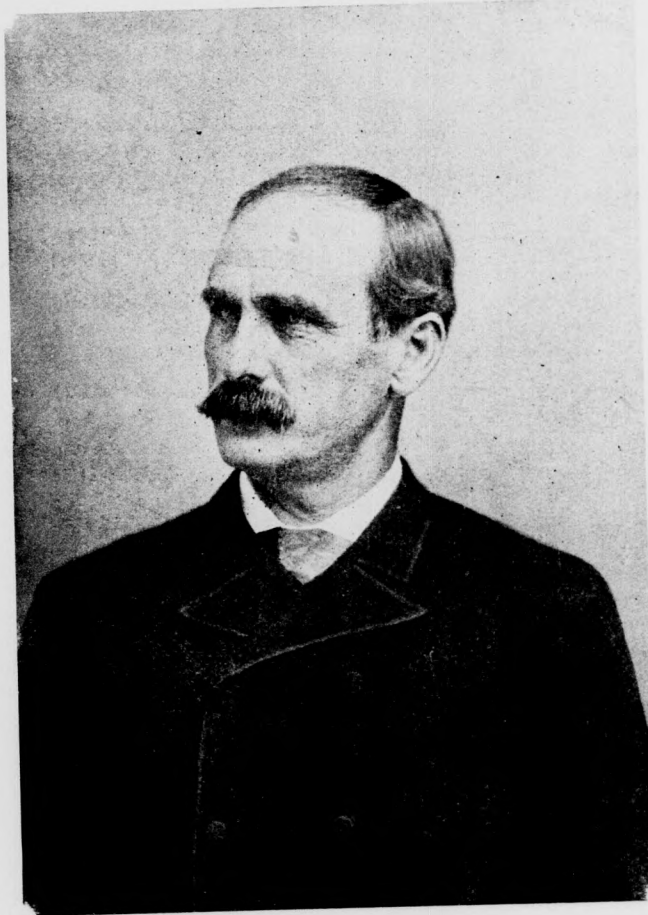
On removing to Grand Rapids in 1874, Mr. Clark formed a copartnership with his brother under the style of I. M. Clark & Co. and engaged in the wholesale grocery business on Pearl street. The firm name was afterwards changed to Clark, Jewell & Co., and subsequently the business was incorporated under the style of the I. M. Clark Grocery Co., under which style it was continued for several years, when the corporate style was changed to the Clark-Jewell-Wells Co., Mr. Clark still retaining a controlling interest in the business and occupying the position of President of the corporation.

Mr. Clark died of pneumonia at Globe, Arizona, Nov. 23, 1909. The illness was of only a few days' duration. His wife and one daughter succeeded in reaching his bedside before he passed away. The remains were brought back to Grand Rapids for interment.

Mr. Clark was a director in the Grand Rapids National Bank and President of the Clark & Rowson Lumber Co. He was interested in 40,000 acres of mineral and timber land in the vicinity of Duluth. He was President of the Clark Lumber Co. and President of the Clark & Jackson Lumber Co., also President of the Clark & Scudder Lumber Co. His mineral possessions comprised some of the finest fields of Bessemer ore in the country and were chiefly valuable by reason of the facility of getting at the ore.

Mr. Clark was early attracted to the Duluth region on account of the desirable opportunities for investments in pine lands and he was a constant visitor to that city until he died. In 1881, while on the train fifteen miles out of Duluth, he said to his brother-in-law, Frank Jewell, who was with him on the trip, "Do you see those pine tree tops over there? They belong to a section of Government land which can be purchased for \$1,500. Do you want to go in with me on the deal?" Mr. Jewell declined the proposition, on the ground that the timber did not appear to be thick enough to make the investment a good one. Mr. Clark, however, purchased the tract and ten years later he sold the timber for \$20,000 and the land for \$60,000. The land was platted and sold for suburban property during the time of the real estate boom at Duluth.

Another incident tends to show the good fortune which sometimes follows investments of this character: Acting in behalf of the Clark & Scudder Lumber Co., Mr. Clark purchased several tracts of land in 1881 on Government tax titles. Considerable of this land subsequently become famous because of its being located on the Mesaba



Melvin J. Clark.

together, but about 1865 he conceived the idea of selling his brands direct to the lumber dealers, and started out on an initial trip with that object in view. His first stop was at Dayton, Ohio, and the incidents connected with his first sale at that place were never forgotten. The dealer on whom he called was busy at the time, so he set his gripsack just inside the door and waited his turn. When the visitors came out he entered the office, introducing himself and his business, and began praising the merits of his several brands of shingles. The lumber dealer happened to be irritated and, wheeling around in his chair, said, "Young man, that is all I care to hear from you. There is the door. Grab your satchel and get out of here as quickly as your legs will take you."

The acquaintance developed into friendship, and so long as Mr. Clark remained in business the lumber dealer at Dayton was a customer on whom he could always rely for orders whenever he had anything to sell.

The same spirit which prompted him to change his field of operations from Solon Center to Cedar Springs then caused him to seek a location more in keeping with his capital and his ambitions. It is here that Mr. Clark believed he made a mistake—on the theory that he could have made ten millions in Chicago or New York with the exercise of the same energy and ability he employed in accumulating three million dollars in Grand Rapids. Possibly he was right in the belief that he could have achieved greater

Range, although at the time the purchase was made nothing but the value of the timber was considered. Test work showed the finest grade of Bessemer ore which has yet been developed on the Range, and a legal arrangement was soon effected with a subsidiary of the U. S. Steel Co. This arrangement is still in effect and yields the estate approximately \$500,000 per year. The Clark & Scudder Lumber Co. owned several hundred acres of land on this Range and will probably strike other mines of similar value as the properties are developed from time to time.

While Mr. Clark was almost invariably fortunate in his investments, he looked back upon one deal which he made a mistake in not consummating. In 1881 the citizens of Duluth offered to deed him a block of land on the main street of the city if he would erect on one corner a hotel costing \$40,000. He considered the proposition for several weeks and at one time was about to accept it, but finally reached the conclusion that he would rather invest in pine land than city property. In eight years the block of land which the citizens of Duluth proposed to give him if he would erect thereon a \$40,000 hotel sold for an even million dollars!

Mr. Clark was married when 26 years of age to Miss Emily Jewell. They resided in a beautiful mansion on Lake avenue, formerly known as the "Paddock Place." Three adopted children—two boys and a girl—made up the family circle. His family relations were always exceptionally pleasant and the manner in which he protected and assisted relatives less fortunate than himself was a matter of common knowledge and the occasion of frequent favorable comment.

Mr. Clark was frank enough to admit that he had three hobbies—business, horses and farms. He had an excellent farm in Nelson township and one of the finest farms in Solon township and was the happy possessor of a span of horses which was the envy of many less fortunately situated in life. He was also the owner of a ranch at Petaluma, California, about thirty miles from San Francisco, where he usually spent the greater portion of the winter months.

Mr. Clark attributed his success largely to his familiarity with the lumber and pine land business. He saved his earnings as a young man and in after years, when the returns came thick and fast, he did not increase his expenses in the same ratio, but lived nearly as economically as was his custom in the days when he was striving to acquire a foothold. His personal expenses were by no means large, being a member of no secret orders and having no ambition to shine in society. He never did anything for effect, never was a heavy borrower and never found it necessary to bolster up his credit by pretense or subterfuge. He was a man of strong likes and dislikes, having little use for the man who had crossed his path, but never lowered himself by resorting to petty vindictiveness to resent an injury. His sturdy honesty was a matter of general avowal and those who knew him well realized that

his bond was as good as gold and his word as good as his bond. He was a born diplomat, meeting exceptional success in adjusting losses and trying lawsuits, while his ability as a collector of doubtful accounts was universally recognized.

Simple in his habits, quiet in his tastes, vigorous in his treatment of matters of business, masterly in his comprehension of deals involving vast sums of money and requiring years of development to complete, Mr. Clark had every reason to be satisfied with the success he achieved and the good name he left behind when he was called to face his Maker.

E. A. Stowe.

#### Circumventing Stealings From the Lace Counter.

The average shrinkage from theft or "shop-lifting" in chain stores is close to two per cent. Stated in another way, out of every hundred customers roaming around the manager's store, one or two are there to steal instead of to purchase or "to shop." In a large store with, say, five hundred people walking up and down the aisles, the average indicates that ten are dishonest and must be watched.

When this condition first dawns on a chain store man (or for that matter, practically any retailer) it causes him a feeling of dismay. He accepts the idea as unwillingly as the reader, but accept it he must and does, and finally he views it philosophically as one of the problems inherent in his business. He finds ways to detect the thieves, and does not worry when he catches them.

When no shoplifters are being caught he is sure that stealing is going on right under his nose.

The manager does not enjoy dealing with shoplifters, and aims rather to discourage stealing by close supervision. When he first went "on the floor" as a learner and recognized the fact of stealing, he watched everybody, but he soon learned that 95 per cent. of his customers didn't need watching. His manager probably told him, drawing from his own experience:

"Watch the kids who come in without their parents and hang around the counters. The little girls are as bad as the little boys.

"Very few of them come in the first time for the purpose of stealing. They come in to look at the toys, and if they are not watched, the temptation becomes too strong for them. They take something, a toy or a package of gum, almost on impulse, and if they get away with it, they will be back again. The next time they will pick up two or three things, and before long they will be bringing in half-bushel baskets and filling them.

"The best way to handle the kids, is to keep them moving, and to keep a friendly eye on them when they stop at a counter. It is our fault really if we lead them into temptation by giving them too many chances.

The children are no great problem, however, as they are easily recognized, and vigilance is the remedy. The adult shoplifter is the real menace, for there is no way of telling one at sight. The surest simple rule is to watch the peo-

ple who are watching you. The regulars are of several kinds, the women who help themselves instead of buying, the men who steal combs, rings and other small articles and make their living by selling them in restaurants and lodging houses, the people who steal and bring the goods back later for a cash refund, and finally the folks who steal just for the fun of it."

Persons of this last class are interesting as psychological cases, but a terrific expense to all merchants. Any store manager can tell you of the richly dressed woman with a ten cent bottle of perfume, or a five cent package of hair pins in her Hudson seal muff—or the man with the fur overcoat and every pocket stuffed with postcards, chocolate bars, or anything at all, and no reason or excuse for taking them.

No matter how sure the floor man may be, it is risky to accuse these folks of theft. Some of the men pretend they have been drinking and try to pass it off as a joke, but most of these shoplifters wax highly indignant and declare that they were merely taking the goods to the window to get a better light, or, that they were going to pay at the door when they went out, the same as in the chain restaurants.

Once more the law that "the customer is always right" is abused, and the floor-man smiles weakly and takes the crook's word for it. He knows that this incident will keep this particular person out of his particular store for a while, but the shoplifter knows that he can still operate in plenty other stores and get off as easily when caught. This is a real grievance for all storekeepers.

Shoplifters' customs vary in different places. One young assistant in a city store found that most of the dishonest customers wore shawls and slipped their booty under a concealing fold. He paid close attention to the shawl trade and was successful in reducing a severe drain on the store's profits. When he was transferred to a store in a smaller town, he was astounded to see that nearly every customer in the morning wore a shawl. He studied this trade for a week or more and it appeared to be entirely honest.

"I must be getting blind," he told his manager, "I can't catch them any more."

"Why," answered the manager, you have been watching the wrong people. The ones you want to look out for in this town are the folks with the cloth shopping bags. Those bags are the best friends a shoplifter ever had!"

Another young assistant manager with great confidence in his powers, assured his manager in a large city store that there was no stealing going on in his section of the floor.

"Maybe so," replied the manager, "and maybe not. The lace counter is in your section, isn't it?"

"O, yes, but that is O. K."

"None of it is being stolen?"

"Positively not—I'd be willing to bet on it."

"Let's go and ask the clerk."

They consulted the saleswoman at the lace counter and she confirmed the

## BUY SAFE BONDS



ESTABLISHED 1853

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

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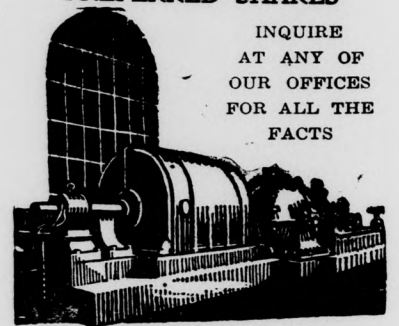
THE MERCHANTS' CREDITORS ASSOCIATION, 208-210 McCamly Bldg., Battle Creek, Mich., turns slow and bad accounts into cash and the Client gets every dollar collected.

No magic about it—Ask us how!

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

## 20,000 PARTNERS PROFIT FROM CONSUMERS POWER PREFERRED SHARES

INQUIRE AT ANY OF OUR OFFICES FOR ALL THE FACTS



## Sand Lime Brick

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

Brick is Everlasting

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

statement. There was no shoplifting going on at her counter.

The manager wanted to believe them, but it was too good to be true. When shoplifters are not being caught is the time to worry.

The manager and the floor-man came back that night and inventoried the lace counter. They found one hundred and twenty pieces of lace on sale, and they numbered each card consecutively from 1 to 120. Nothing was said to the saleswoman the next morning, though she was instructed to save any lace cards that she emptied that day.

The next evening the two men went over the counter again, and to the great surprise of the young learner, the count showed five empty cards, 111 numbered ones, and four absent and not accounted for. The numbers showed two of the missing cards to be lace priced at 10 cents per yard or \$3.60 for the thirty-six yard piece.

"Well, it's worse than I thought," said the manager. "Perhaps I should have bet you a year's pay to make up for some of the stealing going on under your nose. Somebody will be coming in here soon and picking your pocket, if you don't wake up!"

The assistant took it to heart and watched his aisles closer than ever, but every night the count would show one to four pieces of lace gone, mostly the most expensive kinds. The clerk protested her innocence when told of the situation, and had nothing to offer except that she would quit, if she didn't get a different counter.

The mystery was making our amateur detective desperate, for he felt his whole future was at stake. All day Sunday he dwelt on the problem and finally he figured out one last scheme that was worth a trial.

He and the clerk at the lace counter both had the same lunch hour. There was no floor-walker in the aisle between twelve and one o'clock, and the girls on the adjoining counters who were supposed to watch the lace at noon had business of their own to take care of first before they paid much attention to the lace.

Sunday night the floor-man went back to the store and rigged a periscope arrangement with pieces of mirror, so that he could see what happened at the case counter from a window over the shelving some forty feet away.

Monday noon he went without his lunch and spent his time on a ladder in the back alley outside the window with both eyes glued on the mirror.

At a quarter to one, when the noon rush was greatest, in came an inconspicuously dressed young woman, wearing a plain black hat, black veil and a long black coat. She spent five minutes at the lace counter, quietly looking at the patterns, like any regular shopper, and no one paid any attention to her except the young Sherlock Holmes on the ladder.

The young woman selected the exact pieces she wanted, laying them at the front of the counter, which is exactly the same technique used by a boy in stealing a jack-knife, and she finally slipped three bolts of lace from the front pile to a pocket in the lining of her cloak. She passed along without

hurry, bought a bag of candy, and went out contentedly munching the candy, which she carried in her hand for all to see.

The assistant was down from his ladder by this time, ready to board the same street car with the shoplifter, and followed her to a little notion store in a foreign quarter of the city. This store had a carefully selected assortment of lace on display, also a splendid line of home-made aprons and boudoir caps, all lavishly trimmed with lace.

Of course, nobody in the store spoke English until he threatened to call a policeman. The manager, even after his well-worked plan representing a great deal of effort, was in rather a precarious predicament. He had no way of proving that all the lace had been stolen, and was lucky to secure for the big store a compromise settlement from its parasite.

The assistant regained some of his confidence. He decided it would be cheaper to have extra clerks for the noon hour, and arranged for a basement stock man to put on a clean collar and take care of this section at noon. A few months' trial proved the worth of the system.

He is manager of a big store now and he still checks up his lace counter on the old plan.

Ralph Barstow.

**Why Shoe Business Is Better.**

Not a little of the improved business that has been done in practically all lines of men's shoes this season, as compared with last year, is attributed to the efforts of the retailers to follow the suggestions offered some months ago by the Style Committees of the National Shoe Retailers' Association and the National Boot and Shoe Manufacturers' Association. These suggestions, which did not have to do with style altogether, included one for retailers work on, namely, "proper shoes for the occasion." In other words, the idea was to press for volume business by showing the male consumer the type of footwear he should wear at a particular time or place. Part of the scheme was the tabooing of the use of tan footwear after 6 p. m. The two bodies also put forth the suggestion that each customer should be shown the need of having at least five pairs of shoes. While there is no question that this suggestions did not work entirely, there is also no question that the efforts of the trade have increased multiple sales of footwear.

**Glove Prices Are Higher.**

Fall lines of women's leather gloves which have been opened show substantial price advances over a year ago. The increases, depending on quality, range from 10 to 15 per cent, and slightly higher in a few instances. The manufacturers report the increase as unavoidable, due to the higher prices and relative scarcity of skins suitable for glovemaking. Novelties are again stressed in the new offerings. The higher prices prevailing will make for keener competition from fabric gloves, but, despite this, the wholesalers are fairly confident about prospects for the Fall season.

**Candy Easter Novelties**

**Easter Eggs  
Easter Package Chocolates**

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**LOWNEY'S  
CHOCOLATES**

**Get Your Order  
In Quickly**

**PUTNAM FACTORY**  
GRAND RAPIDS, MICHIGAN



Be sure to get the package with the Windmill Trademark

When it comes to foods there is nothing better than **HOLLAND RUSK**

If you don't carry it now order a case from your jobber today.

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**"I Bought Health at a Grocery Store—"**

That's what thousands who have been benefited by Fleischmann's Yeast-for-Health say. Imagine the good will, the increased sales of all products which come to the grocers who are the means of giving health to "run down" people.

Show your Fleischmann package display in a prominent place. It will pay you through the Yeast and groceries you sell.

**FLEISCHMANN'S YEAST**  
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**SERVICE**

**HEKMAN'S**

At Every Meal Eat **HEKMAN'S Crackers and Cookie-Cakes**

Delicious cookie-cakes and crisp appetizing crackers — There is a Hekman food-confection for every meal and for every taste.



**Hekman Biscuit Co.**  
Grand Rapids, Mich.



### New Swindling Schemes Adopted By Credit Pirates.

Early one dismal Monday morning a certain light on the New York Police Headquarters switchboard blinked excitedly. The cop on watch plugged in. A flood of tearful incoherence was poured into his ears. Finally he made out that it was Henry Blanksmith spluttering at the other end, that Blanksmith was a fur merchant, and that his store had been robbed. He wanted a lot of policemen and detectives; furthermore, he wanted them right now.

After a decent interval two large Celts with derby hats and heavy feet presented themselves to the fur merchant. Blanksmith wrung his hands. The air was thick with lamentations. "Robbed!" he wailed. "Robbed! They cleaned me. Lock, stock, barrel—guts, fins and feathers. I'm ruined! Bankrupt!"

As soon as Blanksmith could calm himself he showed the detectives around the place. The back door had been pried open with a jimmy and a clean sweep made. Sometime between 1 p. m. Saturday and 8 a. m. Monday over \$50,000 worth of furs had been carted away.

The detectives asked a lot of questions, chewed cigars and went out. On the pavement, said Halloran to O'Toole:

"Do you mind, Mike, with all his weepin' the eyes of him was dry?"

And the two grinned at each other.

Three weeks later this same Halloran and O'Toole paid Blanksmith another visit. They brought a third man along. The merchant did not seem overjoyed at seeing them.

"Have you found the thief?" he asked.

"We have," answered Halloran. And snapped a pair of chilly handcuffs on Blanksmith's wrists.

The trial uncovered a tortuous romance of mercantile brigandage. The theft had brought on one of those joyless congeries known as a creditors' meeting. Blanksmith's record had been flawless; index cards in the credit offices showed years of clean and skillful management. He had built up a rating that appeared bulletproof.

Blanksmith had bought heavily just before the burglary, and the furs had not been paid for. Instead of assets to cover his losses, the creditors found that the supposedly wealthy furrier had but a few thousands that could be cashed. He had sold goods that would never be paid for; he had made magnanimous loans to an astonishing number of uncles and cousins. As things stood Blanksmith assayed about twelve cents on the dollar.

Now credit men are suspicious men whose noses are adjusted with great nicety to the odor of rats. Ergo they informed the National Association of Credit Men and an investigator was put on the case. By sleuthy ways, brilliant and patient, the investigator discovered Cousin Albert.

Cousin Albert was on Mrs. Blanksmith's side of the family, and he was one bad egg. He owned a truck which now and then ran evil errands for Long Island rum smugglers. In Brooklyn the detectives discovered an old garage with new boards in the floor. Ripping these up they exposed sundry crates and trunks in which reposed the rich minks and sables taken from Blanksmith's store. The garage had been rented by Blanksmith before the robbery. Cousin Albert had engineered the burglary and removal. Both were arrested before they could sell the stuff and divide the profits. Correspondence now reaches them at Sing Sing.

Thus it was that vigilance and fast work prevented the Blanksmith furs from swelling the mighty total of our commercial crimes. Authorities agree that over a quarter of a billion dollars—billion, not million—is lost in the United States every year through frauds of which this is an example. Some put the figure as high as four hundred millions. Listen to Joab B. Banton, District Attorney of New York county:

The three principal classifications of crime found in fraud are: Those in which property or money has been obtained through false financial statement false proof of loss through insurance claims; and false statements in the sale of spurious stocks. It is conservatively estimated that there is stolen from the people of the United States every year by means of these three frauds a sum in excess of \$1,750,000,000.

It splits up something like this: Loss through fraudulent commercial failures, \$175,000,000; fraudulent insurance claims, \$600,000,000; sale of spurious securities, \$1,000,000,000.

A billion and three-quarters is a sizable sum. No use trying to appreciate its magnitude by such feeble artifices as changing it into twenty-dollar bills and seeing how many times it will wind around the earth. Suffice it to say that this amount, pillaged annually from our people, would wipe out the national debt in about twelve years.

There has been an increase in credit crimes that gives concern to the Nation's business leaders. When you reflect that business rests on confidence you can imagine what would happen

## SMALL BUSINESS

We welcome small estates to be administered. They will receive the same careful attention that is given to all business intrusted to our care. Our charges will be so small that no one will criticize them—the regular statutory fees fixed by statute passed in 1846 which have never been increased. We expect to gain from this business only indirectly, through the contacts they will bring and the agreeable results to all individuals concerned. We try to do things **right**; and our experience of 35 years helps in this.

There are several "Reasons Why it is Better and Less Expensive" to secure the services of this Company in administering small estates. Send for our circular upon that particular subject.

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to the flow of commerce if it comes to the point where every order and contract must be considered guilty until its innocence is proven.

Ancient methods of obtaining money on goods bought and not paid for are falling into disfavor. Formerly a favorite device of the credit crook was to appropriate the name of a reputable firm. He took advantage of the fact that the mercantile periodicals did not give street addresses. Thus a Chicago wholesaler would be delighted by a long mail order from "John Jones & Co., Kansas City, Mo." If he did not check up the street addresses he would assume that this was the John Jones & Co., with the Double A rating in the credit books. The goods would be shipped. When they were not paid for it would be found that the reputable merchant's name and credit had been assumed by a false John Jones who had departed for climes unknown with his stolen merchandise.

In these sophisticated days more delicate strategy must be employed. There are cases famous among credit men for their bizarre detail. They found a man in New York who made a business of training and selling incendiary cats. He taught the tabbies to pull a string which turned up a certain type of gas jet. Merchants desirous of pursuing the fire route to successful bankruptcy bought these cats—price \$500 each—and turned them loose in their stores. The cats pulled the strings which turned up the flame and caught inflammable stuffs that had been conveniently left above it.

Another classic with a feline motif was the case of Gashie. This business free-booter followed the magnificently simple method of opening a store under an assumed name and meeting all his bills until a firm credit had been established. Then he would buy right and left and decamp suddenly with his most valuable merchandise. In some far distant town another store would be opened under another alias. He was no piker, this Gashie. He never failed for less than \$20,000.

Now Gashie had a wife who assisted in his iniquities. The stolen goods were carried about in large trunks, each of which had a girl's name. If Gashie in Pittsburgh wired the missus in Little Rock to "Send Gertie on visit" she knew he wanted the trunk containing georgette silks. This Mrs. Gashie had her weakness—as who of us has not? Her weakness was cats. She had seven of them, and Mary's little lamb was no more faithful than these same seven pets.

After a long and unwholesome career Gashie opened a store in Mt. Clemens, Mich. He closed it with the usual disastrous results for his creditors. They knew it was Gashie from the testimony of irate neighbors whose dreams had been made hideous by the midnight symphonies of Mr. Gashie's seven cats. C. D. West, manager of the Investigation Department of the National Association of Credit Men took up the trail.

One of the few things Gashie had left behind was a railroad guide. It had probably been used in planning

the getaway. But how to find what route Gashie had taken? West took the railroad guide and held it between his hands with its back upon the table. Then, gently, he moved his hands apart and let the book fall open of its own accord. Six times he repeated this operation. Every time he opened his hands the railroad guide divided at the time table of the Atchison, Topeka and Santa Fe.

"Therefore," said C. D. West, "Gashie has taken the Santa Fe to the Southwest."

This was a small clue for so large a territory—but there was Mrs. Gashie's cats. Yes; many porters, conductors and hotel men remembered the woman with seven cats. Repeatedly the trail was lost and picked up again. A world of patience and persistence was employed.

Came Christmas. "C. K. Noble," proprietor of a store in Leavenworth, Kansas, was celebrating a fat holiday business with a banquet for his employees. There was much laughter and hand-clapping as the boss rose to his feet, sipped his ice water and cleared his larynx. He had just assured his beaming hearers that he was totally unprepared to make an address when the door opened and a stern, ponderous sort of person stepped in.

"The jig is up, Gashie," said C. D. West.

The composite trail of the seven cats had ended with the unmasking of "C. K. Noble's" identity. Gashie got six years. His wife got one. In spite of the fact that her pets had betrayed them, Mrs. Gashie asked that the seven cats be allowed to share her durance. And a tolerant warden allowed it.

Here is an effective new scheme of the credit pirate: He finds a reputable firm that wants to go out of business. He takes over the company on a small initial payment. Once in control he enlists an auctioneer and sells the stock under the hammer. The proceeds more than repay his original investment. However, he is only clearing his decks for the larger treachery.

The new owner now sends a dozen buyers to the wholesale centers. They order furiously, and goods running into the hundreds of thousands are shipped. Jobbers and manufacturers think they are dealing with the concern they have known honorably for years. Having accumulated all the goods possible the gang packs up and "evaporates" with it.

A certain merchant of the New England states indulged in the delights of bankruptcy so often that credit men held their nostrils at the very mention of his name. No one would have sold him a button on time. So this marhied him to the attorney who had taken most of his profits to keep him out of jail.

"I could clean up again," he told the lawyer, "if I could show a substantial bank account. That would give me basis for credit rating. And I know a fellow who will cash the stuff at forty cents on the dollar as fast as I can turn it over to him."

The lawyer said that was easy. On his advice the merchant got from the "fence" a worthless check for \$4,700.

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Combined Capital, Surplus and Undivided Profits over

**\$1,450,000**

**GRAND RAPIDS NATIONAL BANK**  
GRAND RAPIDS, MICH.

They now called in an overly zealous young man who hunted up new accounts for a certain bank. The lawyer explained that his client was eager to show a respectable deposit, if only for a few minutes. He displayed the false check for \$4,700.

"And my client has \$300 in cash," added the attorney.

The zealous youth wanted to make a good showing, and he thought the matter could be arranged. Together they went to the bank, and when the merchant came out he had a yellow pass book showing deposits of \$10,000. The feat was simple. The bank representative took the worthless check for \$4,700 and the \$300 cash; then he gave the merchant a check on the bank for \$5,000. All this was deposited showing a total of \$10,000.

At the same time the bank representative took the merchant's check for \$5,000—to offset the one given on the bank. That left the merchant's account at \$5,000. In a few days the worthless check for \$4,700 was returned, and when it had been deducted the actual balance left to our devious merchant was \$300.

Undaunted by this shrinkage, the merchant set blithely forth. On the strength of the \$10,000 which had been recorded in his account for a few moments he issued a false financial statement and within ninety days had bought something like \$100,000 worth of goods. All this, mind you, on \$300!

We will now ask you to meet the worthy firm of Skinem, Skinem & Flay attorneys at law. You had better keep your hands in your pockets during the introduction. This firm keeps a hawk-eye upon the fluctuating credit of different merchants. When the figures indicate that a firm is about to go smash, a suave gentleman from the lawyers' office calls upon the harassed merchant and, in the most delicate language possible, insinuates that there are two ways of going bankrupt. One can fail clumsily and lose everything, or fail adroitly and make a comfortable profit.

Once the firm has been retained, the storekeeper is piloted carefully past all dangerous illegalities. They provide ethereal customers who take large orders which they "dispose" of but are unable to pay for. Just before the filing of the bankruptcy petition the attorneys go over to the other side. They inform each creditor that they are handling a good many accounts against the merchant and will undertake all claims for a reasonable retainer.

Now, as representatives of the creditors, they hail the "unfortunate" merchant into court; there they secure the appointment of a receiver who will work with them. Having engineered the failure, become the agent of the creditors, and appointed their own receiver, the attorneys are sitting—as you might say—pretty. A pretense of haggling follows and at last a compromise settlement of, say, 33 cents on the dollar. When the creditors accept they destroy any chance of future action.

Happily then, and in full security, the merchant and the attorneys split their unholy profits. These consist of

the hidden merchandise and the fees paid the law firm by the creditor victims. Even while you condemn them, you have to admit that there is a certain magnificence about these abominations.

Such wholesale bandits as these attorneys have complete organizations at their command. On demand they can furnish burglars to break doors and crack heads, truckers to haul and secrete the goods, corrupt book-keepers skilled in the magic of making figures lie and small-time politicians to fix things if the enterprise is threatened with disaster.

One notorious nest of business bandits broken up by the credit men operated in a mountain district of the South. A merchant in this area would order goods, giving a bank and a wholesaler as his reference. In reply to letters, this bank and wholesaler would assure distant credit offices that the account was perfectly all right.

The goods would be shipped. When there was no payment, investigation would show that the merchant and the goods were gone. Also that the bank and the wholesaler never existed—that members of the gang had written the letters of reference on forged letter-heads.

In opposing the investigators who finally wrecked their game, this band employed the plan of locking the only hotel in town against the strangers. The investigators were left to wander about in a country where any newcomer is taken for a revenue officer and therefore is legitimate game for the rifles of the moonshiners.

Fraudulent merchants in another part of the country put up the astonishing defense that they were being "persecuted" for a practice that was "an established business custom." Certainly the seller is to blame for extending credit with too little investigation or with none at all. High power competition and the resulting lust is a generous breeder of credit evils. One merchant who failed under questionable circumstances got his orders past three hundred credit offices without even giving them a statement. A credit pirate in Louisiana was repeatedly convicted of frauds and jailed. As soon as he was out he went cheerfully back to his former iniquities, and he always found wholesalers who thought more of shipping goods than worrying about payment. F. S. Tisdale.

#### Chokers are Leading Items.

Choker necklaces are active items in novelty jewelry at the present time. These are being offered in many kinds of beads and in varying lengths. Pearl and crystal beads, however, are said to be the leading kinds, the former in both natural and pastel colorings. The length that buyers are said to be most interested in is that of fourteen inches. Bracelets are selling well. Pearl wristlets having clasps set with imitation jewels are being shown, but they are not attracting as much interest as the chokers. Hat ornaments of varied types, both with and without jewel decorations, have been in fairly good demand.

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**All Hail the New and Better Magazine**  
Grandville, March 31—A magazine was started in New York at the beginning of the new year exploiting old-time literature.

It will be something unique in that it will not cater to the low and degrading literature which now disgraces the news stands and makes of all decency a mockery and a by-word.

Of what will this new candidate for public patronage treat?

It will reproduce the writings of writers of a past generation wherein will be found mental entertainment minus the filth that daubs the pages of much of our modern fiction.

One of Beadle's old dime novels was a repository of all the virtues in comparison with much of the most highly extolled fiction of the present day. No matter what sort of brain matter a writer may possess, if he write clean stories he will find the rejection slips ever coming to his desk. Let the sloppy writer of indecent fiction beslobber his pages with that which is degrading to everything virtuous and elevating, he at once finds a market and is often hailed as one of the elect among the highups in the fiction field.

It does seem as though there ought to be room for a first-class magazine which refuses to cater to the lower instincts of the race. There is something akin to this degrading literary trend in the moving picture shows now flooding the land.

We as a people are treading a pathway that leads downward, not upward. However much is taught in schools of an elevating nature, there is so much of this underworld attraction it will be a miracle if the next generation is not tarred so deeply with the filth of modern literature as to give rise to the gravest fears for its future.

This is an age of progress, we are told. The boy of to-day is wiser than the father of a generation ago. Perhaps this is true, but how much better is a little knowledge than to know so many things that aren't so, as Josh Billings worded it.

An old German blacksmith of lumberwood days said to a man who was elaborating a big story in his hearing: "Pish, you know more than you do know." And it is so with much that is exhaled from overwise folks who opine they know it all.

It is drawing it mildly to say that on any ordinary news stand are a dozen magazines which are unfit to bring within the family circle. Once there was a law which took care of such indecencies, but to-day there seems to be no let or hindrance to the exploitation of the most blasphemous and obscene stories. Even supposedly respectable publishers are engaged in publishing delectably indecent literature.

The dime, nickel and detective stories of a past generation were denominated yellow covered literature, and nobody who was anybody would read one of them.

The old Nickel library was sensational in a healthy sort of way and no word of profanity was permitted in its pages. Writers for Beadle's Dime library were instructed to introduce no underworld stuff in their pages. Even the least hint of anything of the sort disqualified a manuscript for publication.

What do we see to-day?

The low class of stories, lascivious to the last degree, which would have disgraced the old Police Gazette, find place between the covers of our so-called first-class magazines. Even the illustrations in some of them are a disgrace to our civilization.

And as for profanity, writers to-day think nothing of interlarding the conversation of their characters with all manner of oaths. Such filth passes muster all right, and the future of literature shows no sign of a letup to all this disgusting and criminal practice.

Isn't there another Anthony Comstock to take up the cudgels in the interest of common decency?

"A new and delightful kind of story magazine."

Such is the announcement of the lately launched fiction periodical from a New York publisher. It is to be fervently hoped that we may get a class of literature that will not serve to despoil the sacredness of the homes and firesides of our American people.

It is surprising that these vile publications find their way into the best homes in the land. There is not a village of a hundred inhabitants but has these blotched and filthy publications on sale where even the children can view the lewd pictures and interest themselves in their contents.

We have societies for the prevention of this, that and the other, but no effort has been put forth to banish this festering sore from our public stands.

"Vice is a monster of such frightful mien, as to be hated needs but to be seen; yet seen too oft, familiar with its face, we first endure, then pity, then embrace."

Our young people are being taught that which it is not good for them to know, and why such destructive of morals magazines are permitted to exist is beyond the ken of a common citizen of this republic. Old Timer.

**Isn't It So?**

When everything looks bad we ask God for help. But when we win we distribute the medals and praise among ourselves.

The world's hope lies in the little "anti-red" schoolhouse.

With a house on every lot the profiteering landlords couldn't make a lot on every house.

It isn't so much what a man stands for; it is what he falls for.

Polygamy is contrary to Scripture because no man can serve two masters.

If things keep on going as they are in the theaters, the asbestos curtain will be needed to protect the audience from the plays.

The judge could make his meaning clearer to bootleggers if he would use long sentences.

The difference between taxes and taxis is that with taxis you get a run for your money.

The only difference between stumbling blocks and stepping stones is the way you use them.

**One World Religion.**

The time has now arrived for one religion all over the world. If children between the ages of 6 and 12 are taught in every school, public and private, that there is a future, although no one knows just what it is, and that there is a God (every religion believes these two facts) it will lead children to be careful of all their actions in life and to be spiritually clean. Then, if they are taught to be physically clean, for this sort of cleanliness is next to godliness, I am sure that it will become a habit all through their lives, and if they are spiritually and physically clean it will naturally follow that they will be mentally and morally clean for the rest of their lives, provided that they receive a fair opportunity to become financially able to support themselves. It can be done if worked out gradually and started now.

Isabel Rittenhouse.

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Grand Rapids, Michigan

### A Little of Everything—Not Much of Anything.

Written for the Tradesman.

I have a friend who tells me that I could improve my stuff if I adopted the style of Arthur Brisbane. Well, I rather incline to agree with him. In fact, I am quite sure my stuff would show great improvement if cast in Brisbane's style. Reminds me of the remark of the late Senator J. J. Ingalls. He said he could have been as rich as Jay Gould or Jondee if he had "had a mind to." No doubt about it. Same here. The only way to see is to try.

C. L. T. Beeching, London, defines salesmanship thus:

"Salesmanship is the art of conducting exchanges of goods for cash so that all parties to the transaction are profited."

That is sound. It is splendidly sound. Properly reasoned out, this is similar to the answer why business never should be called a "game." And why should business never be called a "game?" Because no game can be won by any party to it without some other party losing; but any legitimate business transaction benefits both seller and buyer—both sides to the transaction profit. Hence, never insult your business or life calling by referring to it as a "game!"

The grocers association of Kansas City is prosperous. Asked how they got so much money, Secretary Long says: "We get money by spending money." He elucidates by telling how nobody is ever asked to do anything for the association without adequate compensation.

"We never tell our members to do thus and so 'for the good of the association' or to be 'a good fellow.' We tell him to get out and hustle for what there is in it, directly, for himself. If he sells advertising in the Grocer, we pay him the regular commission on the space used. If he sells stalls in our food show, we pay him the commission we should pay anybody."

Right now the Kansas City boys are selling tickets for the National Flower Show, held in Kansas City. Price is 50 cents each. Grocers pay thirty cents. This shows 40 per cent. margin—almost as good as groceries. Because they already are accustomed to sell tickets, no question they will sell a lot of these. It helps all around.

The association offers special inducements to go to the National convention at Dubuque, saying "the member who brings in \$100 worth of advertising will have \$50 given him, and proportionate sums if the amount is less than \$100." The cost of rail and Pullman fare to and from Dubuque being \$50, the reason for the notice is clear.

I am not asking whether you approve of such methods. Some do not. I have always regarded the Kansas City methods of running an association rather good and ingenious. The only danger, as I see it, is that of getting puffed up with too much power, hence abusing said power. And when power is abused, it is sure to be lost.

From the proceedings of the Insti-

tute of Grocers, London, I learn of a French court decision on what is a fresh egg. Several egg sellers were prosecuted. One was sentenced to fifteen days, with benefit of first offenders' law, and fined 300 francs. Another, who had exposed eggs for boiling without putting them in special bowls to indicate they were fresh, was fined 200 francs. The court defined three categories of eggs:

"First, eggs suitable for boiling are considered fresh after eight to fifteen days in summer and from three weeks to a month in winter.

"Secondly, when they have not been subjected to any preparation and can be employed for all cooking purposes."

"Thirdly," says the court, "eggs which have only kept their comestible qualities by the employment of processes which prolong artificially the period during which they can be used, cannot be considered fresh."

From which we learn that there are various answers to the question: "How old is Ann?" Also that all the regulation of grocers and trade practices is not confined to the American continent.

Many a grocer is in the fix reflected in this particular Tony story:

"Well, Tony, how's business?" ran the question.

"Varra bad, Mr. Dana, varra bad. Maka do mon on de peanutti, lose him all on de dam banan."

The commentator says: "That sums up the difficulties not only of Tony, but of thousands who are doing business on a larger scale. Beware of boarders, shelf warmers, slow movers and stickers in stock, personnel, money and all other factors.

Individual grocers, who call themselves legitimate, for reasons I never could fathom, are excited over the threatening advent of the rolling stores. Special taxation is being advocated to block this development. I incline to agree with Editor Buckley, of Philadelphia, who says that plan will fail. He cites the experience grocers went through trying to tax chains out of existence. That failed. We are to-day glad it failed, for chains have been a great benefit to the grocery business. Such plans must fail in the face of any sound business development, simply because it is sound. The proof of any mercantile plan is: Will it work? If it will, nothing can stop its eventual progress.

A time ago West Coast trade papers quoted freely from Joe Daly, of Los Angeles, to the effect that rolling store chains could not compete with regular chains or with individual grocers. That was supposed to settle the question. But recently Joe told me that individually owned and operated rolling stores could make good money. The difference is here: Chain owned rolling stores would be subject to pilferage, stealage, union hours, salaries, and all that, while men working for themselves in their own truck stores not only do not steal from themselves, but they get no regular minimum wages, regard not union hours and otherwise operate on a basis of in-

dividual efficiency similar to that which enables the individual grocer to survive and prosper.

Editor Buckley says: "Don't Tax It. Go Along With It." And he counsels grocers to establish rolling stores of their own. He writes: "Putting a grocery store in a truck and driving it up to the consumer's door is progress. It deserves to live. If I were an independent grocer, I should establish a truck store of my own or join with my competitors to do it in advance of the outsider. Recognize the changing times and go along with them. That's better than to try to stop them by taxation."

To my mind, this is all a question of what kind of business you elect to do. Experience throughout the world indicates that the individual grocer who knows his business and sticks to the rules of the segment of distribution that properly and naturally falls into that segment will find himself fully and profitably engaged so long as he cares to work.

A grocer up in New England writes to Editor Willis, of Boston, indicating that he does not quite believe the statement that advertising costs nothing. I expect to write on advertising soon and perhaps we can clear things up a bit. This same man says that, despite all the wise guy stuff that is handed to grocers, they must do their own thinking. Right? A thousand times right. The more grocers awaken to that eternal truth, the more successes.

Paul Findlay.

#### What Bad Packing Does To Eggs.

Michigan poultrymen shipping thirty-five cases of eggs to New York City, according to a recent study, suffered a loss of \$42.86 because of improper packing methods, which resulted in broken and stained eggs. These eggs were shipped from different points throughout the State. According to these figures compiled by marketing specialists in the Pennsylvania Department of Agriculture, damage on each case of eggs shipped was approximately 8 per cent. of the total value of the eggs. This loss is due to the use of old fillers in egg crates and to poor grading, which results in long and fat eggs being placed in the crates. These eggs which are usually longer or wider than the average eggs are broken in shipment. The broken eggs then stain other eggs, thereby causing additional loss.

#### Atlantic & Pacific in Produce Business

The Great Atlantic and Pacific Tea Co., with headquarters at Jersey City, has gone into the fruit and vegetable commission business and has organized a firm to handle its business on the New York docks. The name of the firm is the Atlantic Commission Co., incorporated for \$25,000, all the stock owned exclusively by the A. & P. Co. It will have a place on the docks alongside of other commission merchants and will sell to the general public in a wholesale way, although it will also sell to itself. W. T. James will be the manager of the Atlantic Commission Co.

# When You Need BROOMS

**Michigan Employment Institution for the Blind**  
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

# Fiegler's

## Chocolates

Package Goods of  
Paramount Quality  
and  
Artistic Design!



STEADY SALES

Bell Phone 596 Citz. Phone 61366  
**JOHN L. LYNCH SALES CO.**  
SPECIAL SALE EXPERTS  
Expert Advertising  
Expert Merchandising  
209-210-211 Murray Bldg.  
GRAND RAPIDS, MICHIGAN



**SIDNEY ELEVATORS**  
Will reduce handling expense and speed up work—will make money for you. Easily installed. Plans and instructions sent with each elevator. Write stating requirements, giving kind of machine and size of platform wanted, as well as height. We will quote a money saving price.  
Sidney Elevator Mfg. Co., Sidney, Ohio

**Sixty-Five Telephone Users Forty-Six Years Ago.**

The Grand Rapids Historical Society has a copy of this city's first telephone directory, issued in July, 1879, a present from Anton G. Hodenpyl who found it among some of his old papers.

The directory is on a piece of cardboard, 8x11 inches in size, to be hung on the wall, and shows 65 subscribers, classified according to trades for convenience and with generous blank spaces left for writing in additional names. The list is as follows:

- Banks.
- First National Bank
- City National Bank
- Farmers and Merchants Bank.
- Burial Case Works.
- Powers & Walker
- Grand Rapids Burial Case Co.
- Barrels.
- Michigan Barrel Co.
- Chair Manufacturers.
- Grand Rapids Chair Co.
- Coal Dealers.
- A. D. & F. L. Noble.
- Confectionery—Wholesale & Retail.
- Putnam & Brooks.
- Cracker Manufacturers.
- Wm. Sears & Co.
- Crockery—Wholesale & Retail.
- H. Leonard & Sons.
- C. Blickley.
- Drugs—Wholesale.
- Shepard & Hazeltine.
- Drugs—Retail.
- Mills & Lacey.
- Flouring Mills.
- Crescent Mills.
- Valley City Mills.
- Founders and Machinists.
- H. D. Wallen, Jr.
- Furniture Factories.
- Berkey & Gay Furniture Co.
- Phoenix Furniture Co.
- Widdicomb Furniture Co.
- Nelson, Matter & Co.
- Grain and Commission.
- O. E. Brown.
- W. T. Lamoreaux.
- D. K. Hulbert.
- Grocers—Wholesale.
- Cody, Olney & Co.
- Freeman, Hawkins & Co.
- Jno. Caulfield.
- Fox, Shields & Co.
- I. M. Clark & Co.
- Grocers—Retail.
- Parmenter & Withey.
- Hayden & Morison.
- Hardware—Wholesale & Retail.
- Foster, Stevens & Co.
- Hotels.
- Sweet's Hotel.
- Rathbun House.
- Hack and Bus Offices.
- S. S. Ball.
- Gas Fixtures.
- Shriver, Weatherly & Co.
- Lumber Dealers.
- L. H. Withey & Co.
- Osterhout, Fox & Co.
- Robinson, Letellier & Co.
- Livery Stables.
- C. L. Ives.
- J. J. Closs.
- J. M. Kennedy.
- Paper—Wholesale & Retail.
- Curtiss & Dunton.
- Printers.
- W. C. Dennis & Co.
- Planing Mills.

A. E. Stockwell & Co.

Physicians.

Dr. Luton.

Railroads.

- L. S. & M. S. R'y Depot.
- L. S. & M. S. City Frt. Office.
- M. C. R. R. City Frt. Office.
- M. C. R. R. Depot Frt. Office.
- D. G. H. & M. Depot Ft. Office.
- D. G. H. & M. City Ft. Office.
- G. R. & I. Gen'l. Frt. Office.
- G. R. & I. Depot Frt. Office.
- G. R., N. & L. S. Gen'l. Office.

Undertakers.

- Allen Durfee.
- Dolbee, Kennedy & Co.

Residents.

- G. W. Gay.
- J. Berkey.
- C. L. Ives.
- W. D. Stevens.
- G. C. Pierce.
- C. B. Hinsdill.
- W. Hibbard.

Police Headquarters.

A light heart lightens heavy work.

**Can You Use a Few More Dollars?**

If you can use some extra dollars in your business, govern yourself according to the following suggestions and there should be no difficulty about a reasonable increase in your finances:

1. Never take foolish or unnecessary risks. If you do you will get caught some day and people know it.
2. Analyze the use you are making of your time. If there is any waste time which should be producing cash returns, make that wastage pay you good money. You can do something with it if you will. Many a man has spent his spare time in study and made himself worth a lot more money.
3. Spend less than you earn and never put yourself in a position where the other man can stick the hook into you.
4. Be jealous of your good name and of the integrity of your character. There are always moneyed people who will back the right sort of an individual or advance cash for a likely proposition.
5. Never speculate. Speculating

and gambling are mighty closely allied.

6. Examine yourself as to whether or not you have any talent or any special ability which could be turned to account, and yet is being neglected at the present time.

7. Aim to dress well and in good taste, but avoid the foolish waste of more garments than are needed. Many an individual squanders large sums of money in this way in a lifetime without realizing it.

8. Avoid expensive habits which you cannot afford. People who can spend money in such ways without feeling it are only amused and contemptuous when they consider the small fry who hang on to the edge of their circle as a fringe and try to appear what they are not.

9. Make it a point each year that your assets in money, health and efficiency shall be greater than those of the year before.

10. Don't spend money until you are satisfied that you will get permanent value received!

## Here's a Salesman Who Makes Twenty Towns a Day

**YOU** can increase sales and reduce the cost per sale by using Long Distance to supplement your selling plan.

Long Distance will give you more frequent contacts with your whole market. It will help you keep customers sold and prospects interested. It will help you maintain close and continuous contact with your clientele.

The numerous Michigan firms that have adopted this adjunct to their sales forces find greater volume of business and increased good will.

*Use Long Distance and increase your sales*

MICHIGAN BELL



TELEPHONE CO.

BELL SYSTEM

*One Policy*

*One System*

*Universal Service*



**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.

#### Not All Luxury Buying.

Luxury buying is not wholly to blame for the slump in retail business that has been complained of this Spring by a number of persons. While it is true, according to one of the best-posted men in the country on what consumers do with their money, that increased buying of radio sets, the imminence of the season for buying automobiles on the instalment plan, etc., will take up money that might otherwise be spent for clothing and other things, there are other factors that have cut down consumer purchasing along many lines. Not the least of these, he holds, is the increased savings of persons in practically all parts of the country, the greater sums invested in life insurance and the greater buying of places in which to live. The increased amounts thus spent, he contends, play just as large a part in the restriction of over-the-counter sales as luxury buying.

#### May Compete With Own Customers.

Unless there is a change in retail methods of buying toys soon there is every indication that manufacturers of this merchandise will soon find themselves in the position of having to compete with the jobbers who buy from them, of limiting their output to a point that will result in an important increase in production costs, or of selling wholly to the jobbing trade. The retail practice of buying toys on a hand-to-mouth basis, as is done now with so many lines of goods, has already forced many manufacturers to carry larger stocks than their best judgment dictates. As the practice of retail buying in dribbles increases, the need for carrying big stocks will increase. With such stocks in existence there will be little reason for the retailer to go to the jobbers and pay them a profit for fulfilling a function—that of carrying stock—which the manufacturers are doing themselves.

#### Hosiery Sales Fairly Large.

Much of the present activity in the local hosiery market is confined to a fairly good volume of duplicate business on Spring and Summer lines. There has been a little new business placed recently for delivery beyond May 1, the special news letter of the National Association of Hosiery and Underwear Manufacturers will say today, and in some quarters it is said that some good Fall business has been

booked. Some selling agents in this market, although admitting a general backwardness, say that March business this year will run ahead of the same month last year. In several instances the gain will be more than 25 per cent. Most hosiery mills are fairly well fixed for business through the first half of April, at least, and in the case of one seamless silk stocking a direct-to-retail mill is refusing business for the next eight weeks.

#### Prices Again To the Fore.

The lack of activity in the men's wear fabric trade and the continued weakness in raw wool have again centered attention on the prospective price policy which the mills are likely to follow for the remainder of the heavyweight season. It is more or less of an open secret that many goods buyers have restricted their purchases for the reason among others that they expect lower levels later on. There has been some talk in the market already of reductions made on some worsteds, but when traced up these reports could not be verified. Selling agents generally take the position that present cloth prices are lower than the current replacement values of raw wool, even after the recent recession of the latter. Whether a change in this attitude will be worked by impending developments remains to be seen.

#### Now the Cravat Scarf.

With the scarf vogue continuing strong, novel variations of this accessory are being produced. One of the latest of these, the idea of a ribbon buyer of a leading store, is the cravat scarf. This scarf is a yard long and nine inches wide and ties around the neck with a "once-over" knot, the ends being allowed to flare. This type of scarf relieves the bareness at the neck of the ensemble which has no fur collar. The scarf is of a soft, solid colored high luster silk and is bordered by a fancy French ribbon three inches wide. This border ribbon shows jacquard scenic patterns of Egyptian inspiration. It comes in twelve colors and two patterns. High colors rule in the scarf proper, with sand and gold two leading shades.

#### Costume Slips More Elaborate.

With the coming of Spring there has been a noticeable increase in the demand for costume slips, with the more elaborate models in particular favor. Many of the higher-priced articles make use of embroideries as garnitures, and there is also much employment of appliqued designs. The latter are generally placed just above the hem of the garment, and are

worked out in colors that make them visible through the sheer skirts that are so much worn during the Summer season. Petticoats still hold their own more or less in the business that is being done, but sales of these garments are always lessened at this time of the year by the increasing call for the costume slips.

#### Tailored Blouses Much in Favor.

As the season advances the demand for tailored waists of English broadcloth and of silk is steadily improving, and there is now little question that these waists are going to appear among the best sellers of the season. They are in demand in both the white and pastel shades. A nice business is also being taken in peasant blouses by manufacturers represented in the membership of the United Waist League of America, and for this the continued vogue of the suspender skirt is held responsible. Many styles of tunics are now being shown in this market for Summer use, and in this type of garment printed fabrics continue in great favor.

#### Offers Novelty Ombre Ribbon.

The demand for ribbons for making entire hats has accounted for considerable of the recent activity in the ribbon trade. In ribbons for this purpose the bright striped merchandise has stood out. Ombres have been doing well. A novelty in these ribbons is the combination of ombre tones with tinsel in a shirred effect. These numbers range from 5 to 27 lignes in width. Both retailers and manufacturing trades are said to show considerable interest in it. Narrow goods generally continue to sell better than wide numbers. In the latter, however, there is a good call for soft ribbons, such as single and double faced satins.

#### Spurt in Boys' Clothing.

With the nearer approach of Easter there has been the expected spurt in the last-minute buying of boys' clothing. Retailers so far have been doing fairly well, although price is said to be a restraining influence in the turnover of higher grade merchandise. The immediate prospects, however, are considered favorable for substantial inroads on the stocks that the stores are carrying. The vest suit is the leading style, and practically all manufacturers have shown it in their lines for Spring selling.

#### Retailers Encouraged So Far.

Men's clothing retailers have been encouraged by the mild weather lately which has prompted considerable nibbling by consumers. Topcoats are in very good season, and the novelties in color and weave in suits are said to be beginning to attract consumers. The situation is held to be one in which the business is there to get if it is gone after effectively. The popular price range of suits is from \$35 to \$50, with those around the lower figure accounting for a large share of the interest.

## Spring Haberdashery

*Neckwear*  
*Handkerchiefs*  
*Collars*  
*Suspenders*  
*Hose Supporters*  
*Golf Hose*  
*Slickers*  
*Hosiery*  
*Underwear*  
*Sport Belts*  
*Caps and Toques*  
*Fancy Sweaters*  
*Leather Jackets*  
*Dress Shirts*  
*Work Shirts*

Our salesmen have a most complete line of samples of men's furnishings for Spring. Make your selections now—profit from right prices and prompt service—and a large selection.

**Paul Steketee & Sons**  
 Wholesale Dry Goods  
 Grand Rapids, Michigan

## BROADCLOTH And MERCERIZED PONGEE Shirts

ON THE FLOOR

T1257—Men's Genuine Imported English Broadcloth, Collar Attached, White ..... @ \$19.50  
 T1258—Men's Ditto, Tan ..... @ 19.50  
 T1250—Men's Fine High Count Pongee, Collar Attached, Tan ..... @ 17.50  
 T1251—Men's Ditto, White ..... @ 17.50

All Principle Products.

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

**The Three Ages of Childhood.**

Now that the child labor amendment is lost for this year and the leaders who are retained by the reds of Russia are planning campaigns for the next session of legislature, attention should be called to the scientific basis of the problem.

For the past forty years the child has been studied by Hall, Key, Oppenheim, Boaz and many others, and the laws of growth, health and mental development are fairly well known. yet none of these valuable studies have been considered, so far as I have seen or heard, by those who have discussed the child labor problem.

Statistics show that the child has three periods of rapid growth and three of retarded growth; that the period from 9 to 13 is a period of very little gain in height or weight. After the growing period from 6 to 8, and the second dentition is well advanced, the child ripens into a very hardy, healthy condition. The death rate is then lowest in the entire life of the child. In this pre-adolescent period the child may be thought of as an old man of about the cliff-dwelling stage of human development. His features, shape, size, relative length of bones, muscles, and his mental and moral qualities are all those of the barbarian. He is well-knit, agile and sure of his movements.

Biologically, it is the safest time in a child's life for him to work in factories, mills or on the farm. His lungs, heart and stomach will stand hard service. Mentally he has reached a stage where schooling is of less value per year than at any other time in his school life. He will learn more arithmetic in one year, at 13 or 14 than in the preceding five or six years. He will not study much in or out of school, but it is the best time to learn a trade or acquire skill. Above all it is a time he should be employed, else he will join a gang and spend his time in playing robbers' roost or using a bow and arrow or bow-gun, if in the country, or a real gun, if he can get one, in the city. It is the cave-digging, truant, migratory period.

With adolescence comes rapid growth in height, slack muscles, rapidly enlarging heart, unusual conditions of the stomach and digestion, lack of co-ordination because of the new proportions of the body and especially unripe-conditions of organs and muscles. The child is awkward, clumsy and especially susceptible to diseases and fatigue. It is the most dangerous time for the boy or girl to work in mills, factories, or even on the farm, unless under good conditions and sympathetic treatment. The whole system is upset and undergoing reconstruction. From 13 to 18, varying according to sex and maturity, the child should have the choicest care. He generally gets the least.

Mental activities now develop with an intensity hitherto unknown. Dean Russell of Teachers College has made valuable studies of the literary interests of children and showed that interest in reading comes at 13½ years of age, interest in arithmetic comes at 14, in art at 12 to 13, music at 14 to 16. This is the time to educate the

child. It is also time for games, gymnastics and all sports, under wise supervision. The child is growing and can be developed and molded into any reasonable shape or size desired. Sandow illustrates what can be done with a delicate boy of 13.

The hope of the race, mentally, morally, spiritually and physically, is in the development and training of the child in adolescence. The years 9 to 14 are a plane that must be passed. It is the time to keep a child at work. One illustration will suffice. Visiting one of those great industries that "made Milwaukee famous" we were told by the foreman he used to employ boys from 10 to 14 years of age and almost never did they break a bottle. The law obliged them to cease to employ boys under 14 and they hired adolescent boys, but they broke so many bottles that their labor was almost valueless.

Much sentiment is wasted over the thought that in the South children under 14 are working in the cotton mills. The fact is that the South has begun to use its wonderful natural resources. Men, women and children are awakening to a new and hopeful era of activity. These boys and girls, 9 to 13 years of age, probably are not being injured, but are learning lessons of labor, thrift, neatness and skill that are invaluable to them. The South is not lacking in intelligent leadership. It is intolerable for residents of other states to try to regulate their activities.

E. G. Lancaster.

**Forced To Make Candles Properly.**

The Federal Trade Commission has dismissed its complaint against the Mack, Miller Candle Co., of Syracuse, N. Y., a manufacturer of candles principally used in religious services. The complaint which alleged misbranding of candles was dismissed for the reason that the respondent so modified its business practices as to remove the cause of the complaint. As soon as an examiner of this Commission visited the respondent and acquainted it of the charges herein, it destroyed all its labels complained of and since said time has in nowise offended. This was before the complaint was issued by the Commission. If the complaint was tried and an order issued it would only be to forbid something which the respondent has long since ceased to do and in the opinion of the majority could serve no useful purpose. The further prosecution of the complaint would entail the expenditure of several thousands of dollars of the Commission's funds, which funds are derived from taxation of the people. The majority does not deem it to be in the public interest to expend such funds to accomplish nothing but an injury to the respondent. The majority consisting of Commissioners Van Fleet, Hunt and Humphrey, therefore have accepted the stipulation of the respondent agreeing never to resume the practice and make amends for dishonest practices and have dismissed the proceedings.

Stop and let the train go by.  
It only takes a minute;  
Your car will start again intact.  
And, better still, you're in it.

**SERIES NUMBER 173 OPENS APRIL 6th.**

Join now and get the benefit of cooperative mutual savings. No membership fee charged for the privilege of joining and your savings earn you the highest rate consistent with safety and good building and loan practice.

**GRAND RAPIDS MUTUAL BUILDING AND LOAN ASSOCIATION**

CHARLES N. REMINGTON, President; THOMAS C. MASON, Secretary  
Ground Floor—Building and Loan Building, Monroe at Lyon  
Who wants to rent a desirable suite of offices in our building?

**Fourth National Bank**

GRAND RAPIDS, MICHIGAN

United States Depository

Established 1868

The accumulated experience of over 56 years, which has brought stability and soundness to this bank, is at your service.

**DIRECTORS.**

Wm. H. Anderson, Pres. L. Z. Caukin, Vice Pres. J. C. Bishop, Cash.  
Christian Bertsch, Sidney F. Stevens, David H. Brown,  
Robert D. Graham, Marshall M. Uhl, Samuel G. Braudy,  
Charles N. Willis, Victor M. Tuthill, Charles N. Remington,  
Samuel D. Young James L. Hamilton

**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

**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**

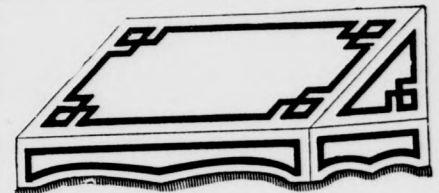
Leather Belting Manufacturers

1-3 IONIA AVE.

GRAND RAPIDS, MICHIGAN

AWNINGS  
COVERS  
TENTS

CAMP  
EQUIPMENT



CHAS. A. COYE, INC.

GRAND RAPIDS, MICH.

BOTH PHONES

**FOR SALE**

Equipment and real estate with main factory building, foundry and warehouses of the HANEY SCHOOL FURNITURE COMPANY. 380 feet FRONTAGE on Front Avenue by 200 feet deep. Just north of Sixth Street.

**GRAND RAPIDS TRUST COMPANY**

Receiver, Haney School Furniture Company



### Buying Eggs By Weight.

The writer is interested in various lines, such as the fruit business, the grain business, packinghouse products, as well as the produce business. I have visited all of the larger markets in the country a great many times. I have not only visited them but have tried to make the egg business a study.

I agree with the rest of the dealers that eggs certainly do need some standardization. It is the only article I know of where a man can hand out a case with the remark: Here's a case of eggs, and get paid for 30 dozen. In reviewing the various lines I find that a bushel of oats, corn, or wheat is not handed in or bought by the bushel basket. I notice that oranges, lemons, etc., are not sold by the box, regardless of how many there may be in the box. The box must specifically state whether they are 216s, 200s, 150s, etc.

It is the same thing with bananas, which formerly were sold by the bunch, then by the dozen to the retailer. They are now sold by the pound. Cattle, hogs, sheep, etc., are bought by the pound according to the weight, as well as the quality. It seems as if all the various commodities are purchased by weight these days instead of by the dozen or by the case.

Our firm experimented in the egg business last year and used a weight basis, namely, two prices were quoted, one by the pound, and one by the dozen. Our records show that 42 per cent. of the eggs we purchased were done so by weight. The result was that the farmers, grocers, or huxsters that had large, full-bodied eggs received a very good price. On the other hand, we were able to sell that kind of eggs at a fancy premium.

When small eggs were brought in and bought by the weight we received quite a few more than 30 dozen to the case, and, of course, of the larger eggs we received a lesser number but at a greater price. The result was that the producer, the huckster or dealer that had large eggs sent them to our plant, and the smaller eggs were sold elsewhere or eaten.

A held egg weighs much less than a full-bodied one, and, consequently, costs us less. When an egg is purchased by weight it is only natural or human to throw out the dirties, checks and cracks. The dirties are then weighed according to their value and the producer either takes back the cracks and checks or leaves them on the table unpaid for.

The weighing of eggs is more simple than one would think. The scale is set to balance with sets of tin trays

and fibre boards. A man can have his scale set for 10 cases, 20 cases or even down to a single case. In a great many instances, where lots of 100 to 200 cases arrive, they are weighed gross, and then, when the cases were empty, said cases were weighed back for tare. In this manner we purchased numbers of pounds of eggs instead of dozens.

We are pleased to state that our receivers took to this method very kindly, as we could give a customer a 60 pound egg, a 58 pound egg, or a 56 pound egg, or whatever sized egg he desired. We sold eggs the same as we did oranges or lemons, according to the size, or pounds, per case. Of course, you understand that, as we purchased the eggs on the pound basis we were able to put up any grade desired, and that grade was according to the freshness as well as the pound basis.

We had an instance this morning of a shipment of very large eggs arriving, but only weighing 43 pounds net to the case. This showed the eggs were held, and consequently, we purchased them at a price per pound accordingly. On the other hand, we had some smaller eggs arrive this morning weighing much more, and the parties that had the fresh eggs that showed up in weight certainly deserved the premium price, and we, in turn, received a premium price.

A price-per-pound basis certainly would solve the entire problem, both buying and selling, and then receiving full value. If an arrangement of this kind could be brought about I would be only too glad to spend some of my time and money on the proposition.

H. H. Atlass.

### Cooking and Table Eggs.

Sometimes market information is of so common a kind that dealers forget to pass it on to farmers and often do not notice the facts themselves. And this may be true of the great demand which has sprung up in recent years for better-cooking eggs.

Twenty years or more ago the frozen and dried egg industry was attracted by cheap eggs in China and central Europe to open breaking plants, where the eggs were either frozen and shipped in cans or dried and packed in barrels for shipment. The custom was practiced in this country before going abroad with it, but the quality of the foreign egg was on the whole, better than the domestic supply available at the same cost, so the foreign egg got the call, and the demand came gradually for a better and better cooking egg until, when the packers found themselves confronted with the Ford-

## 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*

Bell Main  
236

Phones

Automatic  
4451

FIELD AND GARDEN

**S E E D S**

*Wholesale*

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

**RED STAR**

is a flour that the trade can depend on, because it satisfies the most fastidious consumer. It is backed by a mill that not only knows how to make good flour, but also guarantees every sack of it to give satisfaction.

**JUDSON GROCER COMPANY**  
GRAND RAPIDS, MICHIGAN

ney-McCumber tariff, which practically excluded from our shores their foreign eggs, they had to go into the corn belt and pay what was necessary for the same good-quality eggs for cooking.

The United States Department of Agriculture, through its Bureau of Chemistry, began, meanwhile, to investigate the traffic in extremely poor eggs in this country. Often they were properly classed as inedible and although the farmer had from time immemorable sold all the eggs he could find without knowing too much, if anything, about their history, he soon recognized the right of the state and Federal departments to forbid the sale of eggs he would not eat himself. The reform has rid the market of practically all but eggs good enough for anyone to cook with, if broken out and frozen while fresh.

Between these two influences, first, the outlawing of spotted eggs, moldy cracked eggs and incubated eggs on the one hand and protecting the farmer with a high tariff on the other hand the market status of the ordinary farm egg, though it may be of no particular breed, more or less dirty or misshapen and neither a brown nor a white egg, but just an ordinary mongrel, has greatly improved. So long as it is sold fresh it can be used by packers of bulk eggs for manufacturing bakers.

The development of the bulk egg business in the corn belt is not unlike that of the vegetable canning industry, so far as it affords a steady market near the packing plant, and for the farmer who just keeps a few hens for picking up the waste about the farm it has meant a promise of good prices in the future for the so-called range egg as contrasted with the hennery egg.

It is wrong to encourage all farmers to get into the hennery class just because they are in the business of producing eggs for market. We have need for many more high-grade table eggs to be sure, and the average corn belt farm egg is taking second place in the better-class markets in competition with hennery eggs, the supply of which is growing rapidly, while the demand for them seems to be unlimited.

But we also have a growing market for good cooking eggs. Manufacturing bakers now supply even the farmers with cookery containing eggs, and they prefer to handle them in cans and not in the shell, thus creating a market for eggs which do not cost too much to produce but which are fresh and wholesome.

So long as there is a high enough tariff to keep out the foreign frozen eggs, corn-belt farmers will find a few hens about the place profitable. If they get rid of the idlers and market the eggs fresh—two simple rules—they will find the range hen useful for a long time to come.

But in competition with the output of a modern hennery now so common to find on both the Atlantic and Pacific coasts and in the neighborhood of cities everywhere, the range hen is losing ground. The farmer who wants to specialize in a flock too large to find its sustenance chiefly from the waste

of the farm must produce better and better eggs.

**Keep Cat and Dog Away.**

The following statement is made by the extension service of the Ohio State University at Columbus:

"Though the European fowl pest has not been found in Ohio poultry flocks, it has been found in neighboring states, and, since poultry is being shipped through this state continually, poultrymen are advised to be on their guard against the disease.

"By flock and shipment inspection Government officials are exercising every possible precaution against the spread of the fowl pest and other contagious poultry diseases, but poultry specialists at Ohio State University believe that there is still some danger that the disease may be brought into the state by birds that die in transit and are thrown from the cars.

"The European fowl pest is caused by some organism which is too small to be seen even under the most powerful microscope, but which can be transmitted to poultry by humans and by all kinds of farm animals. The disease, however, affects only poultry.

"Poultrymen who have their flocks near railroads have the greatest cause for alarm. Fowls that die in transit are thrown from the cars, as a rule, and cats or dogs that might devour the dead fowl can easily spread the disease.

"It is best, therefore, to keep the flock well fenced in, and to allow no strangers within the enclosure. Newly acquired chicks should be isolated from the main flock for at least two weeks to be sure they do not develop the disease. Any suspected cases should be reported to the state veterinarian in Columbus at once."

**Fresh Egg Defined.**

The following is credited to the London Mail:

"What constitutes a fresh egg was laid down by the Paris civil court, which had been called upon by food inspectors to declare that eggs which had been preserved in a refrigerator ought not to be sold under the description of fresh eggs. The court went much further than this. It laid down three different classes for eggs:

"1. New-laid eggs: Eggs from 8 to 15 days old in summer and from 3 weeks to 1 month in winter.

"2. Fresh eggs: Eggs which have not undergone any form of preparation with a view to preserving them and which are, however, fit for consumption when cooked.

"3. Preserved eggs: Eggs which are fit for consumption only because they have been kept in cold storage or otherwise treated so as to prevent them from going bad.

"The result of this judgment was that the merchants who had sold preserved eggs under the description of fresh eggs were mulcted in heavy fines."

To be a success in any field of endeavor you must deliberately develop the ability to think clearly and plan wisely.

**M. J. DARK & SONS**

GRAND RAPIDS, MICH.

*Receivers and Shippers of All*

**Seasonable  
Fruits and Vegetables**

**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.

**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 MAYONAISE  
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.

#### Making the Most of the Store Window Written for the Tradesman.

The original object of the window in the store was probably to admit the light. The day when that was the only object is now far distant, and with the passing of the years, the window has developed into an exceedingly important part of the store.

The value of the window as a sales creator is demonstrated by the actual direct returns that can be seen coming from certain window trims. It is frequently a difficult problem to gauge the amount of business arising out of window display, because direct returns cannot always be seen. For this reason occasional dealers are inclined to doubt that window trims are as valuable as most merchants claim. Occasionally, however, where direct returns can be easily checked up, the value of the window as a sales help is emphatically demonstrated.

Discussing the practical value of the window display, a window trimmer in a city hardware store says:

"One class of windows I have in mind as demonstrating its value by direct returns is the one-price window. Where we have tried these out we have always found that they bring a good string of customers into the store to purchase the lines displayed.

"The show window that begets business for the dealer, must, however, be live and aggressive—must be given the necessary attention. It seems a mighty funny thing that many a merchant who would descend with a shower of wrath upon the clerk who would idle for a minute, will allow his show windows—in many cases just as valuable as a clerk, if not more so—to loaf on the job. It surely does seem gross extravagance for a dealer to allow money to slip through his fingers, as many of them do, by lack of attention to the show window. Even a good many merchants who claim window display as a big business factor do not give it the attention they should.

"The trouble with a good many dealers and window trimmers is that they do not change their displays often enough, and accordingly do not reap the full possible advantages from their windows. Some even go so far as to allow displays to remain in until they become dusty and dirty, and the goods shown present an unattractive appearance. Such displays will not sell goods; and, in addition, they prove bad publicity for the store, branding it as a listless and careless establishment.

"I make a practice of changing

every window at least once a week, while sometimes they are changed even more frequently. Even though the same goods are put back in the window, the dusting and little changes that can easily be made in arrangement make the window present a bright and fresh appearance.

"I have a battery of thirteen windows to keep working, and in order to do so I find that planning ahead is essential. However, every hardware store has a great many different lines that lend themselves readily to good displays, and which sell better when shown. No trouble should, therefore, be experienced by trimmers in making frequent changes of display.

"In order to make our windows more effective, they are planned in accordance with the season, and also with the advertising. It is found that the best results are secured when windows and advertising are both worked together.

"Individual displays are, in most cases, productive of the best results, and wherever possible I devote each window to a separate line. The reason for this is obvious. Unlike a one-line window, in a display of associated lines the attention is not concentrated on any one article, and this is essential if the window is to sell goods. I admit that some very beautiful windows that appeal to the eye can be put in by the use of a big range of articles, but it must always be borne in mind that the object of the window is, not to present a beautiful scene to the public, but to sell goods. Of course, the window trimmer should always aim for attractiveness, but in so doing he should not sacrifice selling power.

"The background of the window is all important. It is frequently the making or breaking of a display. For this reason it should be given a good deal of attention by the trimmer. The background should always be planned ahead. It is wonderful the many and attractive backgrounds that can be made by various means.

"Beaver board can be used to advantage in making backgrounds. It can be cut in different shapes and is easily handled. Another feature is that it takes paint to great advantage.

"Lattice work made up in the form of arches is another good means of erecting a background. The lattice work is best made out of strips 1 inch by ¼ inch. Artificial flowers and vines can be fastened to the lattice, and can also be used on beaver-board backgrounds. Do not use flowers too thickly, but place them neatly, and they will be much more attractive.

"The same background can frequent-

## 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



#### Kept awake by rattling windows KEEP THE COLD, SOOT AND DUST OUT

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

Made and Installed Only by  
 AMERICAN METAL WEATHER STRIP CO.  
 144 Division Ave., North  
 City. Telephone 51-916 Grand Rapids, Mich.

## BROWN & SEHLER COMPANY

"HOME OF SUNBEAM GOODS"

Automobile Tires and Tubes	Farm Machinery and Garden Tools
Automobile Accessories	Saddlery Hardware
Garage Equipment	Blankets, Robes & Mackinaws
Radio Equipment	Sheep-lined and
Harness, Horse Collars	Blanket - Lined Coats

GRAND RAPIDS, MICHIGAN

## Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting  
 Goods and  
 Fishing Tackle



ly be used for different displays, and this lessens the labor and expense. When different goods are put in, the ordinary passerby would not know but that the display is an entirely new one. Sometimes, even when using the same background, it is advisable to make some slight changes to suit better the class of goods shown. Some additions that tend toward improvement will frequently suggest themselves to the trimmer.

"In the same way, various fixtures, decorations and trimmings that the trimmer uses in displays can be used several times, thus reducing the cost to a very small sum. Just here, I would like to emphasize the great value of good fixtures in adding to the appearance and sales value of the window. Money spent in this way is well invested, and, in addition, the total cost of fittings for windows does not amount to a large sum—is much smaller than the average person thinks.

"Central features made use of in displays should be such that they can be really connected up with the goods shown. It is mainly on this that the selling value of the window depends. Some trimmers believe in any kind of window that will attract a crowd. This is all right as a general publicity agent, but the main object of the window is to sell goods. The passerby may stop at some windows and wonder at the ingenuity displayed in arranging them, but that will not bring him in to purchase. It is a common mistake to judge a window display by the crowd in front of it. Any kind of a freak window will draw a crowd, but any kind of a freak window will not sell goods. The novelty window is all very well once in a while, but should not be used too frequently.

"As stated before, my idea of a good central feature is one that connects up well with the goods shown. For instance, a paint display I arranged not long ago had samples of the work done by each variety of paint as a central feature, driving home by contrast of painted and unpainted portions just what an improvement a coat of paint made. The construction of this particular window may probably be of interest.

"The background was first covered with red sateen, with lattice work covered with flowers and foliage across the top. A background of cans of paint and a few advertising cards was made. The bottom was made up of different sized tins of paint. Samples of the work of five different varieties of paint were shown. The first was floor paint, showing a portion of flooring half painted and half unpainted, illustrating by contrast the great improvement made by a coat of paint. Similar contrasts were made with shingle stain, varnish stain, house paint and screen paint. In addition, in the corner was a small working model of a paint mill run by an electric motor, while every afternoon a demonstrator in the window showed how paint was made. Grouped around the mill were large glass jars containing the several raw materials used in making paint.

"The show cards used in the window drove home the value of each kind of

paint. They read as follows:

"Two coats of this floor paint will save your wife many a backache and you several doctor's bills.

"One coat of shingle stain will make your house look dandy and add several years to the life of the roof.

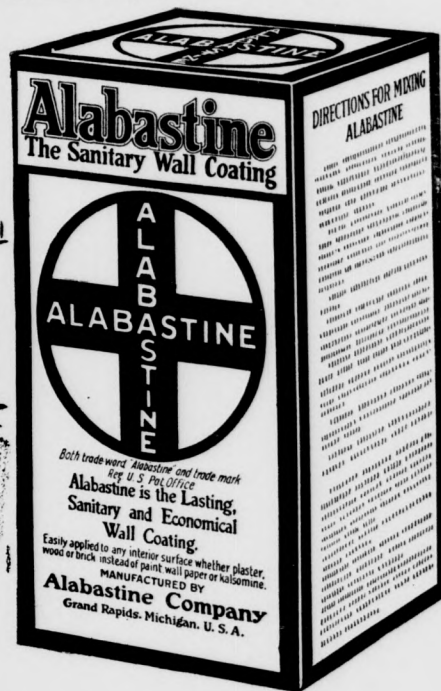
"One coat of varnish stain will renew the beauty or change the finish of any piece of furniture.

"Two coats of house paint will make your house worth \$500 more.

"One coat of screen paint will hide the rust and dirt of many seasons.

"The colors and materials used in window displays should always be well considered. Ordinary sateen is about the best material to use in most displays, and can be used in a variety of colors. Purple, red, white and orange  
(Continued on page 31)

# This is Alabastine Time



## Better than Kalsomine Cheaper than Paint

**ALL** walls become soiled. A fresh, new coat of Alabastine costs little more than cleaning paint or paper and gives you a brand new wall.

Kalsomine rubs off. It is not durable like Alabastine, which, properly applied, won't rub off.

If you want the most artistic walls, if you want durable walls matching rugs and furniture and harmonizing with the character of your home, if you have a definite taste in color which you wish reflected by the walls of your home—there is nothing else for it but Alabastine. Substitutes won't do.

### It won't rub off

Alabastine—a dry powder in white and tints. Packed in 5-pound packages, ready for use by mixing with cold or warm water. Full directions on every package. Apply with an ordinary wall brush. Suitable for all interior surfaces—plaster, wall board, brick, cement or canvas.



To get genuine Alabastine results, be sure that the package is plainly marked with the Cross and Circle printed in red. Ask your dealer for the Alabastine colorcard or write to Miss Ruby Brandon, Home Betterment Specialist, the Alabastine Company, Grand Rapids, Mich., giving your address, so that she can send you the latest advice regarding color schemes.

This is Alabastine time—time to remove the soot and soil of winter, for refreshing your home. Do it well with Alabastine. You can do the work yourself if a decorator is not available at the time you want him.

*Beautiful, economical and durable*



### Some Interesting Features of Chicago Hotels.

Chicago, March 31—When E. M. Statler made his well-known prediction to the effect that there was danger of an over-production of hotels, I was under the impression that while that statement might apply to Michigan and the East, there was still room for hotels and additions to hotels in the down-town districts of Chicago. I may have to revise my opinion.

In Detroit altogether there are about 20,000 transient hotel rooms, which are, and have been, all winter, running on a 60 per cent. occupancy.

In Chicago there will be added to hotel accommodations during the coming season at least an equal number of rooms, and, except for occasional conventions, room vacancies during that same period have been even greater than in Detroit. Certainly an attractive outlook for such as have made investments in hotel securities.

A life time friend of mine holding a high official position in one of the largest financial organizations once explained to me that it was the easiest matter in the world to extract money from small investors for the building of hotels and apartment houses, although such securities were not regarded with favor by larger investing concerns.

"The public," he tells me, "are about satiated with mining and oil investments, are wary on railroad securities, but they tumble all over themselves to place their loans on hotel securities. They read about the enormous hotel creations of the East, see for themselves the wonderful hotel building operations at home, and are cock sure that profits in that line are limitless."

Someone tells this class of investors that the larger banks, trust and loan companies are supplying the money to put up these mammoth structures, and if the big concerns feel safe in investing in them, why not the small fry?

Gentle reader, the big investment company is nothing but a vehicle for transferring this capital from the small investor to the large user, and all on a commission basis.

In Chicago one sees, for instance, gigantic apartment and residential hotels going up everywhere, and one also sees many partially completed structures, on which work has ceased altogether, awaiting further collections from the small investors.

In the down-town or "loop" district, hotel accommodations will be in demand forever, as they are in New York City, but there are very many large apartment and residential establishments already in the hands of receivers for the prime reason that accommodations offered are too high priced for tenants, and yet rentals cannot be reduced and meet interest charges.

There you have it in a nut shell. When you see the interesting prospectuses of proposed hotels, ascertain before you leap just who is furnishing the wherewithal. That is, unless you are a philanthropist and are desirous of making a "permanent" investment—a donation.

Ernie Reul, assistant manager of the Hotel Sherman, happens to be my host just at present. He was originally

a Muskegon product, got his early training at the Occidental Hotel, but has for many years been actively connected with the Sherman. But you cannot wean him away from his Michigan associates, and this is the principal of many reasons why the Hotel Sherman seems to be the recognized headquarters for Chicago's Michigan population and of Michigan visitors. Mr. Reul just now has an added responsibility in explaining to guests the magnitude of the changes being made in the house with which he is connected, and from such a source of information I glean the following details:

It is expected that the new addition will be completed in the early summer, and when it is, the Sherman will contain 1,600 rooms, every one with bath. It will then be the largest hotel in the world, outside of New York City, and its appointments and furnishings will be in keeping with the well-established reputation of the institution, and the character of its clientele.

The lobby will be greatly changed and enlarged, the clerk's desk occupying the space of the present Italian room. There will be a second main entrance on Randolph street, with various auxiliary entrances to its many feeding departments. The lobby walls will be panelled with dark American walnut.

Seventeen new high speed elevators of the latest type for passenger and service use will be installed, and but two of the old equipment will be retained. These for banquet use only.

Seventy-five per cent. of the hotel's 1600 rooms will be single and priced at the Sherman's popular rates. It is the idea of the management, in ordinary times, to give the single guest a room immediately after registration, which will be a very happy departure from the practice of many similar institutions which keep one guessing for hours after arrival and registration. Restaurants, cafes, grills and coffee shops will be numerous, ample to take care of the requirements of a small city.

The present mezzanine will be doubled in size and on this floor will be located the principal ball room, with an actual seating capacity of 2,000. Connected with this ball room will be the exhibition hall, as large as the ball room and especially designed for the convenient handling of large trade shows. These two huge rooms will be only twelve feet above the sidewalk level, and altogether will contain nearly 50,000 square feet available for banquets and conventions, more than any other hotel in the country.

In the Sherman Annex, or service building, being erected at the same time will be two floors devoted exclusively to sample rooms, provided with doors of extra width for the convenient handling of bulky sample trucks. On the top floor of this building will be located the Bal Tabarin, the finest dance hall and supper room in this country, which will also be available for private luncheons, dances and the like.

The kitchens will be marvels of convenience and enormous in facilities, as will naturally be required in catering to the gastronomic requirements of guests.

The Sherman House has been under

# The Pantlind Hotel

The center of Social and Business Activities.

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

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



## Morton Hotel

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

400 Rooms—400 Baths  
Menus in English

WILLIAM C. KEELEY,  
Managing Director.



# CODY HOTEL



IN THE HEART OF THE CITY  
Division and Fulton

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

CODY CAFETERIA IN CONNECTION

## 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.

## HOTEL CHIPPEWA

HENRY M. NELSON  
Manager

European Plan  
New Hotel with all Modern Conveniences—Elevator, Etc.

150 Outside Rooms  
Hot and Cold Running Water and Telephone in every Room

\$1.50 and up

60 Rooms with Bath \$2.50 and \$3.00

WHEN IN KALAMAZOO

Stop at the

## Park-American Hotel

Headquarters for all Civic Clubs

Excellent Cuisine  
Turkish Baths

Luxurious Rooms  
ERNEST McLEAN, Mgr.



the present management for a quarter of a century and every detail of architecture has been adopted with the view of prompt service and individual comfort of the guest.

The old Sherman House, or rather the one replaced by the present one some twenty-five years ago, was erected immediately after the Chicago fire and was operated by a well-known character, J. Irving Pearce. Well do I remember this genial and kindly man. In those days the Sherman was operated strictly on the American plan, and was a famous resort for commercial men. In fact, in those days the hotels all depended on the traveling men for their support. Tourists were unknown, and Chicago had not become the Mecca for the curious, like it is to-day.

If you ever enjoyed the hospitality of the Sherman in those days you will never forget the spacious rooms and sumptuous meals supplied at a fraction of present day charges. But the traditions of the old Sherman cling to the new, and while the Grim Reaper has made sad inroads on the patrons of that day, one will still find many who have stopped here continuously, except during periods of reconstruction.

Here is a dinner I had at the La Salle Hotel on Sunday, in the Louis XVI room, priced at \$1.50. It certainly approaches the spreads of the Drakes, Palmers, Rices and Peaces of olden days and I offer it as a matter of interest to present day patrons:

- Supreme of Orange
- Fresh Strawberries and White Cherries
- Blue Point Cocktail, Crab Meat Cocktail
- Canape a la Reine
- Ripe Jumbo Olives, Hearts of Celery
- Salted Almonds
- Consomme aux Vermicelli
- Cream of Asparagus
- Whole Baby Lobster Broiled, Hoteller
- Colorado Mountain Trout Saute
- Fried New York Counts,
- Scallops and Bacon
- Filet Mignon of Beef, Sauce Bernaise
- Calif's Sweet Breads, with Virginia Ham
- Fresh Mushrooms, Agerntine
- Omelet with Fresh fruit Glace
- English Lamb Chops,
- Mushrooms, en Casserole
- Fried Milk-Fed Chicken,
- Creamed Mushrooms
- Roast Prime Ribs of Beef au Jus
- Roast Vermont Turkey, dressing,
- Cranberry Sauce
- Special Baked Idaho Potato,
- Aut gratin, French Fried
- Hearts of Lettuce and Walsdorf Salad,
- 1000 Island, French and Mousselien Dressing
- Apple and Blueberry Pie
- Apricot Tart, Chocolate Eclair
- Old Fashioned Strawberry Shortcake
- French Pastry
- Pine Apple, Jack Frost and
- Meringue Glace
- Chocolate, Pistachio, Vanilla, Coffee
- and Caramel Ice Cream
- Orange Water Ice
- Roquefort, Camembert and Swiss Cheese
- Toasted Wafers and
- Bent's Water Crackers
- Coffee, Sparkling Cider

In feeding the general public it is surprising how some particular and often simple dish, specialized by some particular hotel, adds laurels and much desirable publicity to the institution.

For instance, for nearly sixty years Bancroft corned beef hash has been served daily at the Bancroft Hotel, Saginaw, and is known and spoken of by the army of people who have patronized that institution for over half a century. There is corned beef hash and corned beef hash, but the Bancroft type is not to be mentioned in the same category as the ordinary "garden" varieties.

It is well known that for many years William F. (Billy) Schultz, now the popular manager of the Ben Franklin, in that city, was steward at the Bancroft, more particularly during the lifetime of Farnham Lyon, and unto him fell the duty of providing that toothsome entree. It is served each day at both hotels, and it will be found on the menu of many hotels in Michigan as well as elsewhere.

Here is a formula for producing the article in question, or at least a decidedly close imitation of the blown in the bottle brand: It is an unnecessary expenditure of genius to attempt to make a prime article of corned beef

hash from the product of the local butcher, and using the home product is far more costly than procuring the cooked artice from any reliable packing house. This can be most economically procured in six-pound cans. Grind your beef coarsely in a food chopper, but chop your boiled potatoes (slightly under done) with the old-fashioned chopping knife. Treating the mixture in this manner prevents the mass from becoming "mushy." The proportion is one-third meat and two-thirds potatoes. After seasoning with salt and pepper, with a suggestion of onion flavor, place in a dripping pan and decorate the surface with pats of butter, the size of a walnut. (The more pats the more testimonials.) Over the entire mass pour sweet cream—not skimmed milk—until the mixture is moist, but not sloppy. Place in an over and bake smartly for fifteen or twenty minutes. In order to give the greatest satisfaction it should be portioned liberally. This is the cheapest and most satisfactory substitute for meat we know of, and if proper care is used in its preparation, you will glorify your culinary department. This formula calls for corned beef only and not discarded bacon and ham rinds.

Read in a hotel dining room the other day: "If portions are not sufficient, please call attention to waitress, who will gladly serve you anything we have at our disposal."

I like the expression: "You will not be talked about in the kitchen if you order additional helpings," and use it.

The practice of serving each breakfast guest with a demi tasse or small cup of coffee, gratuitously, before he places his order, is gaining much favor in the South and I notice has been adopted by at least one hotel at St. Paul. It is a good idea and will undoubtedly soon be popular everywhere, provided, of course, the coffee is a prime article, and I believe well worth trying out, provided your volume of business warrants the small additional cost. I should say it would be very clever and pleasing stunt in an American plan service, even if your volume of business is not large. It is simply one of the little attentions which make a hit with the guest.

**Items From the Cloverland of Michigan.**

Sault Ste. Marie, March 31—It is beginning to look like spring in this Northern country. We have had a few days of sunshine and the ferry opening up the communication between the two Soos Sunday brought out many new cars; also a lot of the old cars for the first time this season. Harvey Morris and Oscar Elkland; of the Swift & Co. staff, each came out with new limousines.

The Soo merchants are putting on the first style show next week. Elaborate arrangements have been made. The band will furnish the music, which will take place in the auditorium in the high school. The living models are all local beauties. Our display is fashioned after the Chicago style show.

The new Sault Ste. Marie Hotel, formerly known as the Alto Hotel, will open for business sometime in April. The hotel is receiving a complete redecoration and is being made over in several ways. Three stores will be opened in connection with the hotel. The stores will be located in the vacant space West of the lobby. There will also be a beauty parlor, a barber shop and possibly a drug store. All new plumbing has been installed. New furniture has been installed throughout. When completed the hotel will have fifty-seven rooms, a large dining room, an up-to-date kitchen and a cozy lobby. The proprietors, O. P. Welch and V. A. Hemm, have every reason to be proud of their efforts in offering another high class hotel to our city which was so greatly needed to care

for the tourists next season. The location is ideal, being directly opposite the locks. Mr. Hemm will manage the hotel for the present, while Mr. Welch will look after the Northern Hotel, at St. Ignace, which they will continue to operate in connection with the new hotel.

A fool grumbles when his wife starts spring house cleaning. A wise man gets called out of town on business.

Dave La Mere and W. H. Lewis, two of De Tour's prominent business men, arrived last Friday, making the trip with J. Kroll, of the De Tour stage line. This being their first trip via stage, they had some experience in making the way through the snow banks, which were very deep in places. The trip required eight hours. It ordinarily can be made in about three hours. The most snow was encountered between Halfway and the Soo. The roads between Pickford and De Tour are almost free from snow.

It is up to the weather man to decide just when the locks open for the season. It is stated that the locks will be opened earlier than for a number of years, because of the mild weather. Some think that the first boat may pass through as early as April 5, while others say it will not be before the 10th. All agree, however, that vessels will be passing not later than April 15.

D. DeFoile, who for a number of years conducted a confectionery store at Manistique, died very suddenly at his residence last Thursday of heart failure. He leaves a widow and six children. His son, Homer, expects to continue the business.

William G. Tapert.

**Interesting Items From Boyne City.**

Boyne City, March 31—R. W. Howell, local manager for Libby, McNeal & Libby, has gotten himself in a worse pickle than ever. He was not satisfied with operating the salting station at the East end of Main street, which was a quiet place, far from the noise and bustle of down town, and so situated that it was difficult, if not impossible for farmers to disturb his peace and quiet, so he has taken over the pickle business of this place.

He will remove all that he can use of the old salting station to the West end of Main street, at Front and Main, and on the yard tracks of the B. C., G. and A. R. R. He will build a new salting station right on the street, where he cannot possibly get away from the farmers, nor the farmers get away from him. He is going to make everything so complete and handy that the cucumbers will fly out of the wagons and into the salting tanks without any work at all, except to count, sort and salt them.

F. D. Thompson, County Road Commissioner, tells us that the county has a road program of nine miles for the coming season. The most important to Boyne City is a ¾ mile stretch that will complete the road from Wildwood to M 57 at Todd's Corner, completing a boulevard drive of about eight miles out Park street to Walloon Lake at Wildwood and following the lake around through Camburn's Beverly hills and Waldron resorts, back, by M 57 to Boyne City at State and Park. This new piece of road will give easy access to the lovely resort territory of the South side of Walloon Lake and will help in developing that very beautiful district.

F. B. Girard told us to-day that he had no news to put out in regard to the cement plant, but would have a lot in a short time. Do not know Mr. Girard very much, but he looks like a man who does not wait for something to turn up. He goes out and turns up his own bait—like our friend Heller.


Charles T. McCutcheon.

Detroit—John D. Short was succeeded in the grocery business at 6502 Sout street by Joseph Orban March 23.

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

**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  
45 N. Ionia Ave., Grand Rapids, Mich.

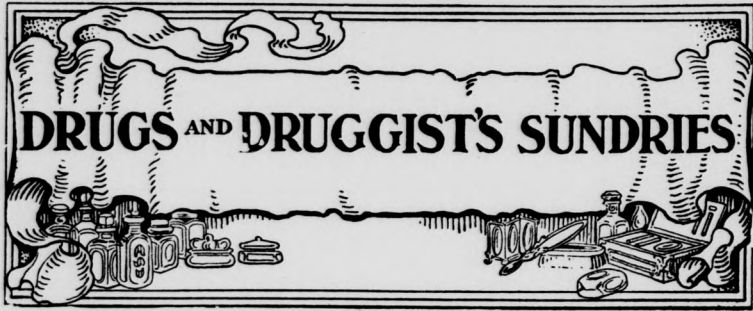
**OCCIDENTAL HOTEL**  
FIRE PROOF  
CENTRALLY LOCATED  
Rates \$1.50 and up  
EDWARD R. SWETT, Mgr.  
Muskegon Mich. Michigan

**HOTEL DOHERTY**  
CLARE, MICHIGAN  
Absolutely Fire Proof Sixty Rooms  
All Modern Conveniences  
RATES from \$1.50, Excellent Coffee Shop  
"ASK THE BOYS WHO STOP HERE"

**Columbia Hotel**  
KALAMAZOO  
Good Place To Tie To

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

**Henry Smith Floral Co., Inc.**  
52 Monroe Ave.  
GRAND RAPIDS, MICHIGAN  
PHONES: Citizens 65173, Bell Main 173



### Cod-liver Oil and Its By-products.

Previous to the general adoption of the steam process, medicinal cod-liver oil was made by the direct fire method. At a still earlier period cod-liver oil was made by the rotting process. All three of these processes have desirable features. The steam process produces the best oil, but it requires considerable equipment and skilled labor. The direct fire process can be used when steam is not available, and experienced operators can produce very good oil by this method especially if water is used in the liver kettle. The rotting process requires practically no equipment or expense for labor. As a result all the processes are in use at the present time and a variety of oils are obtained, which range in appearance from an attractive straw yellow, edible cod-liver oil to a ruby red, nauseating, heavy oil known in the trade as "cod oil."

The uses to which the oils made by these processes are put are as diversified as the nature and the quality of the oils. They vary from the therapeutic use of highly potent medicinal oil as a source of the fat-soluble vitamins to the use of "cod oil" for industrial purposes.

Since the nature, value, and use of cod-liver oil depends to a large measure on the method of manufacture, it is of interest to sketch briefly some of the general conditions surrounding the manufacture of cod-liver oil and its by-products.

To make the highest quality cod-liver oil the livers from healthy fish should be removed as soon as possible after the fish are caught. They should be rendered very promptly, preferably by the steam method. As soon as the livers are thoroughly cooked, the oil will rise to the surface of the kettle and it should be skimmed off at once. As rapidly as possible it should be freed of water and all particles of liver tissue. The oil is then chilled and separated into non-freezing medicinal cod-liver

oil and cod-liver stearin. Unless the oil is to be used at once it should be promptly bottled and sealed to protect it from the oxidizing action of the air.

Any deviation from this general procedure for the manufacture of medicinal cod-liver oil results in a more or less inferior product. If the fish are kept as "round" fish for a considerable time after being caught, the oil obtained from their livers will not be of as attractive color and flavor as that produced from livers taken from fish that were dressed soon after they were caught. Also, the quality of cod-liver oil decreases more or less in proportion to the length of time that elapses between taking the livers from the fish and cooking them. The palatability of cod-liver oil decreases very rapidly if the oil is allowed to stand in contact with the liver tissue for any length of time after cooking has ceased.

If cod-liver oil is made by the process briefly outlined above, considerable oil remains in the kettle residue after the crude oil has been skimmed from the kettle. This oil may be obtained by subjecting the kettle residue to slow pressure. During the time required to completely express the oil, the liver residue undergoes some change which imparts a red color and objectionable odor and flavor to the oil. Accordingly this oil is ordinarily used for industrial purposes and is known in the trade as "cod oil," to distinguish it from edible cod-liver oil. The press-cake which still contains some water and a little oil is commercially known as "chum." Unless the "chum" is given prompt attention it decomposes rapidly and then is of value only for fertilizer.

The cod-liver stearin which is obtained when the crude oil is chilled and pressed is not a true stearin, but is rather a mixture of oil and stearin that eventually separates into a solid and a liquid portion. The relation between the amount of oil and stearin in commercial cod-liver stearin depends upon a number of factors, chief of which are

the conditions of chilling and the temperature at which the commercial stearin is stored. Regardless of the proportion of stearin and oil, commercial cod-liver stearin is a 100 per cent. fat containing more or less of the fat-soluble vitamin, and its commercial value depends largely upon the manner in which it is stored.

If cod livers are allowed to stand at ordinary temperature, decomposition soon takes place. When the liver tissues have weakened the cod-liver oil is released and on account of its lower specific gravity rises to the top of the mass. "Sun-dried" or rotted cod-liver oil is made in this manner, although at the present time it is known in the trade as "cod-oil." This is very viscous, of a dark, red color, and of a nauseating odor. This type of cod oil as well as that obtained by slow pressure of cooked cod livers are of value in tanning leather. Cod oils are used in the manufacture of leather to lubricate the fibers. This of course serves to lengthen the life of leather which is subjected to constant bending.

Cod oils made by the rotting process or occurring as a by-product of the manufacture of medicinal oil may be sulphonated or chemically refined which produces sulphonated cod oil or renovated (refined) cod-liver oil. Sulphonated cod oil is produced when cod oil is treated with concentrated sulphuric acid under carefully controlled manufacturing conditions. This is a heavy viscous oil which has special uses in tanning leather.

By chemically refining cod oil its taste, color and odor may be very decidedly improved. This is accomplished by deodorizing, decolorizing and alkali washing. Cod oil ordinarily contains a high percentage of free fatty acids. By heating cod oil with sufficient alkali to neutralize the free fatty acids, one obtains an oil with little or no acidity. With bleaching agents the dark red color of cod oil can be changed to the desirable straw yellow color of medicinal cod-liver oil. Also the offensive odor of cod oil may be more or less by different deodorizing processes; but if it is removed by "blowing" the oil with air any vitamin content which the cod oil originally possessed is decreased as the result of the oxidizing action of the air.

Inasmuch as cod oil and non-edible cod-liver oils sell at a much lower price than medicinal cod-liver oil and the cost of chemically refining such oils is not at all prohibitive, it is a profitable

business to renovate non-edible oils and sell them as medicinal oil. Since such renovated oils are on the market it behooves the consumer who really desires an oil rich in the fat-soluble vitamins to demand information concerning the vitamin content of any oil in which he may be interested.

Studies of the vitamin content of oils produced by promptly rendering strictly fresh livers as compared with the vitamin contents of oils produced by the rotting process have shown that the rotted oils contained relatively little vitamin A. Thus it is apparent that if one wishes a cod-liver oil rich in the fat-soluble vitamins he cannot be guided by physical appearance or chemical analysis of a given oil, for it is not at all difficult to produce a renovated oil which will meet all the specifications set for a medicinal oil and still such an oil may be lacking or nearly so in the desired fat-soluble vitamins.

From this it is evident that while it is possible by chemically refining to so improve a cod oil, that one obtains a renovated oil which is fairly satisfactory as regards color, odor and taste, chemical refining does not enhance the original vitamin content of cod oil. To be sure of obtaining a cod-liver oil with a high vitamin potency one must insist on an oil that has been biologically tested for its vitamin content.

Arthur D. Holmes.

### Leather and Beaded Bags Sell.

The under-arm style of handbag and the many variations of it in decoration and otherwise continues the leading thing in this merchandise. Buyers are stressing leather bags, which are shown in a large array of colors to harmonize with Spring ready-to-wear. Beaded bags to retail at from \$3 to \$5 are selling well. The demand for silk handbags has not expanded as yet, although it is believed that the call for them later will be an active one. The higher grade silk vanities, however, have met with a good response, according to manufacturers here.

### Think Right

Think smiles, and smiles shall be;  
Think doubt, and hope will flee,  
Think love, and love will grow;  
Think hate, and hate you'll know.  
Think good, and good is here;  
Think vice—its jaws appear!  
Think joy, and joy ne'er ends;  
Think gloom, and dusk descends.  
Think faith, and faith's at hand;  
Think ill—it stalks the land.  
Think peace, sublime and sweet,  
And you that peace will meet;  
Think fear, with brooding mind,  
And failure's close behind.  
Think this: "I'm going to win."  
Think not on what has been.  
Think "Vict'ry;" think "I can!"  
Then you're a "winning man!"

## WILMARTH SHOW CASE CO. GRAND RAPIDS, MICHIGAN

Manufacturers  
and Designers  
of the



Finest Drug  
Store Fixtures  
in the World

Representatives in All Principal Cities

American Forest Week Will Soon Be Here.

Written for the Tradesman.

There ought to be signs of a great awakening this year as the tree buds swell, so in a comparable way should rise a patriotic spirit urging our efforts for the planting of new forests.

We may not visualize the end, but the consciousness of having taken steps to put the trees in growing condition will lift us to a new plane of thought in a strong hope for the future of our country.

thoughts and aspirations of later generations.

Other lands and other peoples, in their use of forests, show us conditions existing now that are of deep portent as warnings that we should bestir ourselves and guard well all forest growth and at once replace the logged-off timber by proper planting and maintenance.

March.

Get you gone, March! You've done your spring cleaning; Begone now and leave us To April's sweet greening.

You sopped earth with snowdrifts And scrubbed it with hail, And washed out the brookbeds And swept with a gale.

Thank you for your brave winds That cleared winter's clutter; Of last autumn's dead leaves You've not left a flutter.

You've brushed hanging cobwebs From our outgrown fears, Cleaned away clinging cobwebs That smelled of dead years.

Blow away, March! Don't you know When your work is all done? Earth's green army marches with pennants all flying.

Elizabeth West Parker.

WHOLESALE DRUG PRICE CURRENT

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

Table listing various drugs and their prices. Categories include Acids, Ammonia, Balsams, Barks, Berries, Extracts, Flowers, Gums, Insecticides, Leaves, Oils, Potassium, Roots, Seeds, Tinctures, and Paints. Prices are listed in cents and dollars.

Advertisement for Kalamazoo Vegetable Parchment Co. featuring 'Writing Paper for everybody' and 'Parchment Bond'. Includes an image of a paper roll and promotional text.

Advertisement for Hazeltine & Perkins Drug Co. titled 'How About Spraying Material?'. Lists various pesticides and fungicides like Paris Green, Arsenate of Lead, and Tubercide.

# 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

Rolled Oats  
Fruit Jars  
Some Prunes  
Lard

## DECLINED

Lamb  
Sugar

## 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. 3 00  
Peanut butter, 3 1/2 oz. 1 25  
Prepared Spaghetti ----- 1 40  
Baked beans, 16 oz. ----- 1 40

## BLUING



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

## BREAKFAST FOODS

Cracked Wheat, 24-2 3 85  
Cream of Wheat, 18s 3 60  
Pillsbury's Best Cerl 2 20  
Quaker Puffed Rice ----- 5 60  
Quaker Puffed Wheat 4 30  
Quaker Bfst Biscuit 1 90  
Ralston Branios ----- 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. 6 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

## Shaker

No. 50 ----- 2 00  
Peerless ----- 2 60

## Shoe

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

## BUTTER COLOR

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

## CANDLES

Electric Light, 40 lbs. 12 1  
Plumber, 40 lbs. ----- 12 8  
Paraffine, 6s ----- 14 1/2  
Paraffine, 12s ----- 14 1/2  
Wicking ----- 40  
Tudor, 6s, per box ----- 26

## CANNED FRUIT.

Apples, 3 lb. Standard 1 50  
Apples, No. 10 ----- 4 50  
Apple Sauce, No. 10 8 00  
Apricots, No. 1 1 35  
Apricots, No. 2 ----- 2 85  
Apricots, No. 2 1/2 3 00  
Apricots, No. 10 ----- 8 00  
Blackberries, No. 10 10 00  
Blueberries, No. 2 2 00  
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  
Peaches, No. 1 Sliced 1 80  
Peaches, No. 2 ----- 2 75  
Peaches, No. 2 1/2 Mich 3 00  
Peaches, 2 1/2 Cal. 3 25  
Peaches, 10, Mich. ----- 7 75  
Pineapple, 1, sl. 1 80  
Pineapple, 2, sl. 2 80  
P'apple, 2, br. sl. 2 65  
P'apple, 2 1/2, sl. 3 35  
P'apple, 2, cru. 2 60  
Pineapple, 10 cru. ----- 11 50  
Pears, No. 2 ----- 3 25  
Pears, No. 2 1/2 ----- 4 00  
Plums, No. 2 ----- 2 00  
Plums, No. 2 1/2 ----- 2 75  
Raspberries, No. 2, blk 3 20  
Raspb's, Red, No. 10 12 00  
Raspb's, Black, No. 10 ----- 11 50  
Rhubarb, No. 10 ----- 5 25

## CANNED FISH.

Clam Ch'der, 10 1/2 oz. 1 35  
Clam Ch', No. 3 3 00  
Clams, Steamed, No. 1 1 80  
Clams, Minced, No. 1 2 60  
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  
Sard's, 1/4 Oil, ky 5 75  
Sardines, 1/4 Oil, k'less 5 00  
Sardines, 1/4 Smoked 7 50  
Salmon, Warrens, 1/2s 2 75  
Salmon, Red Alaska ----- 3 10  
Salmon, Med. Alaska 2 75  
Salmon, Pink Alaska 1 75  
Sardines, Im. 1/4, ea. 10 25  
Sardines, Cal. ----- 1 65  
Tuna, 1/2, Albacore ----- 95  
Tuna, 1/2s, Curtis, doz. 3 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. sil. 1 35

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

## Baked Beans

Campbells ----- 1 15  
Quaker, 18 oz. ----- 1 25  
Fremont, No. 2 ----- 90  
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  
No. 2 1/2, Lge. Green 4 50  
W. Bean, cut ----- 2 25  
W. Beans, 10 ----- 8 50  
Green Beans, 2s 2 00  
Gr. Beans, 10s 7 50  
L. Beans, 2 gr. 1 35  
Lima Beans, 2s, Soaked 95  
Red Kid, No. 2 1 20  
Beets, No. 2, wh. 1 75  
Beets, No. 3, cut ----- 1 60  
Beets, No. 3, out ----- 1 80  
Corn, No. 2, Ex. stan 1 65  
Corn, No. 2, Fan. 1 80  
Corn, No. 2, Py. glass 2 25  
Corn, No. 10 ----- 7 50  
Hominy, No. 3 1 00  
Okra, No. 2, whole ----- 2 00  
Okra, No. 2, cut ----- 1 60  
Dehydrated Veg. Soup 90  
Dehydrated Potatoes, lb. 45  
Mushrooms, Hotels ----- 42  
Mushrooms, Choice ----- 58  
Mushrooms, Sur Extra 75  
Peas, No. 2, E. J. 1 50  
Peas, No. 2, Sift. ----- 1 85  
June ----- 1 85  
Peas, No. 2, Ex. Sift. ----- 2 25  
E. J. ----- 2 25  
Peas, Ex. Fine, French 25  
Pumpkin, No. 3 1 35  
Pumpkin, No. 10 4 50  
Pimentos, 1/4, each 12 1/4  
Pimentos, 1/2, each ----- 27  
Swt Potatoes, No. 2 1 60  
Sauerkraut, No. 3 1 40  
Succotash, No. 2 1 65  
Succotash, No. 2, glass 2 50  
Spinach, No. 1 ----- 1 25  
Spinach, No. 2 ----- 1 60  
Spinach, No. 3 ----- 2 10  
Spinach, No. 10 ----- 6 00  
Tomatoes, No. 2 1 40  
Tomatoes, No. 3 2 00  
Tomatoes, No. 2, glass 2 25  
Tomatoes, No. 10 ----- 7 50

## CATSUP.

B-nut, Small ----- 2 70  
Lily Valley, 14 oz. ----- 2 60  
Lily of Valley, 1/2 pint 1 75  
Paramount, 24, 8s ----- 1 45  
Paramount, 24, 16s ----- 2 40  
Paramount, 6, 10s ----- 10 00  
Sniders, 8 oz. ----- 1 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  
Chill, 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  
Beechnut ----- 70  
Doublemint ----- 65  
Juicy Fruit ----- 65  
Peppermint, Wrigleys ----- 65  
Spearmint, Wrigleys ----- 65  
Wrigley's P-K ----- 65  
Zeno ----- 65  
Feaberry ----- 65

Blue Grass, Baby, 96 4 15  
Blue Grass, No. 10 ----- 4 25  
Carnation, Tall, 4 doz. 4 75  
Carnation, Baby, 8 doz. 4 65  
Every Day, Tall ----- 4 60  
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 20  
Starlight P-Club ----- 135 00  
Little Valentine ----- 37 60  
Valentine Broadway ----- 75 00  
Valentine DeLux Im ----- 85 00  
Clint Ford ----- 35 00  
Nordac Triangulars, 1-20, per lb. ----- 75 00  
Wordsen's Havana ----- 32  
Specials, 20, per M ----- 75 00  
Little Du: 1 Stogie 18 50

## CHOCOLATE.

Baker, Caracas, 1/4s ----- 37  
Baker, Caracas, 1/2s ----- 25  
Hersheys, Premium, 1/4s ----- 35  
Hersheys, Premium, 1/2s ----- 36  
Runkle, Premium, 1/2s ----- 29  
Runkle, Premium, 1/4s ----- 32  
Vienna Sweet, 24s ----- 2 10

## COCOA.

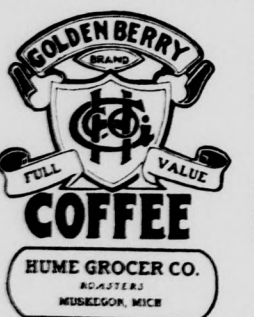
Bunte, 1/2s ----- 43  
Bunte, 1/2 lb. ----- 25  
Bunte, lb. ----- 32  
Droste's Dutch, 1 lb. ----- 8 50  
Droste's Dutch, 1/2 lb. ----- 4 50  
Droste's Dutch, 1/4 lb. ----- 2 35  
Hersheys, 1/4s ----- 32  
Hersheys, 1/2s ----- 33  
Huyler ----- 36  
Lowney, 1/4s ----- 40  
Lowney, 1/2s ----- 40  
Lowney, 1/4s ----- 38  
Lowney, 5 lb. cans ----- 31  
Runkles, 1/4s ----- 32  
Runkles, 1/2s ----- 36  
Van Houten, 1/4s ----- 75  
Van Houten, 1/2s ----- 75

## COCOANUT.

1/4s, 5 lb. case Dunham 42  
1/4s, 5 lb. case ----- 40  
1/4s & 1/2s 15 lb. case ----- 41  
Bulk, barrels shredded 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 ----- 82  
Santos ----- 85 1/2  
Maracaibo ----- 87 1/2  
Gatemala ----- 47  
Java and Mocha ----- 41  
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

Telfer Coffee Co. Brand Bokay.

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

CONDENSED MILK  
Leader, 4 doz. ----- 6 75  
Eagle, 4 doz. ----- 9 00

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

EVAPORATED MILK



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.  
Quaker, Tall, 4 doz. ----- 4 45  
Quaker, Baby, 8 doz. 4 35  
Quaker Gallon, 1/4 dz. 4 20  
Blue Grass, Tall, 48 ----- 4 35

## 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

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

**Dates**  
Hollow ----- 09

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

**Peal**  
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 ----- 09 1/2  
60 @ 70, 25 lb. boxes ----- 010 1/2  
50 @ 60, 25 lb. boxes ----- 012  
40 @ 50, 25 lb. boxes ----- 014  
30 @ 40, 25 lb. boxes ----- 017  
20 @ 30, 25 lb. boxes ----- 023

**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, per 100 lbs ----- 06 1/2

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

**Macaroni**  
Domestic, 20 lb. box 11  
Armours, 2 doz., 8 oz. 2 00  
Foid's 2 doz., 8 oz. 2 25  
Quaker, 2 doz. ----- 2 00

**Pearl Barley**  
Chester ----- 5 50  
00's ----- 7 25  
Barley ----- 06

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

**Sago**  
East India ----- 10

**Tapioca**  
Pearl, 100 lb. sacks ----- 11  
Minute, 8 oz., 3 doz. 4 05  
Promedy Instant ----- 3 00

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

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

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

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

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

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

**UNITED FLAVOR**  
Imitation Vanilla  
1 ounce ----- cent. doz. 90  
2 ounce, 1 cent. doz. 1 25  
3 ounce, 2 cent. doz. 2 00  
4 ounce, 3 cent. doz. 2 25

**Jiffy Punch**  
3 doz. Carton ----- 2 25  
Assorted flavors.  
Mason, pts., per gross 7 75  
Mason, qts., per gross 9 00  
Mason, 1/2 gal., gross 12 05  
Ideal, Glass Top, pts. 10 20  
Ideal Glass Top, qts. 10 80  
gallon ----- 15 25

**FRUIT CANS.**  
Mason.  
Half pint ----- 6 85  
One pint ----- 7 20  
One quart ----- 8 45  
Half gallon ----- 11 50

**Ideal Glass Top.**  
Rubbers.  
Half pint ----- 8 40  
One pint ----- 8 65  
One quart ----- 10 50  
Half gallon ----- 14 70

**CREAM OF TARTAR**  
6 lb. boxes ----- 82

**GELATINE**  
 Jello-O, 3 doz. 3 45  
 Knox's Sparkling, doz. 2 25  
 Knox's Acid'd, doz. 2 05  
 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

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



**NUCOA**  
 Nut Margarine  
 Nuts & Butter  
 No. 1 lb. 25 1/2  
 No. 2 and 5 lb. 25

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

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

**Safety Matches**  
 Quaker, 5 gro. case 4 75

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



**MOLASSES.**  
**Gold Brer Rabbit**  
 No. 10, 6 cans to case 5 95  
 No. 5, 12 cans to case 6 20  
 No. 2 1/2, 24 cans to cs. 6 40  
 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 25  
 Filberts, Sicily 25  
 Peanuts, Virginia, raw 11 1/2  
 Peanuts, Vir. roasted 13  
 Peanuts, Jumbo, raw 15  
 Peanuts, Jumbo, rstd 23  
 Pecans, 3 star 50  
 Pecans, Jumbo 31  
 Walnuts, California 31

**Shelled.**  
 Almonds 68  
 Peanuts, Spanish, 125 lb. bags 13  
 Filberts 47  
 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

**Dry Salt Meats**  
 S P Bellies 31 00@33 00  
**Lard**  
 Pure in tierces 18 1/2  
 60 lb. tubs advance 1 1/2  
 50 lb. tubs advance 1 1/4  
 20 lb. pails advance 1 1/4  
 10 lb. pails advance 1 1/4  
 5 lb. pails advance 1 1/4  
 3 lb. pails advance 1  
 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 sets @34  
 California Hams @18  
 Picnic Boiled Hams 30 @32  
 Boiled Hams 44 @45  
 Minc'd Hams 14 @17  
 Bacon 30 @33

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

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

**Pig's Feet**  
 Cooked in Vinegar 1 55  
 1/2 bbls., 35 lbs. 2 75  
 1/4 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 skain 1 75 @2 00

**RICE**  
 Fancy Blue Rose 7 1/2 @08  
 Fancy Head 8 @9  
 Broken 06

**ROLLED OATS**  
 Steel Cut, 100 lb. sks. 3 90  
 Silver Flake, 12 Fam. 2 00  
 Quaker, 15 Regular N 2 00  
 Quaker, 12s Family N 2 95  
 Mothers, 12s, illum 3 60  
 Silver Flake, 18 Reg. 1 50  
 Sacks, 90 lb. Jute 3 50  
 Sacks, 90 lb. cotton 3 60

**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  
**SAL SODA**  
 Granulated, bbs. 1 80  
 Granulated, 100 lbs. cs 2 00  
 Granulated, 26 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  
 Milklers, kegs 1 05  
 Y. M. Kegs 10 00  
 M. M. half bbls. 19 00  
 Y. M. Bbls. 19 00

**Herring**  
 K K K K, Norway 20 00  
 8 lb. pails 1 40  
 1/2 lb. pails 95  
 Boned, 10 lb. boxes 20  
**1/2 Lb. Herring**  
 1/2 bbl., 100 lbs. 6 60  
**Mackerel**  
 Tubs, 100 lb. fncy fat 24 50  
 Tubs, 60 count 6 00  
**White Fish**  
 Med. Fancy, 100 lb. 13 00

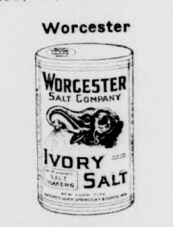
**SHOE BLACKENING**  
 2 in 1, Paste, doz. 1 85  
 M. Z. Combination, dz. 1 35  
 Dri-Foot, doz. 2 00  
 Blxby, Doz. 1 35  
 Shinola, doz. 90

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

Walter Salt, 280 lb. bbl 4 50  
 Blocks, 50 lb. 42  
 Baker Salt, 280 lb. Dbl. 4 20  
 100, 3 lb. Table 6 07  
 60, 5 lb. Table 5 57  
 30, 10 lb. Table 5 30  
 28 lb. bags, Table 4 40  
 Colonial Iodine Salt 2 40



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



**Worcester**  
 Bbls. 30-10 sks. 5 40  
 Bbls. 60-5 sks. 5 55  
 Bbls. 120-2 1/2 sks. 6 05  
 100-3 lb. sks. 6 05  
 Bbls. 280 lb. bulk: A-Butter 4 20  
 AA-Butter 4 20  
 Plain 50-lb. blks. 52  
 No. 1 Medium bbl. 2 75  
 Tecumseh 70-lb. farm sk. 92

**SOAP**  
 Am. Family, 100 box 6 30  
 Export 120 box 4 90  
 Big Four Wh. Na. 100s 4 00  
 Flake White, 100 box 4 25  
 Fels Napha, 700 box 5 60  
 Grdma White Na. 100s 4 10

**Rub No More**  
 Napha, 100 box 4 00  
 Swift Classic, 100 bx 4 40  
 20 Mule Borex, 100 bx 7 55  
 Wool, 100 box 6 50  
 Fairy, 100 box 5 75  
 Cap Rose, 100 box 7 85  
 Palm Olive, 144 box 11 00  
 Lava, 100 box 4 90  
 Octagon 6 75  
 Pumno, 100 box 4 85  
 Sweetheart, 100 box 5 70  
 Grandpa Tar, 50 sm. 2 00  
 Grandpa Tar, 50 lge. 3 45

**Quaker Hardwater**  
 Cocoa, 72s, box 2 70  
 Fairbank Tar, 100 bx 4 00  
 Tribly Soap, 100, 10c. 10 cakes free 8 00  
 Williams Barber Bar. 9s 50  
 Williams Mug, per doz. 48



80 can cases, \$4.80 per case

**WASHING POWDERS.**  
 Bon Ami Pd, 3 dz. bx 3 75  
 Bon Ami Cake, 3 dz. 3 25  
 Climaline, 4 doz. 4 20  
 Grandma, 100, 5c 4 00  
 Grandma, 24 Large 4 00  
 Gold Dust, 100s 3 20  
 Golden Rod, 24 4 50  
 Jinx, 3 doz. 3 75  
 La France Laun., 4 dz. 3 60  
 Luster Box, 54 4 20  
 Old Dutch Clean, 4 dz 2 25  
 Queen Ann, 60 oz. 2 40  
 Rinso, 100 oz. 5 75  
 Rub No More, 100, 10 oz. 8 85

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

**SPICES.**  
**Whole Spices.**  
 Allspice, Jamaica @15  
 Cloves, Zanzibar @40  
 Cassia, Canton @25  
 Cassia, 5c pkg., doz. @40  
 Ginger, African @15  
 Ginger, Cochín @25  
 Mace, Penang @10  
 Mixed, No. 1 @22  
 Mixed, 5c pkgs. doz. @45  
 Nutmegs, 70@90 @75  
 Nutmegs, 105-110 @70  
 Pepper, Black @18

**Pure Ground in Bulk**  
 Allspice, Jamaica @18  
 Cloves, Zanzibar @42  
 Cassia, Canton @25  
 Ginger, Corkin @30  
 Mustard @15  
 Mace, Penang @15  
 Nutmegs @22  
 Pepper, Black @22  
 Pepper, White @34  
 Pepper, Cayenne @32  
 Paprika, Spanish @42

**Seasoning**  
 Chili Powder, 15c 1 35  
 Celery Salt, 3 oz. 95  
 Sage, 2 oz. 90  
 Onion Salt 1 35  
 Garlic 1 35  
 Fenelty, 3 1/2 oz. 3 25  
 Kitchen Bouquet 4 50  
 Laurel Leaves 20  
 Marjoram, 1 oz. 90  
 Savory, 1 oz. 90  
 Thyme, 1 oz. 90  
 Turmeric, 2 1/2 oz. 90

**STARCH**  
 Corn  
 Kingsford, 40 lbs. 11 1/4  
 Powdered, bags 4 50  
 Argo, 48, 1 lb. pkgs. 4 05  
 Cream, 48-1 4 80  
 Quaker, 40-1 7

**Gloss**  
 Argo, 48, 1 lb. pkgs. 4 05  
 Argo, 12, 3 lb. pkgs. 2 96  
 Argo, 8, 5 lb. pkgs. 3 35  
 Silver Glosse, 48 ls 11 1/4  
 Elastic, 64 pkgs. 5 00  
 Tiger, 48-1 3 50  
 Tiger, 50 lbs. 05 1/2

**CORN SYRUP.**  
**Gloss**  
 6, 10 lb. cans 3 45  
 12, 5 lb. cans 3 65  
 24, 2 1/2 lb. cans 3 75  
 24, 1 1/2 lb. cans 2 53

**Crystal White Syrup**  
 6, 10 lb. cans 3 95  
 12, 5 lb. cans 4 15  
 24, 2 1/2 lb. cans 4 30  
 24, 1 1/2 lb. cans 2 88

**Penick Maple-Like Syrup**  
 6, 10 lb. cans 4 70  
 12, 5 lb. cans 4 90  
 24, 2 1/2 lb. cans 5 05  
 24, 1 1/2 lb. cans 3 38

**Unkle Ned.**  
 6, 10 lb. cans 3 80  
 12, 5 lb. cans 4 00  
 24, 2 1/2 lb. cans 4 10  
 24, 1 1/2 lb. cans 2 74

**Corn**  
 Blue Karo, No. 1 1/2 2 58  
 Blue Karo, No. 5, 1 dz. 3 70  
 Blue Karo, No. 10 3 50  
 Red Karo, No. 1 1/2 2 93  
 Red Karo, No. 5, 1 dz. 4 20  
 Red Karo, No. 10 4 00

**Maple.**  
 Green Label Karo. 5 19  
 Green Label Karo 5 19

**Maple and Cane**  
 Kanuck, per gal. 1 50  
 Mayflower, per gal. 1 55

**Malpe**  
 Michigan, per gal. 2 50  
 Welch, per gal. 2 80

**TABLE SAUCES**  
 Lea & Perrin, large 6 00  
 Lea & Perrin, small 3 35  
 Pepper 2 40  
 Royal Mint 2 40  
 Tobasco, 2 oz. 4 25  
 Sho You, 9 oz., doz. 2 70  
 A-1 large 5 20  
 A-1, small 3 15  
 Capers, 2 oz. 2 30

**TEA.**  
 Japan.  
 Medium 27 @33  
 Choice 37 @46  
 No. 1 54 @62  
 No. 1 Nibbs 56  
 1 lb. pkg. Sifting 14  
**Gunpowder**  
 Choice 32  
 Fancy 42  
**Ceylon**  
 Pekoe, medium 62  
**English Breakfast**  
 Congou, Medium 28  
 Congou, Choice 35 @36  
 Congou, Fancy 42 @43

**Oolong**  
 Medium 36  
 Choice 45  
 Fancy 50

**TWINE**  
 Cotton, 3 ply cone 47  
 Cotton, 3 ply balls 48  
 Wool, 6 ply 18

**VINEGAR**  
 Cider, 40 Grain 22  
 White Wine, 80 grain 24  
 White Wine, 40 grain 19

**WICKING**  
 No. 0, per gross 75  
 No. 1, per gross 1 10  
 No. 2, per gross 1 60  
 No. 3, per gross 2 40  
 Peerless Rolls, per doz. 90  
 Rochester, No. 2, doz. 50  
 Rochester, No. 3, doz. 2 00  
 Rayo, per doz. 88

**WOODENWARE**  
**Baskets**  
 Bushels, narrow band, wire handles 1 75  
 Bushels, narrow band, wood handles 1 80  
 Market, drop handle 85  
 Argo, single handle 90  
 Market, extra 1 00  
 Splint, large 8 50  
 Splint, medium 7 50  
 Splint, small 6 50

**Churns.**  
 Barrel, 5 gal., each. 2 40  
 Barrel, 10 gal., each. 2 55  
 3 to 6 gal., per gal. 16

**Egg Cases**  
 No. 1, Star Carrier 5 00  
 No. 2, Star Carrier 10 00  
 No. 1, Star Egg Trays 6 25  
 No. 2, Star Egg Trays 12 50

**Mop Sticks**  
 Trojan spring 2 00  
 Eclipse patent spring 2 00  
 No. 2, pat. brush hold 2 00  
 Ideal, No. 7 1 25  
 12 oz. Ct. Mop Heads 2 55  
 16 oz. Ct. Mop Heads 3 00

**Tubs**  
 Large Galvanized 8 50  
 Medium Galvanized 7 50  
 Small Galvanized 6 50

**Washboards**  
 Banner, Globe 5 75  
 Brass, single 6 00  
 Glass, single 6 00  
 Double Peerless 8 50  
 Single Peerless 7 50  
 Northern Queen 5 50  
 Universal 7 25

**Window Cleaners**  
 12 in. 1 65  
 14 in. 1 85  
 16 in. 2 30

**Wood Bowls**  
 13 in. Butter 5 00  
 15 in. Butter 9 00  
 17 in. Butter 18 00  
 19 in. Butter 25 00

**WRAPPING PAPER**  
 Fibre, Manila, white. 05 1/2  
 No. 1 Fibre 08  
 Butchers Manila 06  
 Kraft 08  
 Kraft Stripe 09 1/2

**Proceedings of Grand Rapids Bankruptcy Court.**

Grand Rapids, March 24—In the matter of Bert Stell, Bankrupt No. 2653, the first meeting of creditors has been called for April 6.

March 25. On this day were received the schedules, order of reference and adjudication in the matter of Edwin F. Howe, Bankrupt No. 2655. The matter has been referred to Charles F. Blair as referee in bankruptcy. The bankrupt is a resident of R. F. D. No. 1, Fremont, and is a farmer. The schedules filed list assets of \$21,744.55, part of which is the face value of certain policies of insurance and out of which the bankrupt claims exemptions of \$500, with liabilities of \$17,879.95. The first meeting of creditors has been called for March 6. A list of the creditors of the bankrupt is as follows:

Harry Towner and Peter Van	
Allsburg	\$1,100.00
Old State Bank, Fremont	14,200.00
L. G. Graff Garage Fremont	640.00
Fremont Lumber & Fuel Co., Fremont	10.00
Hesperia Auto Co., Hesperia	85.00
Lenos Oil & Paint Co., Cleveland	50.00
Jake Remink, Reeman	30.00
Hugh Henderson, Fremont	125.00
Tri-County Farm Bureau, Fremont	100.00
Kingsford Bros., Fremont	4.00
Bristol Hardware, Fremont	5.00
Alton Drug Store, Fremont	2.14
Crandall-Ensing Co., Fremont	48.00
Fremont State Bank, Fremont	500.00
Fremont Co operative Produce Co., Fremont	50.00
Deter's Grocery, Reeman	45.00
Dexter Johns, Fremont	33.00
Pearson's Dry Goods Co., Fremont	30.00
L. G. Graff Garage, Fremont	80.00
Preston Bros., Fremont	133.00
J. C. Webecke, Fremont	153.81
Standard Oil Co., Fremont	19.00
Reeman Hardware Co., Reeman	33.00
A. Sneller, Reeman	64.00
John Tanis, Reeman	7.00
Snipp Matten, Reeman	5.00
Wm. Burch, Muskegon Heights	100.00
Edmund Wolford, Fremont	100.00
Dr. Oosting, Fremont	33.00
Dr. Geerlings, Fremont	60.00
Oosting Hardware Co., Fremont	15.00
Milo A. White, Fremont	20.00

March 26. On this day by agreement was held a further examination of the bankrupt in the matter of John Carrothers, Bankrupt No. 2625. The bankrupt was present in person and by attorneys, Corwin & Norcross, Geo. B. Kingston and Roger I. Wykes were present for certain creditors. The trustee was present in person. The bankrupt was sworn and examined before a reporter. The special hearing was then adjourned without date.

March 27. On this day was held the first meeting of creditors in the matter of Corwin O. Dickerson, Bankrupt No. 2649. The bankrupt was present in person and by attorney, F. C. Miller. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. There being no assets in the estate over and above exemptions the estate was closed without date and returned to the clerk of the district court.

March 28. On this day was held the first meeting of creditors in the matter of William H. McCarty, doing business as McCarty Candy Co., Bankrupt No. 2622. The bankrupt was not present or represented by attorney. Creditors were present by Francis L. Williams, William Gillett, Boltwood & Boltwood and Glenn H. Downs. The petitioning creditors were represented by Corwin & Norcross. Francis L. Williams was elected trustee and the amount of his bond placed by the referee at \$200. The examination of the bankrupt, the allowance of claims and the first meeting were then adjourned to March 28.

On this day was also held the first meeting of creditors in the matter of James S. Ganger, Bankrupt No. 2647. The bankrupt was present in person and by attorney, William J. Brandstrom. Creditors were present in person and by Fred Wetmore, attorney. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The meeting was then adjourned without date. The case will be closed and returned as a case without assets.

March 28. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Frank Kubiszewski, Bankrupt No. 2656. 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 does not indicate the occupation in which he is engaged. The schedules list no assets of any kind and show liabilities of \$461. The court has written for funds for the first meeting, 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:

Sam J. Tylzynski, Grand Rapids	\$19.00
Mr. & Mrs. Clarence Hospins,	
Grand Rapids	45.00
E. S. Stevensma, Grand Rapids	50.00
Wurzberg Dry Goods Co., Grand Rapids	50.00
Herpolsheimer Co., Grand Rapids	50.00
Chester E. Kawka, Grand Rapids	60.00

D. Ward, Grand Rapids	50.00
Stern Co., Grand Rapids	75.00
Nichols Tire Store, Grand Rapids	52.00

On this day also was held the adjourned first meeting of creditors in the matter of William McCarty, doing business as McCarty Candy Co., Bankrupt No. 2622. The bankrupt was present in person and by John McKenna, attorney for the bankrupt. Creditors were present by the trustee and by Corwin & Norcross, attorneys for the petitioning creditors. The bankrupt was sworn and examined before a reporter. Claims were allowed. The meeting was then adjourned without date.

March 30. On this day was held the first meeting of creditors in the matter of Herald L. Hubbel, Bankrupt No. 2648. The bankrupt was present in person and by attorneys, Norris, McPherson, Harrington & Wagr. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. The referee appointed no trustee, as the estate was without assets over and above the statutory exemptions allowed the bankrupt. The meeting was adjourned without date and the case closed and returned to the district court.

On this day also was held the first meeting of creditors in the matter of

Samuel M. Gerber, Bankrupt No. 2639. The bankrupt was present in person and by attorney, Joseph S. Folz. The creditors were present in person and by Hilding & Hilding, attorneys for the petitioning creditors. Claims were proved and allowed. The bankrupt was sworn and examined with a reporter taking the testimony. M. N. Kennedy, of Kalamazoo was elected trustee and the amount of his bond placed by the referee at \$1,000. The property of the estate was offered for sale and an offer of \$1,800 was received from G. R. Store Fixture Co., of Grand Rapids. The inventory shows \$2,000. It was determined that the offer received would be accepted in case a better offer was not reported within a few days. The first meeting was then adjourned without date.

March 30. On this day was held the final meeting of creditors in the matter of Cornelius Walsweer, Bankrupt No. 293. The trustee was present in person. One creditor was present. The bankrupt was not present or represented. Claims were proved and allowed. The trustee's final report and account was considered and approved. The bill of the attorney for the bankrupt and other administration expenses were passed upon and approved. An order was made for the payment of the balance of the expenses of

administration, a supplemental first dividend on new claims and a final dividend on all claims. The amount of the final dividend is not determined at this writing and upon the percentage of the same being ascertained it will be given here.

March 31. On this day was held the final meeting of creditors in the matter of Joseph Polinski, Bankrupt No. 2694. The bankrupt was not present or represented. The trustee was not present. Boltwood & Boltwood and Wicks, Fuller & Starr were present for creditors. Claims were proved and allowed. The bills of the attorneys and other administration expenses were approved. An order was made for the payment of administration expenses and a supplemental first and a final dividend to creditors. The amount of the dividend is not ascertained as yet and upon the amount of the same being known it will be listed here. There were no objections entered to the bankrupt's discharge. The meeting was adjourned without date and the case will be closed and returned to the district court in due course.

Grand Rapids—The Irving Jewelry Co., has increased its capital stock from \$10,000 to \$20,000.

*Only as our candies excel for the price asked do we hope to obtain your interest and merit your continued patronage*

**A. R. WALKER CANDY CORPORATION**  
MUSKEGON MICHIGAN





### Proceedings of St. Joseph Bankruptcy Court.

St. Joseph, March 23—In the matter of Floyd A. Hines, bankrupt formerly doing business as the Niles Furniture Co., the trustee filed his final report and account, showing total receipts of \$238.97 and no disbursements, with request that the final meeting of creditors be called for the purpose of closing the estate.

March 24—In the matter of Nicholas Jours, bankrupt, doing business as the Central Candy Co., of Kalamazoo, the trustee filed his supplemental report and account, with the request that he be discharged as trustee. Orders were made by the referee closing the estate, discharging the trustee, cancelling his bond and recommending the bankrupt's discharge. The record book and files were returned to the clerk's office.

March 25—In the matter of the Wolverine Paper Co., alleged bankrupt, of Otsego, the referee made a supplemental certificate upon the bankrupt's offer of compensation of 25 cents on the dollar, the Conley Foil Co. having liquidated its claim for the sum of \$10,000.

In the matter of the Wales Co., a corporation, bankrupt, of Kalamazoo, the adjourned first meeting of creditors was held at the referee's office, claims allowed and the meeting further adjourned for 30 days.

March 26—In the matter of Harlow Crawford, bankrupt, of Dowagiac, the trustee filed his supplemental final report and account with the request that he be discharged as trustee and his bond cancelled. Orders were made by the referee, closing the estate, discharging the trustee, cancelling his bond and recommending the bankrupt's discharge. The record book and files were returned to the clerk's office.

March 27—In the matter of Floyd A. Hines, bankrupt, of Niles, an order was made by the referee, calling the final meeting of creditors at his office April 11 for the purpose of passing upon the trustee's final report and account, and the payment of administration expenses. Creditors were directed to show cause why a certificate should not be made as to the bankrupt's discharge; also to determine whether or not the trustee shall be authorized to interpose objections to the bankrupt's discharge.

March 28—In the matter of Benjamin F. Zeigler, bankrupt, of Niles, the final meeting of creditors was held at the referee's office and the trustee's final report and account were considered, approved and allowed. The administration expenses were ordered paid in full and a final dividend of 11.86 per cent. declared and ordered paid on or before ten days from date. Creditors having been directed to show cause why a certificate recommending the bankrupt's discharge should not be made by the referee, and no cause having been shown, it was determined that such certificate be made. The trustee was authorized not to interpose objections to the bankrupt's discharge. The final order of distribution was entered, whereupon the meeting was adjourned without day.

### Local Sportsmen Organize at Onaway

Onaway, March 31—Kentucky Bill Davis has returned from the South and resumed his work as master mechanic with the Everling Motor Co. Bill tells interesting stories about the cave-man Collins and other sights he saw while away.

Homer Cousineau, the automobile salesman, has taken a position with the Overland Motor Co. and already has the territory pretty well covered with his cars.

Onaway sportsmen met in a body at the club rooms of the Masonic hall Friday night and merged their organization into the local chapter of the Isaac Walton League. This means business from the word go. This is the best territory in Northern Michi-

gan for lovers of game sports and it means a whole lot outside of that; it means that the gamewarden will receive the undivided support of the association in the protection of game and the prevention of law violations together with proper fire protection. M. G. Thomas, editor of the Onaway Outlook, was elected to represent the local chapter at the convention to be held in Chicago this week.

The Perry Sales Co. is installing a mammoth tank capable of holding two carloads of gasoline. This will be filled by direct contact with the railroad thereby dispensing with the expense of tank wagons.

M 10 highway is a busy thoroughfare these days. The early spring has started traffic with a vim. M 95 also sees many cars taking advantage of the sunny days, even though the wind is somewhat cold. This is the road that leads to the beautiful State park at Black Lake and it is indeed hard to wait for more favorable weather. The attractions are sufficient to tempt almost any one in spite of the early date.

Squire Signal.

### Learn To Sell Groceries at a Profit.

Written for the Tradesman.

Once you are certain that a brand of canned goods, cocoa or soap possesses merit and is being marketed by the product or the manufacturer at a fair price and at the same time paying you a fair profit, sell that brand. Do not be lured too easily into becoming an automaton for the profitless distribution of some well advertised product, simply because a glib salesman paints rosy pictures of the glories of a turnover.

If you have no net profit on one turnover on a given article, you may have a hundred turnovers of the same product and still have no net profit. Many salesmen that sell some of the best advertised lines have absolutely no conception of the cost of doing business, determining mark up and figuring net profits. Give such representatives that talk too much of turnover and forget to mention margin the "icy mitt."

If you are merchandising in its accepted sense you are making a net profit, whether you are using leaders or stimulators to liven up trade or whether you employ a uniform mark up system in your establishment, that is your business. Therefore do not let some packer or manufacturer establish the price at which his product is to be sold, below what you can afford to sell it at.

If you want to use leaders select them yourself and use them with all the force and effectiveness at your command, but do not stand behind the counter ten or twelve long hours a day handing out goods without a profit simply because some poor fish of a sale-promotor has buffaloe you into so doing. Your customer knows you and if your merchandise is well selected, suited to the needs of your community, she is satisfied that you know her wants and that you are competent to be purveyor to her table. She will, if you will reflect the proper attitude, believe you and take the brands that you recommend.

Why should you be diffident about playing the role of advisor to her majesty, the housewife, simply because some advertiser has decreed that you should play the role of dummy and

hand out groceries as they do samples at the county fair.

This matter of selling profitable items will be a live topic at the Muskegon Convention. We are going to give a lot of time to just such problems as this.

How to meet chain store competition is Secretary Gezon's pet hobby and we are surely going to hear something worth while on this important topic. Come prepared to talk over these problems. Plenty of time has been allotted on the programme for this purpose and we want you to take advantage of the opportunity.

You must and you can help if we are to overcome difficulties and eradicate some of the evils that hamper our success.

Read the Tradesman next week for further information about the convention.

Charles C. Christensen.

### Booster Week a Success in Beloit.

Beloit, March 26—With every store decorated and advertising "Big Booster Sales;" streets streaming with flags, pennants and posters, autos bearing windshield stickers and banners; four-minute speakers going before all assemblies; a street parade, window-trimming contest, a \$100,000 feature motion picture and the city flooded with street car cards, booster buttons and thousands of good will novelties, Beloit is in the midst of a gigantic Boost Beloit Campaign.

The movement is being sponsored locally by the Beloit Lions Club, and with this organization are co-operating all businesses, all civic and social organizations, pastors and educators.

Mayor E. G. Smith declared a civic Booster week, opening to-day, the entire plan following the procedure outlined in the national campaign. The movement is designed to help the retailer help himself and to "sell" Beloit to Beloit people.

A street parade last night and a window trimming contest marked the apex of booster week. The parade, the largest in the history of the city, required an hour to pass a given point. There were approximately 15,000 persons lining the sidewalks and of the remainder of the population the majority were in the line of march.

Red flares and sunshine arcs made the streets gay. Air bombs heralded the approach of the marchers, who were led by the mayor and city officials, mounted police and the local division of the Wisconsin National Guard.

Moose, Woodmen, Y. M. C. A., American Legion, all merchants, auto dealers, manufacturers and associations were represented from the G. A. R. to the Boy Scouts and from shoe repair men to lumber and butter manu-

facturers. Floats, bands, drum corps, mounted officers of organizations, trucks throwing out samples of candy and novelties—all these were included in the parade. Following this demonstration there was a judging of windows, scheduled in twenty-five classes, with a blue and a red ribbon awarded in each class. Judges were from Milwaukee, Rockford and Madison. A community dance and a special gala performance at the Majestic theater closed last night's festivities.

The show at the Majestic was topped by "My Home Town," the feature motion picture produced for the booster campaign. Wesley (Freckles) Barry is the star of the film, which shows how a town went to seed when its people turned their backs on it, buying elsewhere, refusing to aid local enterprises and failing to see their coming doom. How the town is rejuvenated, told with romance, comedy and thrills, makes a movie that is packing them in at the Majestic.

Another feature of booster week is a school children's essay contest in which there have been more than 1,800 entrants, prizes being given for the best essays on "Why We Should Boost Beloit."

Every store window carries a four-color poster, everyone wears a booster button, every machine has a windshield sticker, every street car a card. Four-minute speakers are at the Rex and Majestic theaters and before all local assemblies. Pastors spoke on community spirit and Boost Beloit from pulpits last Sunday.

### Easter Lines Selling Better.

With only about three weeks to go to Easter, there has been a noticeable picking up in the retail demand for the various lines of merchandise that enter largely into the active selling of that period. Reports made by makers of women's dresses tell of an activity that only a short time ago was said to be none too marked, and this information is reflected in millinery and other lines that had openly been said to be somewhat disappointing in regard to the activity of retail buyers. Calls for women's shoes and hosiery also are improving, from all accounts, with buyers of these articles hampered not a little in their efforts to get quick deliveries by the paucity of stocks in first hands. Retail buyers are finding it especially difficult to get the kind of shipments they want on the higher-priced lines of silk hose.

Have you read the Book of Proverbs lately? It is a great business book. You know Solomon was no novice. He was the big man of his day, both socially and commercially.

## FARM SEEDS, CLOVERS, TIMOTHY, ALFALFA, GARDEN SEEDS

The business conducted by Mr. Alfred J. Brown the past few months is now carried on by

**A. J. Brown & Son, Inc.**

9-11 Ionia Ave.

Grand Rapids, Mich.

We earnestly solicit your orders

**NOT CONNECTED WITH ALFRED J. BROWN SEED CO.**