

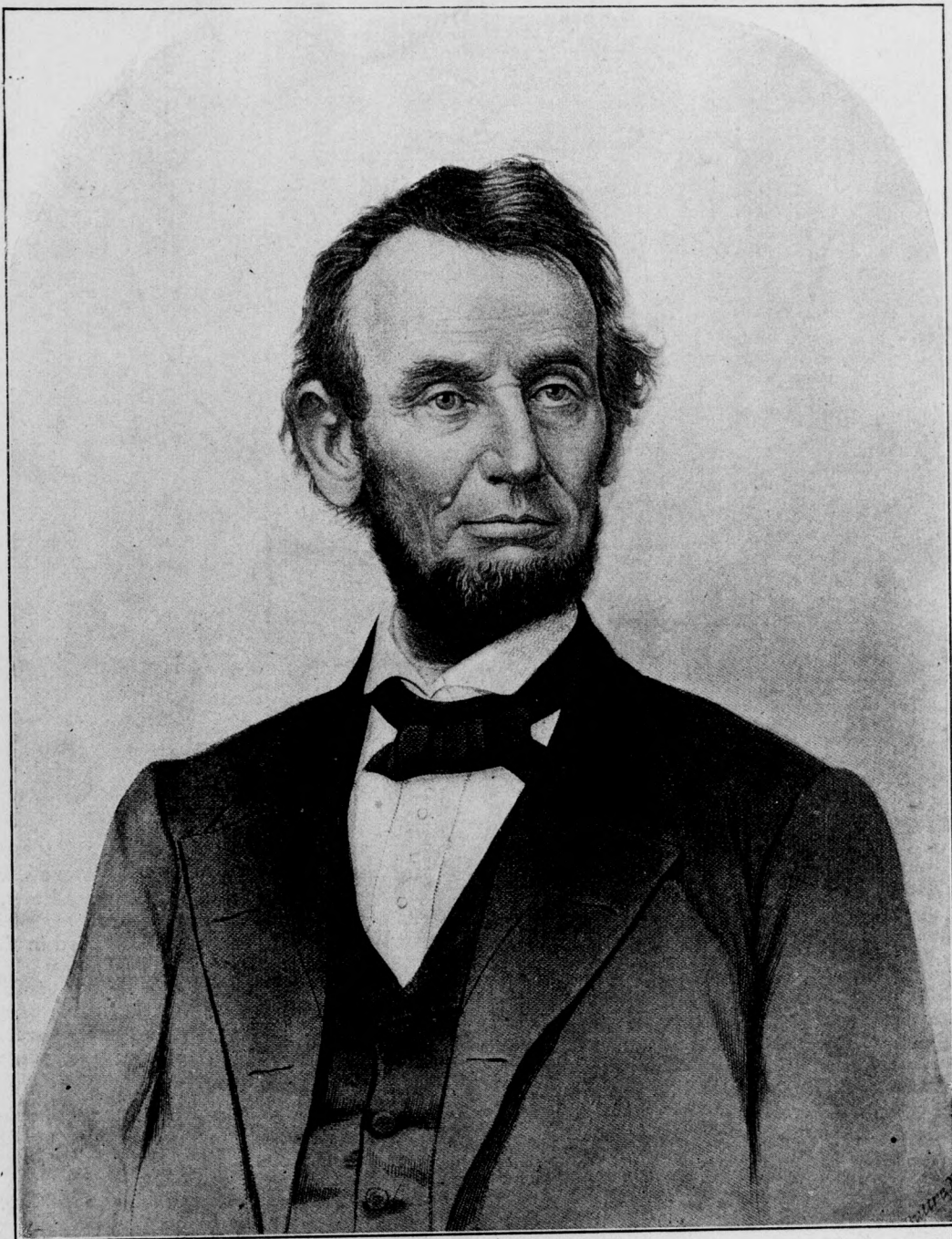
MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS. EST. 1883

Forty-third Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 10, 1926

Number 2212



LINCOLN THE FRIEND.

A king of men, a soul as tall as truth,
A statesman far of sight, of patience vast;
He drew his wisdom from the hoary past,
And yet his vision was as fresh as youth;
He was a man of power, but to the end
Was ever man more valiant as a Friend?
A Friend who knew the bitter pang of loss,
Who felt the still increasing weight of care;
'Twas not that he had lighter loads to bear,

That he could take another's heavy cross:
Because his heart was kind, he could not save
Himself from any cross his friendship gave.
The ages shall bespeak wide fame for him
Who saved his nation from the traitor's curse;
His statesmanship shall call for bronze and gold
His deeds to tell, his teachings to rehearse;
But, till the day when earth and life shall end,
The years that come and go shall call him Friend.

Thomas Curtis Clark.

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To Gain Repeat Sales

Among your remedies for constipation, mineral oils should be the best sellers, for people are rapidly learning to substitute this remedy for the old fashioned purgatives and cathartics.

In treating constipation, mineral oils are more satisfactory than the old fashioned purges and cathartics. Since the results are accomplished by mechanical means—lubrication—the body fluids are not drained as is the case when these strong laxatives are used. Mineral oils produce none of the distressing after-effects which are noticeable with the use of laxatives which have medical action.

One of the most widely known mineral oils on the market today is Stanolax (Heavy). Stanolax (Heavy) is refined with the utmost care to remove all impurities, thus insuring a pure, water-white

product. By special refining methods, we have been able to produce an oil of extra heavy body, which eliminates danger of leakage—a factor which decreased the quantity of mineral oil used in the past.

That Stanolax (Heavy) is a highly satisfactory product is attested to by the thousands of users in the middlewest. Some of these people are in your community. By catering to this trade, you will increase your profits.

We are prepared to help you tell these people about this product through the use of window displays and our dealer letters.

It will pay you to investigate this proposition, which will turn part of your empty shelving into money making space.

Standard Oil Company
[Indiana]

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MICHIGAN TRADESMAN

(Unlike any other paper.)
Frank, Free and Fearless for the Good
That We Can Do.
Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By
TRADESMAN COMPANY

Grand Rapids
E. A. STOWE, Editor.

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in advance.

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issues a month or more old, 15 cents;
issues a year or more old, 25 cents; issues
five years or more old 50 cents.

Entered Sept. 23, 1883, at the Postoffice
of Grand Rapids as second class matter
under Act of March 3, 1879.

The Worden Grocer Co. in Good Hands.

The Worden Grocer Co. one of the largest wholesale grocery houses in Michigan and long a key industry in Grand Rapids, yesterday passed into the hands of a temporary receiver for the purpose of continuing uninterrupted business operations until readjustment of its capital may be made.

The Michigan Trust Company was appointed receiver by U. S. District Judge Fred M. Raymond, upon petition of the Woolson Spice Co., of Toledo, Ohio. The bill of complaint was friendly and was designed to enable the Worden company to conserve its assets pending permanent relief from financial embarrassments caused by lack of sufficient capital for its large affairs.

The concern is capitalized for \$400,000 of common stock and \$800,000 of preferred stock. Set forth in the bill of complaint was the fact that the preferred stock became payable Jan. 1, 1925, under the law, at the expiration of the charter. While the greater portion of the stockholders exchanged their stock for the new issue, somewhat less than one-fourth was redeemed out of the active funds of the company, thus impairing its working capital.

Several years ago, embracing a policy of extending the scope of its business and handling a large volume more economically, the company established branch warehouses in three Michigan cities.

The first was acquired when the Worden Company took over the business of Lemon & Wheeler Co., upon the death of Mr. Lemon twelve years ago, which had a well-established branch in Kalamazoo. This branch was continued and others established in Lansing and Battle Creek.

It was found, however, that the operating cost was higher than by concentrating in one house here, and losses

were incurred in disposing of the merchandise in the branches with the decision to abandon them. A fire in the Lansing branch shortly after its opening also resulted in a loss.

The real estate represented by these branches, of which the company retains a large equity, is estimated to be worth more than a half-million dollars, and the conservation of this equity is expected to play an important part in the rehabilitation of the company. There are prospective purchasers for two of them at the present time, it is said.

The company is doing a large volume of business, serving the whole of Western Michigan. Its private brand of merchandise has been well advertised, and has shown constantly increasing yearly sales.

The amount claimed by the complainant, the Woolson Co., was \$3,300. No statement of liabilities or assets was made yesterday. A complete audit of the affairs of the concern will be made immediately after which the receivers are expected to announce plans for its rehabilitation.

There are about 1,000 stockholders, most of whom hold small amounts. Most of the company's employees are stockholders.

Officials of the Michigan Trust Company stated last night that it was their belief that by conservation of the real estate equities and prevention of foreclosure proceedings guaranteed by the temporary receivership, the company would be enabled to continue to operate profitably and eventually return to the stockholders in sound financial condition.

Buy Amply To Cover Trade Requirements.

Written for the Tradesman.

During the past week we have witnessed a rather sharp break in the price of wheat. This is mostly due to lack of buying demand both for export and from millers in the domestic market.

The flour demand of the country over the past month has been light and, as a consequence, millers have been buying wheat sparingly. Furthermore, many of the hard wheat flour buyers, commercial bakers particularly, have bought their requirements of hard wheat flour up until the first of June, so this phase of the situation is decidedly bearish.

On the other hand, the supply and demand situation, in this country particularly, is in a very healthy condition. Thus far, buyers purchasing for family trade requirements are not heavily stocked; have been purchasing in a "hand-to-mouth" fashion right along and will continue to come into the market regularly for normal supplies.

We can see no advantage whatever

in buying flour heavily for future delivery. Prices are on a comparatively high level and we do not look for heavy buying on the part of domestic flour buyers nor an exceptional demand from abroad. Consequently, with the supply and demand situation nearly on a parallel, it would appear unwise to look for materially higher prices on either wheat or flour and, of course, they are so closely associated that activity one way or the other in the price of wheat instantly affects flour.

Buying amply to cover trade requirements seems to be a good sound policy that would prove profitable for the flour buyer to pursue for the next sixty days at least. Lloyd E. Smith.

We have with us another titled British female person of Socialist persuasions here to tell us what is wrong with civilization. Having recently discovered Karl Marx, she airs the usual views common to the socially elect in such cases. Doubtless she will tell us exactly what is wrong with America and Americans. Most of them do. Meanwhile our social machinery, such as it is, limps along rather well. Much better, in fact, than Britain's did in its Labor-Socialist regime. Last year we broke about all the production records in sight. Nobody has been called in to feed us or wipe our little noses. We have not been going about asking anybody to forget our debts or button our bibs and tuckers. Almost everybody has a job who wants one. We are getting along rather well, considering all the foreign advice we are always getting.

Mussolini's outbursts against the anti-Fascist members of Parliament was characteristic. He has told them, in effect, that he does not want them on the place until they are ready to conform to Fascism. Reduced to plain terms, this indicates that Mussolini no longer regards Fascism as a movement or the Fascisti as a party. The Italian government, in his view, is pure and simple, Fascist, just as that of Great Britain is a constitutional monarchy. The Italian revolution is complete. It will take another to change the government. This fact has been more or less apparent all along. Now Mussolini gives it official and solemn confirmation. The Italian government is a Fascist monarchy, just as that of Russia is a Socialist Soviet Republic. It is a rather large order. Even Mussolini may find it difficult to deliver the goods.

Mosquitoes 10,000,000 years old, announced by Roy Chapman Andrews as among his findings in Mongolia, prove that this insect pest far antedates the plague of flies which made life miserable for Old Testament Egyptians.

These ephemeridae, fossilized, are among the least ephemeral of created things. It has been reserved for applied science in the last few decades to learn how to rid mankind of the annoyance of many climes in all the centuries. Mosquitoes are rightly to be classified among the minor horrors of warfare, and history might well take account of their effect on the morale of the race in the distribution of the microbes of malarial and yellow fevers. Culex, the variety known to our North temperate latitudes, is not a carrier of these pestilential germs, but it has its own bad record.

Ann Arbor—After months of ill health, Florian J. Muehlig, aged 53, passed away on Feb. 3. He was an undertaker, as was his father and grandfather, and was loved and respected by all. Besides the widow and one son he leaves three brothers and one sister—Miss Bertha Muehlig, proprietor of a popular dry goods store. Mr. Muehlig's funeral on Sunday was attended by about one thousand people. All the undertakers of the city and some from other places took part. Three pastors conducted two services.

Flint—The Arnold Check Writer Co., Inc., is moving from Grand Ledge to Flint. The company produces a small check protector. The organization had outgrown its facilities at Grand Ledge, and because of its inability to take care of current orders, was forced to seek new quarters where production might be materially increased. The company has been incorporated recently with an authorized capital of \$100,000.

Ishpeming—Cohodas Bros., wholesale dealers in fruits and vegetables, have purchased the cold storage plant located in the Copper Range railroad yards in Houghton, of the Peninsula Wholesale Grocery Co. The plant has a capacity of 40 carloads and unloading trackage for eight cars.

St. Johns—David S. French has sold his interest in the hardware stock of Spaulding & Co., to Ed. Hogan and the business will be continued under the same style. Mr. French came to St. Johns in 1871 and has been identified with its business and social life ever since. He will retire from trade.

Kalamazoo—The Paper Products Manufacturing Co., Lincoln avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$30,000, of which amount \$16,350 has been subscribed and \$4,500 paid in in cash.

The trouble with having one set of rules for the clerks and another set for the boss is that the clerks do not believe that is a fair method.

Life of Lincoln an Inspiration to Every Schoolboy.

Grandville, Feb. 9—One hundred and seventeen years ago the 12th of this month was born Abraham Lincoln, the grandest figure of the fiercest civil war ever recorded in history. He is the gentlest memory of our world.

Lincoln, as the saviour of the country, should be made the study of every schoolboy and girl in the land.

There were other great men in his day, some of them born in rich homes, but not one in the lot ever to be compared with the humble Kentucky boy, who came to this world under the roof of a humble, floorless log cabin, and abjectly poor. Who could possibly imagine that such a boy could grow into the hearts of a great people, become the savior of his country, break the shackles from millions of enslaved people, and rise to heights never before attained in the history of the world?

Such is, however, the fact, and gives hope and prestige to every poor boy born under the stars and stripes. There was nothing personally attractive about the boy Lincoln. Awkward of form, homely of features, with the curse of "poor white trash" applied to him and his.

From the depths of poverty, from out the degraded walks of a white race, deformed and degraded because of the slavery that held the land in a close embrace, the rise of Abraham Lincoln is something little short of miraculous.

If a boy, under the conditions surrounding little Abraham, could and did rise to the highest position in the greatest republic on earth, can there be any discouragement for the humblest of the race in America to-day?

The life of Lincoln reads like a romance and every schoolboy and girl should study that life and learn to be akin to that great man in his devotion to right and justice, even at the expense of personal inconvenience and danger to life itself.

Study the life of Lincoln. Nothing could be so profitable to the young American. "Old imbecile," a "baboon" and like epithets assailed him in the days when he was leading a nation out of Egyptian darkness into the light of true liberty and prosperity.

Epithets, however mean and despicable, have never blackened the white soul of a Lincoln. They served only to bring out his true Christian character as nothing else could. Those who chose to blacken their lips with such epithets flung at a great and good man, have long since been forgotten while the object of their mean spite rises higher and higher, as the years count upward, in the estimation of the whole world.

It must be remembered that Lincoln had no ancestry to boost his claim to the attention of the world. Uneducated in the language of books, his knowledge of the world and its perplexities was gained from natural surroundings. He was a diplomat of the highest order. Not only did he have the whole South and nearly one-half the North against him in his effort to save the Union, but the very ablest of European statesmen were against him.

Strange as it may appear, Great Britain, which had always professed profound horror of our slavery, even after the Emancipation proclamation, turned to aid the South in its efforts to dismember the American Union.

Mr. Gladstone, who should have been our friend, announced that Jefferson Davis had made a nation and that he did not believe the restoration of the American Union by force attainable. It was also declared that the North was fighting for empire and the South for independence.

The Marquis of Salisbury said: "The people of the South are the natural allies of England. The North keeps an opposition shop in the same department of trade as ourselves."

Some of their statesmen declared that the subjugation of the South by

ABRAHAM LINCOLN

Foully Assassinated April 14, 1865

This poem appeared in Punch, May 6, 1865.

You lay a wreath on murdered Lincoln's bier,
You, who with mocking pencil went to trace
Broad for the self-complacent British sneer
His length of shambling limb, his furrowed face,
His gaunt, gnarled hand, his unkempt, bristling hair.
His garb uncouth, his bearing ill at ease;
His lack of all we prize as debonair,
Of power or will to shine, of art to please.
You, whose smart pen backed up the pencil's laugh,
Judging each step, as though the way were plain;
Reckless, so it could point its paragraph
Of chief's perplexity or people's pain.
Besides this corpse that bears for winding-sheet
The Stars and Stripes he lived to rear anew,
Between the mourners at his head and feet,
Say, scurril jester, is there room for you?
Yes, he had lived to shame me from my sneer,
To lame my pencil, and confute my pen—
To make me own this hind of princes peer,
This rail-splitter a true-born king of men.
My shallow judgment I had learnt to rue,
Noting how to occasion's height he rose,
How his quaint wit made home-truth seem more true,
How, iron-like, his temper grew by blows.
How humble, yet how hopeful he could be;
How in good fortune and in ill the same;
Nor bitter in success, nor boastful he,
Thirsty for gold, nor feverish for fame.
He went about his work—such work as few
Ever had laid on head and heart and hand—
As one who knows where there's a task to do
Man's honest will must Heaven's good grace command.
Who trusts the strength will with the burden's grow,
That God makes instruments to work his will,
If but that will we can arrive to know,
Nor tamper with the weight of good and ill.
So he went forth to battle on the side
That he felt clear was Liberty's and Right's,
As in his pleasant boyhood he had plied
His warfare with rude Nature's thwarting might—
The uncleared forest, the unbroken soil,
The iron bark, that turn the lumberer's axe;
The rapid, that o'erbears the boatman's toil,
The prairie, hiding the mazed wanderer's tracks,
The ambushed Indian, and the prowling bear—
Such were the needs that helped his youth to train:
Rough culture—but such trees large fruit may bear
If but their stocks be of right girth and grain.
So he grew up, a destined work to do,
And lived to do it: four long-suffering years'
Ill-fate, ill-feeling, ill-report lived through,
And then he heard the hisses change to cheers,
The taunts to tribute, the abuse to praise,
And took both with the same unwavering mood:
Till, as he came on light from darkling days
And seemed to touch the goal from where he stood,
A felon hand, between the goal and him,
Reached from behind his back, a trigger prest—
And those perplexed and patient eyes were dim,
Those gaunt, long-laboring limbs were laid to rest.
The words of mercy were upon his lips,
Forgiveness in his heart and on his pen,
When this vile murderer brought swift eclipse
To thoughts of peace on earth, good-will to men.
The Old World and the New, from sea to sea,
Utter one voice of sympathy and shame!
Sore heart, so stopped when it at last beat high,
Sad life, cut short just as its triumph came.
A deed accurst; Strokes have been struck before
By the assassin's hand, whereof men doubt
If more of honor or disgrace they bore;
But thy foul crime, like Cain's, stands darkly out.
Vile hand, that brandest murder on a strife,
Whate'er its grounds, stoutly and nobly striven;
And with the martyr's crown crownest a life
With much to praise, little to be forgiven!

Tom Taylor.

the North would be a calamity to the world.

Louis Napoleon was another enemy, and he endeavored to establish a monarchy in Mexico to the end that the United States might be destroyed.

The patience, common sense and statesmanship of Lincoln, in spite of foreign hate and Northern division triumphed over all.

The government which the humble backwoods lawyer guided with the brain of one inspired, and the hand of lenient firmness, came out victorious after four years of war and the active opposition of nearly the whole civilized world. Magnificent statesmanship!

Where was there another such a man as Lincoln? Echo answers where, and we await a reply in vain. No such man, sublime in his honest faith in an overruling power, had ever trod the soil of the world up to the 12th of February, 1809, nor are we destined to see his like in many generations to come, if ever.

Then why should not the memory and example of Lincoln be an inspiration to every schoolboy in this land to-day! His example and life course is worth of all reverence, all praise, all acceptance as the greatest, grandest, most sublimely effective personality ever born into our world.

Lincoln's course was always forward, never backward. "He'll take that back," declared scoffing enemies at the North when that great emancipation paper was published to the world. "Lincoln maybe slow to act," acknowledged a friend, "but he never takes a step backward." And he never did.

Old Timer.

Pen Picture of Charles W. Garfield's Life.

Saint Petersburg, Fla., Feb. 5—I have just received a copy of the Tradesman from my dear old friend, Charles W. Garfield, and as it seems that our minds are so closely attuned to each other I was not surprised when the copy appeared. I was somehow aware, not only of its coming, but also the exact sentiment of the article I was to read.

I often wonder how many lives Mr. Garfield has influenced for good; a great many, of course, but about this he says nothing. Years ago a lot of us enjoyed a merry party at his home on Burton avenue and just before we were all ready to partake of the bountiful repast prepared for us, Mr. Garfield said:

"Now I will give each of you a name, and when I call your name from the dining room, you must come as called."

Into every ear he whispered the word "Corn," so we all jumped up at once, a jolly lot and in a mood for fun and discussion.

I suspect that if all the people he has helped and strengthened for this present life, and for the life to come, had "Corn" whispered into their ear a mighty host would arise and give thanks that they had come under his watch care.

It was my good fortune to be frequently with Mr. Garfield during the younger years of my life. He was President of the Grand River Valley Horticultural Society, and as Secretary I sat by his side for seven years and drank in needed inspiration on all topics that concerned a righteous life and a lofty spirit.

One time when we were aiding in the premium list for the fair, then at the corner of Hall street and Jefferson avenue, I said,

"Put me down on the specials ten dollars for the best bunch of hot house grapes grown in Kent county."

Mr. Garfield's usual smile suddenly disappeared, his mouth shut up like a steel trap and the most penetrating dark eyes looked me through and through as he said:

"Now, Tom you know that we have no grower of hot house grapes in Kent county, and, knowing this, what can be your object except deception? If

such an offer should by chance get on the premium list, then I hope that from some corner of the county some one will take that ten dollars."

Here was a stunner for me.

I was dealing with a man who abhorred deception. There was nothing of that sort in his life and so earnest was the rebuke I received that to this day the face he made and the words he said are still as fresh as though it happened yesterday.

From that moment a different view of life was opened up for me and I there and then resolved to forever banish any traits of subterfuge or deception.

One time he went up to a small county fair in Northern Michigan. I began talking about the wide cracks in the building, when Mr. Garfield replied: "Don't you see that, although this is the third day of the fair, these fruits and vegetables are quite fresh? If this building were battered the heat would have ruined the exhibits."

It is simply impossible to come under the influence of this man and not receive both moral and spiritual lessons.

Mr. Garfield hates criminal lawyers—men who say a thing is white when they know it is black—and as for scheming and dishonest politicians I have actually seen him at a loss to find words to express himself.

It often comes to me while mingling with men and affairs to bring my dear friend Garfield up for comparison.

Suppose we were all like him, I often say to myself. Does this open up to our view what a different world this would be. Our imagination jumps suddenly from the sickening record of crime and sorrow to happiness and joy of living; from murderers to those giving aid; from prisons to works of charity; from war to peace; from strife for riches with its attendant selfishness to labor for Christ.

Yes, this old world would then be a safe place anywhere by day or by night.

When one was in trouble no one would "pass on the other side," for the hand of fellowship would be general and we would be enjoying the fruits of those immortal words, "Thy kingdom come Thy will be done on earth as it is in heaven."

We love to read that the Saviour "went about doing good" and Mr. Garfield's life has been about as nearly what Christ would have us be as any mortal man I have known.

Thomas L. Brown.

Robert Louis Stevenson's Code.

To work 'a little harder' and with determination and intelligence.

To remember enough of the past to profit by its mistakes.

To "worry never," but to think seriously of the future and not only of today.

To "play the game" fair. To be cheerful and keep smiling.

To perform my duties faithfully. To develop courage and self-reliance.

To be kind to dogs and other dumb animals. To cultivate economy and to waste nothing of value.

To look well after my health, and spend as much time as possible in the "great out of doors."

In the development of business to seek quality rather than quantity.

To keep thoroughly posted and "know more" about the business in which I am engaged.

To ignore courteously any display of jealousy or unfriendliness on the part of others.

To co-operate earnestly and sincerely with all my business associates.

These things let us resolve to do at all times and under all circumstances.

WHICH WILL YOU DO

Dispose
of your
Property
or
Merely
"Leave
It"

?



ARE YOU PLANNING TO SAY what shall be done with your property after you are gone, or are you going to leave it to chance?

Every estate, small or large, should be disposed of by Will.

Large estates almost invariably are, for those who accumulated them knew the necessity of having business matters handled in a regular and legal manner.

But too many smaller estates are left to shift for themselves, with possible chaos, disorder, wastage and dissatisfaction to all concerned.

Make a will. And see that it is drawn by a competent attorney.

And if, when your will is made, you include this phrase:

"I hereby appoint The Michigan Trust Company of Grand Rapids, Michigan, as Executor and Trustee under my Will,"

you may know that the disposition of your property will receive the same impartial, careful and skillful service that has given this company the reputation it has earned in a successful career covering nearly forty years.

Our fees for the administration of estates are fixed by law and are the same as allowed individuals, though with us, estate affairs are given attention at all times by as many trained executives as are necessary for the prompt and economical care of the many details attendant upon the settlement of the estates.

May we send you literature bearing upon this important subject?

**THE
MICHIGAN TRUST
COMPANY**
GRAND RAPIDS, MICHIGAN

The First Trust Company in Michigan

MOVEMENTS OF MERCHANTS.

Carson City—Alexander Moore has re-engaged in general trade here.

Howard City—Ward Gibbs succeeds Vernon Robinson in the fuel business.

Fordson—The Springwells State Bank has changed its name to the Union State Bank.

Detroit—The Bank of Detroit has increased its capitalization from \$2,000,000 to \$4,000,000.

Algonac—The Algonac Savings Bank has increased its capital stock from \$30,000 to \$40,000.

Saugatuck—The Saugatuck Silver Fox Co. has decreased its capital stock from \$100,000 to \$75,000.

Vicksburg—Henry A. Day, veteran meat dealer, died at his home, following an illness of over a year.

Nashville—Ray L. Ireland has sold his restaurant on South Main street and will engage in other business later.

Eaton Rapids—The Eaton Rapids Woolen Mills, Inc., has changed its name to Horner Bros. Woolen Mills.

Negaunee—Joseph Scoteri, recently of Ishpeming, has engaged in the grocery business in the Kaples building on Iron street.

Frankenmuth — The Frankenmuth German American Bank, has changed its name to the American State Bank of Frankenmuth.

Edmore—Roy Partee has sold his pool room and restaurant to Arthur Jensen, recently of Lakeview, who has taken possession.

Detroit—The Detroit Fire & Marine Insurance Co., 625 Shelby street has increased its capital stock from \$300,000 to \$1,000,000.

Detroit—The Weisgerber, Lowther Paint Co., 28 East Larned street, has changed its name to the Weisgerber Paint & Varnish Co.

Kalamazoo—The Harry J. Lewis Co., wholesale fruits and produce dealer, has increased its capital stock from \$5,000 to \$10,000.

Edmore—A. H. Lorenz, recently of DeWitt, has purchased the E. L. Bates drug stock and will continue the business at the same location.

Coloma—Ray Thomas, of Hartford, has purchased the Umphrey & Rorick feed mill and will continue the business under his own name.

Paw Paw—L. W. Jones, formerly engaged in the fuel business at Decatur, has purchased an interest in the John W. Free Lumber Co. here.

Ludington—R. W. Schaeffer, recently of Sturgis, has purchased the Superior Bakery, 319 South James street, taking immediate possession.

Lansing—The Hall-Higgins Coal Co., has dissolved partnership and B. Frank Hall will continue the business under the style of the Hall Coal Co.

Detroit—The Summerfield & Hecht Co., 324 Michigan avenue, furniture, etc., has changed its name to the Michigan Summerfield & Hecht Co.

Saginaw—The National Clothing Co. is remodeling and redecorating its store at 121 South Franklin street and adding considerable to its floor space.

Lansing—M. J. Kelly has engaged in the confectionery and ice cream business at 208 South Grand avenue, under the style of the Blackhawk Confectionery Store.

St. Johns—Leon Hulse has sold his garage, auto parts and accessories

stock to the Capitol Auto Co., of Lansing, who will continue the business under local management.

Detroit—The Hamilton Tire & Battery Co., Waverly and Hamilton boulevard, has been incorporated with an authorized capital stock of \$2,500, all of which has been subscribed and paid in in cash.

Mansitee—R. D. Hernon and E. L. Draper have formed a co-partnership and engaged in the music and musical instruments business at 406 River street, under the style of the Manistee Melody Shop.

Redford—Goulait & MacFarlane has been incorporated to deal in autos, auto accessories, parts, etc., with an authorized capital stock of \$20,000, \$10,000 of which has been subscribed and paid in in cash.

Detroit—The Americus Watch Co., 606 Metropolitan building, has been incorporated with an authorized capital stock of \$40,000, all of which has been subscribed and paid in, \$14,891.80 in cash and \$25,108.20 in property.

Detroit—The Mama Cookie Co., 1814 Lynn 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.

Detroit—The State Products Co., Sylvester street and R. R., syrups, butter, oleomargarine, etc., has been incorporated with an authorized capital stock of \$130,000, \$50,000 of which has been subscribed and paid in in cash.

Detroit—The Oakwood Motor Sales, Inc., 10916 West Fort street, autos, accessories, parts, etc., has been incorporated with an authorized capital stock of \$35,000, \$25,000 of which has been subscribed and paid in in cash.

Cassopolis—Mrs. Carrie Ellis has sold the Goodwin hotel property to D. H. Haviland, of Berrien Springs, a hotel landlord of long experience. Mrs. Ellis conducted the hotel six years and will now retire from business.

Jackson—Owing to requests of creditors, the U. S. district court has ordered the Boston Store, in the Beach building, on North Superior street closed. The stock consisted of women's ready-to-wear garments, furnishings, etc.

Lansing—Frank M. Loftus has merged his grocery business into a stock company under the style of Loftus, Inc., 316 South Washington avenue, with an authorized capital stock of \$50,000, of which amount \$30,000 has been subscribed and paid in, \$20,000 in cash and \$10,000 in property.

Battle Creek—Jacob Weickgenant, owner of the largest and oldest department stores here, has sold his store building to E. W. Large, who has leased it to the Michael J. Leo Co., of New York, who will conduct a department store, taking over the Weickgenant stock which has not been sold at special sale.

Manufacturing Matters.

Watervliet—The Watervliet Paper Co. has increased its capital stock from \$820,000 to \$1,000,000.

Detroit—The Michigan Chandelier Co., 3130 Chene street, has increased

its capital stock from \$50,000 to \$100,000.

Detroit—The Detroit Ball Bearing Co., 3953 Cass avenue, has increased its capital stock from \$15,000 to \$50,000.

Holland—The P. J. Osborne Co., Inc., manufacturer of novelties, has increased its capital stock from \$30,000 to \$100,000.

Detroit—The Crittall Casement Window Co., 10951 Hearn avenue, has increased its capital stock from \$350,000 to \$500,000.

Kalamazoo—The Kalamazoo Stove Co., Rochester avenue, will build an addition to its plant which will give it 20,000 additional feet of floor space.

Kalamazoo—Harry Frame, dealer in tires, auto accessories, etc., 206 North Rose street, has sold his stock to E. V. Kendall, of Oshtemo, who has taken possession.

Port Austin—The Mayes Brothers Tool Manufacturing Co. has grown from very small beginnings five years ago to a business of \$75,000 during 1925. Masons and plasterers tools are the chief products made by the force of thirty men.

St. Joseph—The American Containers Corporation, 101 State street, has been incorporated to manufacture and license patents for vegetable and fruit containers, with an authorized capital stock of \$10,000, of which amount \$3,000 has been subscribed and \$1,500 paid in in cash.

Coldwater—Woodward & Sons, dealer in women's wearing apparel, is celebrating the 68th anniversary of the founding of the organization, which has carried the one family name since establishment.

Detroit—The Hygiene Products Co., 8751 Grand River avenue, has been incorporated to manufacture and install antiseptic tanks, with an authorized capital stock of \$50,000, \$1,000 of which has been subscribed and paid in in cash.

Lansing—Stanley J. Smith has sold his interest in the drug stock of Field & Smith, 528 West Maple street, to Max Moore and the business will be continued under the style of Field & Moore.

Ionia—W. K. McSween has sold his interest in the drugs, stationery, wall paper and paints stock of Smith, Smith & McSween, to K. R. Smith, Jr., and the business will be continued under the style of Smith & Smith.

Detroit—The Dynamic Radio Corporation, 3016 Montclair avenue, has been incorporated to manufacture receiving sets, with an authorized capital stock of \$10,000, of which amount \$1,010 has been subscribed and paid in in cash.

Pontiac—The Schaefer Jewelry Co., 24 West Huron street, has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000, of which amount \$47,600 has been subscribed and paid in in property.

Plainwell—The Plainwell Canning Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$35,000, of which amount \$18,200 has been subscribed and paid in, \$1,700 in cash and \$16,500 in property.

Monroe—The new buildings of the Detroit Stoker Co. are completed and machinery is now being installed. The company's foundry, which is now located at Bowling Green, Ohio, will be moved to Monroe and will give employment to about sixty additional men.

Detroit—The Super Radio Sales & Manufacturing Co., 823 Book building, has been incorporated with an authorized capital stock of \$10,000 preferred and 1,000 shares at \$10 per share, of which amount \$5,000 and 500 shares has been subscribed and \$5,000 paid in in cash.

Flint—The Flint Beverage Co., Inc., 1521 St. John street, has been incorporated to manufacture and sell non-alcoholic beverages, with an authorized capital stock of \$30,000, of which amount \$25,200 has been subscribed and paid in, \$200 in cash and \$25,000 in property.

Port Huron—Sparling's Auto Electric Service Co., 518 Broad street, has merged its business into a stock company under the same style, with an authorized capital stock of \$30,000, \$25,260 of which has been subscribed and paid in, \$6,000 in cash and \$19,260 in property.

Detroit—The Maiden Lane Jewelry Co., 502 Metropolitan building, has merged its business into a stock company under the same style, with an authorized capital stock of \$75,000, of which amount \$58,000 has been subscribed, \$3,000 paid in in cash and \$53,000 in property.

Detroit—The Detroit Core Oil Co., 2400 Buhl building, has been incorporated with an authorized capital stock of 500 shares class A at \$100 per share and 10,000 shares class B at \$1 per share, of which amount 240 shares class A and 3,360 shares class B has been subscribed and \$10,000 paid in in cash.

Sturgis—Chapman & Phelps, plumbing, heating, etc., have dissolved partnership and the business will be continued by A. M. Phelps, who has taken over the interest of his partner. D. E. Chapman has purchased the J. R. Kirkpatrick garage and will remodel it for the occupancy of the wholesale plumbing and heating business, which he is engaging in.

Muskegon Heights—The new foundry of the Piston Ring Co. completed about a year and a half ago, is on a production basis after several months of experimentation with new electrical furnaces. Much of the equipment from the old foundry is being moved into the new, which includes the cupola furnaces. The concern, one of the largest at the Heights, is operating almost at capacity.

Detroit—Joseph A. Sampson, for the last ten years manager of the Detroit Furniture Shops, has resigned to take over the management of the W. A. Hathaway Co., Forty-fifth street, New York, beginning Feb. 8. Mr. Sampson, who came here from Boston, is credited with having made an especially noteworthy success of his duties with the Furniture Shops, and it was because of his work here that he received the offer from the Hathaway Co.

Essential Features of the Grocery Staples.

Sugar—The market is unchanged from a week ago. Local jobbers hold cane granulated at 6c.

Tea—The demand has been moderate during the past week, with no special change in anything. The market in Ceylons, however, has eased off a trifle during the week, particularly on the under grades. Fine Ceylons are well maintained. Formosas and Congous appear to be wanted, as they are considered relatively cheap. As a matter of fact, Indias and Ceylons are relatively too high, and undoubtedly a considerable quantity of Congous will be used as a substitute. Javas are also high. The consumptive demand for tea is about unchanged.

Coffee—Various grades of Rio and Santos coffee remain about unchanged from last week. On account of further news from Brazil, the market has fluctuated up and down a little, but the entire list is closing the week about where it was a week ago. Milds show no particular change for the week. The jobbing market for roasted coffee shows no general change. The demand is fair.

Canned Fruits—California canned fruits remain unchanged for the week. The demand is fair.

Canned Vegetables—Two mysteries were solved last week, which marks just that much progress in the canned food market. One was announcement of the delayed tomato statistics and the other was naming of opening prices on California asparagus by the leading packer. Both events had more than their usual significance. The tomato pack of 20,000,000 cases, the largest on record, was about what had been expected and luckily did not come up to the estimates of some bearish factors who looked for close to 30,000,000 cases because there was so much delay in finally making the pack known. Some of the weakness in tomatoes was caused by a suppression of the statistics and much of the hand-to-mouth buying of recent months was caused by caution for fear that the output would overrun the season's actual pack. The tomato figures were the last of the important products to be announced. Ultimately they will put the market on a more stable basis and enable buyers to make up their minds as to futures. The asparagus opening prices took the trade by surprise as they were a month and a half ahead of last year. Only one packer has named his prices but as this is the largest factor with the pet brand, his quotations of 10c and 15c under 1925 will force competitors to an even or lower basis. Substantially lower asparagus prices on 1926 pack set just the precedent distributors want and it gives them the opportunity to get canners of other crops to follow the lead of asparagus packers. Future prices just now are of prime importance and eclipse spot values for the market to-day has already been established while new packs are at the stage where the welfare of the industry for the next year or more is at stake. To sign up futures, canners must name prices which will warrant buying support.

Dried Fruits—Very little buying is being done at the source for prompt or

deferred shipment. Peaches and apricots are out of first hands and other Coast holders have little or nothing except such small tag ends that buyers are not interested as they can do better at home. Raisins are also more or less off of the primary markets, leaving only prunes to be traded in, but in this pack Coast business is at a minimum since the jobbing centers are on a lower basis. The place to buy is at terminal markets and while there are indications of a higher market later on, there is no speculative absorption of stocks to cause a readjustment between primary and secondary points. Oregon 40s have improved more than other types and have hardened recently sufficiently to create more confidence in the whole Northwest line. The California line is steady on the spot and mildly active through retail channels. Raisins occupied a firm position all week among the seeded packs, with Thompsons steady on bulk and package goods. Muscats are wanted in any position while Thompsons are in more or less routine demand.

Canned Fish—The week has brought no change in any variety of salmon or sardines.

Salt Fish—Advices from Ireland received during the week stated that the available supply of mackerel in Ireland had been almost cut in half in the last month, reducing the balance to an unusually low point. Spot Norway mackerel is also wanted, and stocks are noticeably clearing up. The demand is undoubtedly better, on account of the early approach of Lent. Other salt fish remain unchanged.

Rice—A limited turnover of rice occurred last week. Southern mills have been more or less off of the market and where they quoted it was on small blocks at top prices. Local assortments are restricted and are particularly short on the top grades. Buyers find the market unfavorable as to supplies and prices and that is one reason for their hand-to-mouth basis. While dull, the market is firm. Foreign rice meets with unusually good demand as it is being used where domestic cannot be obtained.

Syrup and Molasses—Sugar syrup is coming out right along and seems to be wanted as fast as made. Prices are steady. Compound syrup is in rather moderate demand, with unchanged prices. Molasses is fairly active, especially the high grades, which seem to be wanted. There is no development in prices during the week.

Beans and Peas—The demand for dried beans has been very light during the past week, generally easing down throughout the list. Prices show no change for the week. The only thing in beans which is held in any firmness are California limas. Blackeye peas are also steady to firm, but in light demand.

Cheese—Offerings during the past week have been only fair, and in consequence the market has been firm. The demand has remained quiet during the entire week.

Provisions—Provisions have shown considerable firmness during the past week. This includes everything in hog and beef products. Prices have

been steadily maintained without any heavy demand. In fact, it has been a very quiet week for provisions.

Nuts—The predictions of officials of the Walnut Association that their surplus of 37,000 bags of unshelled California walnuts would be sold within a week after announcing revised prices will likely be realized. Already over two-thirds of the surplus has been sold and all orders have not yet been tabulated. An advance of at least 3c will be made in a few days applying to what association stocks remain unsold. When the association is out of the market California walnuts will be entirely in the hands of distributors who will have until late fall to move their present stocks. In the meantime there are the ordinary trade outlets to be met, supplemented by the spring and fall holidays which increase the demand, especially from the East Side. The walnut market has been steadied by the association's readjustment offer and both domestic and foreign nuts are held with more confidence. The week made little change in other nuts in the shell.

Review of the Produce Market.

Apples—Baldwins, 75¢@1; Talman Sweets, 90c; Spys and Kings, 1¢@1.50; Jonathans and McIntosh, 1.50.

Bagas—\$2.50 per 100 lbs.

Bananas—7½¢@8c per lb.

Beans—Michigan jobbers are quoting new crop as follows:

C. H. Pea Beans ----- \$4.60
Light Red Kidney ----- 9.25
Dark Red Kidney ----- 9.50
Brown Swede ----- 6.00

Brussel's Sprouts—Florida, 35c per quart.

Butter—The demand for fine creamery butter during the past week has taken about all that arrived, and prices have tended downward during the entire week. Under grades are quiet, and show no particular change in value or anything else for the week. Local jobbers hold June packed creamery at 40c, fresh packed at 42c and prints at 43c. They pay 25c for packing stock.

Cabbage—3¢@4c per lb. for home grown; \$5.75 per crate for Florida.

Carrots—\$1.25 per bu.; new from Texas, \$2 per bu.

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

Celery—California washed jumbo, 90c.

Chalotts—70c per doz.

Cocoanuts—\$1 per doz.

Cranberries—Late Howes are now in market commanding \$10 per 50 lb. box.

Eggs—The supply of strictly fresh eggs has increased so during the week that the market dropped about 4c per dozen. The present market is entirely a quantity market. When receipts increase prices go down, and when they decrease prices go up. Storage eggs have had rather a dull week. Of course, they are only wanted as a second choice and are about 3c off. Local dealers pay 28c for fresh, holding as follows:

Fresh Candles ----- 32c
XX ----- 24c
Firsts ----- 22c
X ----- 20c
Checks ----- 19c

Egg Plant—\$1.75 per doz.

Garlic—35c per string for Italian.

Honey—25c for comb; 25c for strained.

Lemons—Quotations are now as follows:

300 Sunkist ----- \$6.00
360 Red Ball ----- 5.00
300 Red Ball ----- 5.50

Lettuce—In good demand on the following basis:

California Iceberg, 4s and 4½ ----- \$3.50
Hot house leaf ----- 13c

Onions—Spanish—\$2.25 per crate of 50s or 72s; Michigan, \$2.75 per 100 lb. sack.

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

126 ----- \$5.75
150 ----- 5.75
176 ----- 5.75
200 ----- 5.75
216 ----- 5.75
252 ----- 5.75
288 ----- 5.50
344 ----- 5.25

Floridas are in ample supply on the following basis:

126 ----- \$5.50
150 ----- 5.50
176 ----- 5.50
200 ----- 5.50
252 ----- 5.25

Parsley—60c per doz. bunches for jumbo.

Peppers—Green, from Florida, 65c per doz.

Potatoes—Buyers are paying \$2@2.10 per bushel at most stations. The market is about steady.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls ----- 25c
Light fowls ----- 20c
Springers, 4 lbs. and up ----- 26c
Turkey (fancy) young ----- 39c
Turkey (Old Toms) ----- 32c
Ducks (White Pekins) ----- 26c
Geese ----- 15c

Radishes—60c per doz. for hot house.

Spinach—\$1.25 per bu. for Texas.

Squash—Hubbard, \$3 per 100 lbs.

Sweet Potatoes—Delaware kiln dried \$3 per hamper.

Tangerines—\$5 per box of any size.

Tomatoes—California, \$1.50 per 6 lb. basket.

Veal Calves—Wilson & Co. pay as follows:

Fancy ----- 18c
Good ----- 16c
Medium ----- 14c
Poor ----- 12c

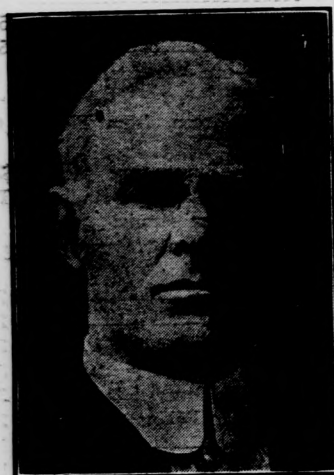
While the matter of repealing the publicity clause of the income tax measure now before Congress was brought to a vote Monday, Senators Couzens and Ferris both betrayed their trust and misrepresented their constituents by voting to retain the iniquitous amendment to the law enacted by Congress two years ago. In taking this stand they arrayed themselves on the side of La Follette, Borah, Capper and all the other demons of unrest and prophets of destruction in the United States Senate. It is to be hoped that the time is not far removed when the Michigan delegation in the Senate will be replaced by representatives who will interpret and give expression to the real sentiment of the Michigan people.

Annual Report of Secretary Scott To Hardware Dealers.

Once more it becomes a pleasure as well as a duty for me to summarize the work of our concentrated efforts during the past year, and the same old thought comes back to me; what a grand and meritorious work this is in which we are all working together for a common purpose. I have known of organizations which depend for their strength largely upon the activity of their officers, but this Association has grown and prospered because those at its head have had the loyal and active support of the individual members. Without this support and co-operation, we could not have functioned and grown as we have.

It is not surprising, therefore, that we have been able to acquire a degree of strength and prosperity which are proving important factors in helping us to accomplish those purposes for which we were organized.

The record of our Association since our last convention shows very gratifying progress in all departments. We have achieved a number of important accomplishments in the interest of the



Arthur J. Scott.

hardware trade, and the membership as a whole has displayed a greater degree of active interest.

You, no doubt, have all read the Association's record as printed in our souvenir program and if you have glanced over the membership figures contained therein, you will note that every year since 1908 we have increased our membership over the preceding year and we have gotten to the point where the increases, if any, will be very small from now on, as practically all the representative hardware dealers in the State are now members. Michigan is still in the lead with a good margin, and is the largest single State hardware association in the United States.

There has been a very large number of business changes during the past year, many dealers having gone out of business.

At the time of our last convention we reported a membership of 1731. We now find that 126 of these dealers have gone out of business, resigned or their membership has been cancelled for non-payment of dues. Deducting these 126, we have 1605 of our old members. We have added 130 new members this year, which gives us a total paid up

membership at this time of 1735, a gain of only four members. Under these conditions, I feel that we should consider ourselves very fortunate inasmuch as we have been able to a little better than hold our own.

I am very enthusiastic about group meetings. Thirty-two were held during the past year with increased interest and attendance, which goes to prove that this service is appreciated by the membership. They feel they are receiving real help and benefit from these round table discussions and from the talks given by Field Secretary Nelson and other officers of the Association. These get-together meetings give an opportunity for dealers to get better acquainted with their neighboring dealers, which naturally makes them friendly competitors.

Much interest has been shown in our bargain and information bulletin and many members have disposed of dead and over stocks, and others have made considerable money through taking advantage of the special offers which these bulletins contain.

Field Secretary C. F. Nelson is kept very busy helping members with their store problems. He made personal calls at 1,004 stores during the year. This is a splendid work which I believe is appreciated by the major portion of our membership.

I will state briefly some of the services rendered by the Association not otherwise mentioned in this report:

We gave special information, answering questions of every character pertaining to the conduct of a hardware store, including such information as the sources of supply for new and obsolete merchandise, repairs, etc. This service was given to 411 members.

We helped fifty-nine members with store and stock arrangement.

Gave advertising help to sixteen members.

Helped fifty-six members with the installation of better business records.

Gave legal advice to twenty-nine members.

Made business analysis for forty-three members.

Checked books for sixteen members and gave other miscellaneous services to members, such as helping them with their profit and loss statements, income tax reports, etc.

A word about hardware mutual fire insurance would not be amiss at this time, in view of the gratifying statements issued at the close of the last fiscal year by our several strong hardware mutual companies. Their statements show large increases in the volume of business, an increase in their assets and a healthy addition to their surpluses. For years these companies have returned from 40 to 50 per cent. of the premiums, which is a large saving in this item of overhead expense. Every member should take advantage of this saving and get full coverage. C. A. Stockmeyer, C. N. Bristol and A. T. Monson, insurance field men, are at this convention and will be found in the Secretary's office on the mezzanine floor at the Hotel Pantlind. They will be glad to talk with you regarding any of your insurance problems.

The twenty-sixth annual Congress of the National Retail Hardware Association was held in Philadelphia

June 22 to 28 last. The convention theme was: "The Hardware Retailer's Obligation." The addresses and discussions centered around the hardware retailer's ethical code, as adopted by the National and state associations, with an attempt to determine the obligations which devolve upon retail hardware men and to point out at the same time the reciprocal obligations of members of the other branches of the industry, the manufacturers and wholesalers.

Our National President, R. W. Hatcher, and Rivers Peterson, editor of Hardware Retailer, our official publication, are to speak at this convention, so I will not attempt to tell you regarding the subjects that were discussed at the Congress or the work that is being done by the National Association, as I know these men will bring it to you in a better and more interesting manner.

In closing my report, I wish to take advantage of this opportunity to thank the officers, members of committees and members, for the splendid support given me and I hope we will enter upon the new year with an enthusiastic determination to increase the services and prestige of our Association.

Questions Lusterless Hose.

The opinion recently expressed that lusterless hose for women is going to be an important factor in Spring business in stockings is not fully shared. The sales executive of one of the best-known silk hosiery concerns in the country said yesterday that, although there is no question that lisle hose is

selling, it is in no degree threatening the supremacy of the silk merchandise. He went on to say that lisle goods are coming in from Germany and France, and that the French hose stood a greater chance of success in this country because of its better construction. It is a two-thread lisle, he said, against single-thread lisle in the German goods. Despite their lack of luster, the French goods were said to be known to the trade as brilliant lisle. Instead of expecting the call for lusterless goods to increase with the advance of the Spring season, the executive in question was inclined to take the opposite view.

Hides, Pelts and Furs.

Green, No. 1	08
Green, No. 2	07
Cured, No. 1	09
Cured, No. 2	08
Calfskin, Green, No. 1	16
Calfskin, Green, No. 2	14½
Calfskin, Cured, No. 1	17
Calfskin, Cured, No. 2	15½
Horse, No. 1	4 00
Horse, No. 2	3 00

Pelts.

Old Wool	1 00@2 50
Lambs	1 00@2 00
Shearlings	50@1 00

Tallow.

Prime	08
No. 1	07
No. 2	06

Wool.

Unwashed, medium	@40
Unwashed, rejects	@32
Unwashed, fine	@40

Furs.

No. 1 Skunk	2 75
No. 2 Skunk	1 75
No. 3 Skunk	1 25
No. 4 Skunk	75
No. 1 Large Raccoon	8 50
No. 1 Medium Raccoon	6 50
No. 1 Small Raccoon	4 00
No. 1 Large Red Fox	15 00
No. 1 Medium Red Fox	12 00
No. 1 Small Red Fox	10 00
Unlawful to trap any muskrats or mink.	
Unlawful to have any skins of these animals in your possession.	

White House COFFEE

A grocer handles few products that cause more "kicks" than coffee. Yet often it is not his fault and not the fault of the customer. Coffee can be good only when it's roasted just right. Sell White House Coffee and you sell coffee that makes good, whoever makes it.

Dwinell-Wright Co.

Boston Chicago Portsmouth, Va.

The Flavor is Roasted In!

Toy Buying on the Increase.

With manufacturers now ready to book business and the buyers ready to place it, buying of toys at the various exhibition centers has improved materially in the last forty-eight hours. Most of the orders of any importance that have been placed to date have come from the jobbing trade, leading retail buyers apparently having so far failed to concentrate their attention sufficiently on any one line to buy in a large way. In the business placed by the wholesalers the more staple articles, such as wheel goods, juvenile furniture, dolls, etc., have shown up most prominently. The novelties, as a rule, have not been taken so freely. Buyers apparently want to get their purchasing of staples out of the way before giving their attention to the articles that carry a greater element of selling risk.

Cheaper Hosiery Less Active.

With the withdrawal of a number of out-of-town jobbers from the market, the hosiery market has been quieter this week. Business in the types of merchandise sold through wholesalers has simmered down to a routine basis. Selling agents appear confident of the future, despite the disappointment felt by some of them that January sales did not run into large volume. According to the special news letter of the National Association of Hosiery and Underwear Manufacturers, however, it is fair to say that the past month's sales of representative concerns in the market compared more than favorably with the January bookings of a year ago.

The Fruit of Liberty.

"Wealth brings with it its own checks and balances. The basis of political economy is non-interference. The only safe rule is found in the self-adjusting meter of demand and supply. Do not legislate. Meddle, and you snap the sinews with your sumptuary laws. Give no bounties, make equal laws; secure life and property, and you need not give alms. Open the doors of opportunity to talent and virtue, and they will do themselves justice, and property will not be in bad hands. In a free and just commonwealth property rushes from the idle and imbecile to the industrious, brave and persevering."

Ralph Waldo Emerson.

Resumption of Stove Wood Industry at Onaway.

Onaway, Feb. 8—The streets presented a busy scene Saturday. With good sleighing, accompanied by fine weather, it seemed that every farmer for miles around took advantage of it and brought his produce to town.

There seems to be no scarcity of anything; loads of excellent stove wood at reasonable prices. A few years ago it was said that wood for fuel would soon be a thing of the past and people commenced to replace their wood stoves with coal burners; the real trouble was that high wages were so enticing that wood cutting was neglected and good timber which might have been manufactured into stove wood was allowed to rot on the ground or be destroyed by fires in the slashings. There is usually enough to go around if intelligently distributed. It is the useless waste which has been going on for years that is to blame. Will America never wake up to this?

The lessons on economy taught during the war were soon forgotten; in fact, it created extravagance.

Before the war we were satisfied to wear a fine shirt of good material costing \$1 to \$2, but when silk went soaring out of sight every young man had to have a silk shirt costing \$10 or \$15 and the girls required silk hosiery and it has remained that way ever since. When good woolen yarn could be bought for 75 or 80c per pound it was purchased only as a staple article, but when it went up to \$4 per pound there was an immediate call for home-made sweaters, mufflers, trench caps and numerous other articles which heretofore were never deemed necessary.

To go back to the days of economy and staple articles would not be deemed popular and the same rule applies to the majority of all class of merchandise to-day. Package goods, for instance, were formerly purchased in bulk for less than half the present prices paid. True, they appear to be more sanitary (before opening), but visit the cupboards of the busy housewife and see the condition of these packages and figure the savings or losses.

Economy? America has long since forgotten the definition of the word. Let's look over some of the cut-over lands in Michigan alone. After a piece of timber is lumbered off there is usually sufficient limb wood or down timber which, if immediately cut up, would furnish excellent firewood; instead, it is left to decay and becomes a hazardous fire trap which will sooner or later endanger the entire territory and ruin the ground that produced it, owing to the fact that the best part of the soil, the rich humus, is destroyed. "Not worth harvesting," that's the general cry, and so it goes on and on until it is all gone. Then we look back and say, "if only we had" etc.

It would not be neighborly for Onaway to ignore the plight of Boyne City after the removal of the White plant, especially since her correspondent so generously offered sympathy and condolence to Onaway after our recent loss by fire. We cherefully return the compliment in all sincerity and extend to Boyne City, with outstretched arms, a cordial invitation to come to Onaway, where the soil is fertile, where there is an opportunity to develop a nice comfortable home without depending upon a sawmill. True, lumbering puts money in circulation while it lasts, but the towns of Michigan that ever received permanent improvements from lumbering interests can be counted on the fingers of one hand. Real development came after lumbering, not during. Sand hills provide a certain amount of scenery for the tourists who visit them but once, but it requires good rich productive soil, such as Onaway is blessed with, to build up a community. We repeat the invitation and extend a hearty welcome to our afflicted neighbors. Squire Signal.

A Man of Few Words.

The latest Coolidge story, characteristic of the President's economy in words as well as in Government expenses, was first told on the President's train traveling to Chicago.

As told by one of his friends, his is the story:

President Coolidge attended church some time ago unaccompanied by Mrs. Coolidge. On his return to the White House Mrs. Coolidge asked him whether the sermon was good, to which he replied, "Yes."

"What was it about?"

"Sin."

"What did the preacher say about it?"

"He was against it."

Mueller's Four Flawless Foods



Do you know that Mueller's products cook in 9 minutes and can be served in many easy ways just as potatoes are served—with butter, sauces, meat gravies, etc.

It takes from 25 to 30 minutes to peel and cook potatoes and then there is so much waste in peeling.

Remind your customers of these facts and recommend Mueller's. Save yourself some of the messy, dirty work involved in measuring out potatoes by urging them to try Mueller's—as a change from potatoes.

Offer a special price on one dozen packages assorted and watch your sales of this popular product grow. They buy potatoes by the bushel—why not Mueller's by the dozen?

Why not make every Friday
MUELLER'S MACARONI DAY?

C. F. Mueller Co.
Jersey City, N. J.

Quaker Food Products

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD



WORDEN GROCER COMPANY

Wholesalers for Fifty-seven Years

The Prompt Shippers

COTTON PROSPECTS.

While no marked change in cotton quotations occurred during the past week, any more than it did for some weeks before, there still appears to remain an uneasy feeling as to the stability of even the comparatively low prices prevailing. There is nothing tangible on which this can be based, and certainly not so far as the size of the crop is concerned, since no surprise in this direction is expected when the final census figures of ginning are made public next month. The size of the crop appears to be irritating to certain persons down South who have been agitating for higher prices for cotton and whose remedy is the restriction of the acreage to be devoted to this purpose. They managed to get together a meeting of sympathizers in Memphis on Wednesday last and, as all present were agreed, solemnly resolved that the acreage this year should be reduced. The only trouble with this is that resolutions do not have the desired effect. Each planter is always willing that his neighbor shall do the restricting. In Texas, which usually raises about one-third the entire crop of the country, preparations are under way for planting a large acreage to cotton, according to recent reports. But acreage alone does not determine the size of a crop. Better cultivation of a smaller area and more effective work against the boll weevil will result in a larger yield than a large area indifferently looked after.

Production of cotton goods in mills is quite active, especially in the South. Overhead in that section is reduced to a minimum and prices are being kept down to a point which Eastern mills find it hard to meet. During the past week prices were lowered on wide sheetings, sheets and pillow cases. This did not stimulate buying as much as was hoped for. Gray goods sales continue to be for spot or near-by delivery, with some softening of prices. The volume of goods sold was not large, however, as buyers persist in the notion that further reductions are likely and that, in any event, prices will not go higher. There has been some slackening up in purchases of finished goods, including prints and gingham. In knit underwear, spring orders have been coming in steadily for small quantities. Fall business is rather slow because of the belief that prices may yet be shaded. Trading in hosiery has almost ceased for the time being, and sales of sweaters are also backward.

MUST KNOW WHAT THEY SELL

Before the Missouri Retail Clothiers and Furnishers' Association last Wednesday Roy C. Bretz, President of the body, referred very briefly to the need of having a sales force know what they are selling. He said it was the duty of a progressive merchant to see that sales persons understood more about the goods than merely the price. He thought that such knowledge would go far toward enabling stores to meet the competition of house-to-house canvassers, which appears to be causing some apprehension in the State mentioned. He could have gone much further in showing the value of being

posted. There are two things always to be considered in selling. The first is, of course, to make a sale. But this alone is not enough if a store is to continue in business. In addition to the selling, the customer must be so well satisfied with his or her purchase as to return when needing something else. There are only too many instances in this and other cities where a sale means the making of an enemy rather than of a friend of the store. A glib talk may, for example, put something over on the customer which subsequent experience may show to be ill-adapted for the purpose intended. Selling woolen underwear of sizes that do not allow for shrinkage is a common instance of this kind in haberdashery. In piece goods for women's wear there is endless opportunity for creating ill-will through ignorance on the part of the sales person. The same thing is true when it comes to sales of hats and gloves and shoes. In fact, it is hard to recall any instance in which ignorance by a sales person may not either prevent a sale or drive away a customer.

THE LIVING LINCOLN.

Lincoln was the first statesman in history who contrived to deal as a leader with the confusion, the conflicts, the recriminations, and the treacheries of a bloody and prolonged civil war in a disinterested and magnanimous spirit which added steadily to his own eminence as a man. He was a Cromwell who by his own efforts managed somehow to become also a Falkland. No man is born great as Lincoln was great. He was not a political genius in the sense that Alexander Hamilton and the second Pitt were political geniuses. The greatness which his career exhibited he gradually created by laborious self-discipline. He lived among a people who were inconsiderate, headstrong, self-assertive, ambitious, impatient, quarrelsome, self-involved, easy-going and undisciplined. He lived in their midst and was superficially indistinguishable from them. He loved, trusted, and understood them. But in essentials he was not one of them. He was always in certain respects a lonely man, and his loneliness was the inevitable result of the differences between himself and his fellows which he recognized but at the same time overcame. It was his own disposition as contrasted with theirs to behave patiently, considerately, warily, disinterestedly and with his eye fastened on both the end and the means. Their comparative externality, worldliness and automatism threw him back on the resources of his own mind. In the circumstances he could not make a life for himself without conscious self-discipline. Yet this self-discipline, divorced as it was from any sense of grievance or of personal superiority, never transformed loneliness into isolation and alienation.

DRY GOODS MEN IN NEW YORK

Leading men from a number of the big stores of the country will be in New York City during the present week to attend the sessions of the National Retail Dry Goods Association and the bodies allied to it. There will be prepared papers and much informal

discussion on problems of buying and selling, of store management and accounting and of the many other phases which come within the merchandising activities of retail stores. Besides all this, there will be interchanges of opinion regarding conditions and prospects which cannot fail to be of use to all concerned. There is great value in these trade conventions because they serve to give to each one in attendance the benefit of the experiences of all the others. The day of the former kind of individualist in business is gone. Even competitors in any one city, while keeping up their rivalry for the patronage of the public, have found that there are many interests which they have in common and concerning which it is advisable to join hands with one another. This is even more the case when it comes to the great body of retailers from all over the country. It makes it unnecessary, among other things, for stores to try out policies which experience has shown to be futile. This year the Association is fortunate in not having to bother with alien matters, such as the awkward and inept attempts to get up a merchandise fair, which were continued for a couple of years after the inability to conduct one was made manifest.

WOOLS AND WOOLENS.

Foreign auction and other public sales of wool during the week just ended threw no new light on the situation. At London prices remained at the low points previously reached. Resistance by sellers to accept bids offered showed itself in the withdrawals, which continued quite large. In this country no eagerness is shown in the buying, lots being picked up here and there as desired when terms are favorable. Much is hoped for from the heavyweight season of the mills. The opening of the American Woolen Company's men's wear lines for fall was the feature of the week and promises to set the pace for the trade in general. The goods offered included overcoatings and staple woolen and worsted suitings. Reductions in prices were shown up to about 15 per cent. in some instances. The chief surprise was in the reductions on worsteds. It is going to be difficult for some of the independent mills to meet the lowered prices, but those making special fabrics will not be affected. The offerings of the smaller companies will be shown during this and succeeding weeks. Not a great deal of business has yet been booked on fall goods, except in the case of overcoatings. The mills, however, are still occupied with spring orders which have been belated. Dress goods are moving quite freely as the spring season progresses, and the openings of them for fall will probably not occur until next month.

DOLLING UP IN PUBLIC.

Clear and sharp comes a demand from the men students of the co-educational University of California for equal rights. These young men have long and vainly protested against the special privileges enjoyed by the more aggressive sex. They were forced to complete their morning toilets in the privacy of their rooms. Not so the

women students. Several of the more daring radicals among the young men struck a practical blow for equal rights by lathering up and shaving during recitations as boldly as the women students powdered their noses and daubed on their color. It was a gallant blow against the double standard of dolling up in public and met with the approval of members of the faculty. But it is to be hoped that the reformers will use discretion and not insist upon the equal right to abbreviate their outer garments. There is a limit even to equal rights.

WHEN IS A MAN DRUNK?

That the British are becoming interested in other things than disarmament and the price of rubber is evident from the attention they are now paying to the problem of "When is a man drunk?" Under auspices of august British under the auspices of the august British Medical Association a committee of eighteen doctors and magistrates will attempt to find a scientific solution of this more or less grave question. A preliminary statement declares that "touching the tip of the nose with one finger, with the eyes closed," pronouncing long words of similar sound, and walking a chalked line as methods for detecting drunkenness have become antiquated. While the question is a very serious one for the British, it can only interest us in an academic way. The drunkenness resulting from the bootleg whisky we now get from the British admits of no dispute.

According to the British rubber scheme, the restriction on exportation is raised with the increase in price. The price has now gone so high that, by action of the Colonial Office the other day, the exportable percentage has been made 100. This should satisfy American complainants against the British monopoly. With the restriction off, the law of supply and demand should soon bring rubber to a reasonable price. The only trouble is that there are an "if" and a "but." If raising the exportable percentage to 100 meant that the British controlled plantations could send out all they can produce, the law of supply and demand would do its stuff. But the maximum production figure has been arbitrarily set at 335,000 tons annually, whereas, according to Dr. Julius Klein of the Department of Commerce, capacity for production is at least 385,000 tons, perhaps more. The withholding of 50,000 tons will seriously affect prices.

When Abraham Lincoln went down to look over Gen. McClellan and his army in the days when all was quiet on the Potomac, and the North was stewing for activity there, a photograph of the President, Gen. McClellan and his staff was taken. It is notably the best picture from which to make comparisons showing Lincoln's stature ever taken. He looms up over the dozen men in the group like a giant, and wore, of course, the famous tall hat used while he was President.

Automobiles wouldn't be dangerous if the horsepower of the engine was proportioned to the horse sense of the driver.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Last Saturday was so nasty with mist and rain and the pavements were so slippery and uncertain that I decided to remain at home and devote the afternoon to a consideration of the comparative accomplishments of Washington and Lincoln, whose natal days both occur this month.

The birthday of Washington has been honored by general observance for more than a century; it is only within the last three decades that Lincoln's birthday has assumed anything like a co-ordinate place in the National thought. The two anniversaries, coming so near together, make a comparison between the place held in the hearts of their countrymen by these two foremost Americans inevitable; and it is undeniable that, whether Washington has or has not held his own majestic eminence in the present generation, Lincoln's rank as an embodiment of popular ideals and as an object of National homage is to-day vastly higher than it was when a quarter-century, instead of more than a half-century, separated us from the time of his labors and his martyrdom. One circumstance, however, is common to the two. Neither in the case of the Father of his Country, nor in that of the man who steered it through the time of its supreme danger and guided it in the extirpation of the blot of slavery, is the haze of legend or the partiality of patriotism necessary to account for the tribute of reverence which we pay to their names. The greatness of Washington and the greatness of Lincoln are established, with equal security, in the facts of their lives and character as weighed by historians and publicists who are free from our National bias and judge them by the standards of world history.

But around the figure of a National hero there is sure to arise a cloud of legend and myth. Perhaps this is a necessary part of the process by which he becomes permanently set apart from the lesser personages of the country's history, and through which his name acquires the force of a symbol of patriotic aspiration and noble endeavor. However this may be, along with the good in it there is undeniable harm; and especially there is injury ultimately to the reality of the very fame which it is the first effect of this idealizing process to enhance. For along with the idealizing there is sure to come, sooner or later, a devitalizing of the hero. Few if any persons are now living who can remember the time when the name of Washington was going through the stages which, in the past decade or two, we have been witnessing in the case of Lincoln; but very many of us can remember the time when it came to be realized that Washington had become, in the minds of the multitude, little more than a "plaster saint." Shrewd-minded schoolboys were given to sagely suspecting that there wasn't much to Washington after all, and that we simply had to stand together as good Americans and call him a very great man because he was the head of the Continental army and the first

President of the country, and was highly respectable in his personal qualities. After a generation or two of conventional idolization of Washington, there came a time during which the paradox was presented that those who had really studied the history of his time recognized his title to the highest eminence, while many who knew little or nothing about it suspected that the Washington tradition was almost wholly a myth.

The myth-building in the case of Lincoln takes, to be sure, a quite different form. The Lincoln myth that is now making concerns not so much his personality as his intellect and his purposes. He is represented as a prophet from whose inspiration we may derive the solution of all our present-day problems. "The democracy of Abraham Lincoln's Gettysburg speech applied in municipal affairs" is prescribed as the magic solvent of the problem of city government; and on an adjoining page of the same prominent periodical in which this occurs we find that "the industrial evolutionist" merely "agrees with Abraham Lincoln that 'as the Author of man makes every individual with one head and one pair of hands, it was probably intended that heads and hands should co-operate as friends, and that each particular head should direct and control that pair of hands.'" That Lincoln in his Gettysburg speech was thinking solely of the preservation of the great republic which for three-quarters of a century had represented to the world the cause of democracy, that in speaking of the control of one man's hands by another man's head he was (as we assume in the absence of context) protesting against chattel slavery, makes no difference to these myth-makers. They are bent on finding in him a vision and a purpose of which no trace is to be found in his words or acts; a process which bids fair to transform the most genuine and most human of men into a shimmering vision of unearthly wisdom in whose reality nobody will believe.

"We are doing just what Lincoln would do if he were living" has become a familiar catchword in these latter days. But nobody says "we are doing just what Washington would do." For this many reasons may be assigned. Lincoln lived nearer to our own time. Lincoln was a man of the people, while Washington was a landed gentleman. Lincoln was of a genial and sympathetic nature, while Washington was cold and reserved. There is something in all this. But perhaps most important of all is the fact that Lincoln's connection with the emancipation of the slaves lends itself to an indefinite amount of emotional exploitation, and this is a time of emotional exploitation. If we look facts squarely in the face, however—if, instead of setting up a fictitious Lincoln or wrenching his words into fantastic meanings, we examine his acts and his words as in very truth they were—we shall find that the name of Lincoln lends no more countenance to emotional agitation in the name of a vague humanitarianism than does the name of Washington himself. Different as

were the two men, in native disposition

as well as in education and environment, they were alike in their sense of solemn responsibility as custodians of the cause of a Nation of sober and law-abiding freemen. Not even Washington ever showed more firmness than did Lincoln in pursuing, amid all the tumult and clamor of the great war, that steady course dictated by this conception of his duty under the Constitution. Of our two foremost men, neither was a soaring genius, and neither was the prophet of a new morality or a new sociology; both did supreme service to their country and to the world by performing with consummate sagacity and with unstinted devotion the plain duties of leadership and government. E. A. Stowe.

Abraham Lincoln a Failure as a Country Merchant.

Abraham Lincoln failed—as a country storekeeper. With a partner, he had bought a grocery store and had given his note. Perhaps he was too busy as deputy surveyor and as postmaster of that little frontier town of Salem, Illinois. Perhaps he spent too much time reading good books and talking politics with his neighbors. Anyway, Abraham Lincoln failed.

The Trent brothers, Aleck and Bill, bought the store—fixtures (if any), merchandise and all—and gave their notes to Lincoln.

They failed, too—but first sold out every dollar's worth of merchandise. Just before the notes were due, they quietly disappeared one moonless night along the newly broken trails opening Westward. The ways were little more than muddy wagon tracks; there were no railroads, telephones or telegraph wires to carry the news of their evasion. They were quickly lost in the confusion of a new country. They followed the custom of their time and place—and were heard of no more.

But Abraham Lincoln, a business failure at 25, was far ahead of his time and place in business ethics. He had only the Trent's worthless paper to pay his own debts, incurred in the original purchase of the store and its stock. He was faced with a landslide of obligations and the alternative of taking on an appalling load of debt, which would weigh him down for years to come, or of following in the footsteps of the Trent boys and simply fading out of sight and memory.

Abraham Lincoln, the failure, did not disappear. He settled down among the men to whom he owed the money, shouldered his burden, and patiently and laboriously went about earning, dollar by dollar, the money to pay it off.

By that one act, as much as by anything he did in his early life, he won the respect as well as the admiration and affection of his neighbors; he laid the foundation stone of his reputation.

It was no easy task for young Lincoln. It took him fifteen years to pay off the whole amount, including the high rate of interest then current. He used to refer to his burden cheerfully as the "National Debt," but it was no laughing matter for a man who had no hope of earning money except by his daily work. Speaking of it once in later life he said:

"That debt was the greatest obstacle I have ever met in life; I had no way of speculating, and could not earn money except by labor; and to earn by labor eleven hundred dollars, beside my living, seemed the work of a lifetime. There was, however, but one way. I went to the creditors, and told them that if they would let me alone I would give them all I could earn over my living, as fast as I could earn it."

They did let him alone—all but one man, who brought suit against him and would indeed have ruined his chances, if a neighbor, with faith in the young man, had not come to his rescue. Judgment was brought against Lincoln; his horse, saddle, bridle and surveying implements were sold at auction to pay the amount. They were bought in, however, by this friendly neighbor, who restored them to their owner. Lincoln never forgot his act of kindness and as soon as possible paid back, with interest, the money this friend in need had spent for him.

So with his horse and surveyor's chain Lincoln went about his heavy task. "Honest Abe"—who in his store-keeping days would walk six miles to return six and a half cents change to a customer—established his reputation for character that enabled him to win a success and fame the like of which no American has ever surpassed.

May the United States be blessed with more failures like Abraham Lincoln! Rodman Gilder.

Open the Door For Them.

An element which largely contributes to a store's success is store service—the attention to the little things which make trading there a pleasure. A decided improvement in store service is an electric door opener which is operated through push buttons from different parts of the store by the clerk who waits on the customer, thus eliminating the inconvenience and embarrassment encountered by the customer loaded with bundles in trying to open the door. Such an opener is not expensive and can be purchased and installed by any electrician, or if there is no electrician in your town you can purchase the materials from any electrical supply house and do the wiring yourself. The approximate cost of the outfit is:

Electric Door Opener Lock
4 wood push buttons
3 lbs. of bell wire
4 batteries
1 spring
Approximate cost \$8.

High Colors in Leather Goods.

High colors are wanted in women's handbags, particularly those of leather. Blond, red, green and tan are several of the preferred shades, the first named having an especially good call at the present time. Both underarm and pouch bags are selling, although it is held that for late Spring and Summer the demand is more likely to favor the pouch style developed in various silks. Buying by retailers so far has been fairly active, according to wholesalers, who believe business between now and the latter part of March will be very satisfactory owing to the strong emphasis placed upon novelties.

SHOE MARKET

Styles Footwear Dealers Are Buying.

Styles exhibited at the recent shows, and a thorough check-up on what has been bought, bear out the assertion that the slender spike heel with small top life is going to be very much in evidence in the spring style program.

It is true that the Cuban heel, and lower types of box heel will be bought but generally in sport styles.

There also has been considerable buying of tie oxfords with modified spike heels, and modified Spanish heels.

Everywhere, throughout hundreds of lines, the short vamp and medium round toe continue as the popular models, at least for this territory. Speaking of the most stylish of the models shown, heels were of spike style in 16/8, 17/8 and 18/8.

Dealers from the smaller cities and towns are buying considerably in black with patent leather leading. Manufacturers exhibited many models in colors and soft brown and tan shades appeared to receive considerable attention, with parchment being given consideration; also other shades of gray were bought carefully, with a tendency to try out the demand at home. Most dealers seemed to think, however, that black is a strong bet, and that the contrastingly trimmed models will continue strong with the trade.

Several numbers of the oxford type hi-cut patterns in colors were increasing in demand according to retailers, but the opinion prevailed that a tendency toward such styles does not indicate that pumps will not maintain their popularity.

Some of the pump styles may change with the new influence, but there is no avoiding the fact that present pump styles fill in with the accepted program of simplicity. Style devotees say that the smart dress looks smarter with the proper pump, and this season that there is to be delightful harmony in garments, hose and footwear. Step-ins are good, and the front gore and tongue effects are coming in strong.

Manufacturers showed pumps with D'Orsay lines, and with a narrow, "high-riding" one-strap. This was acknowledged as a "kicky" classy type with the strap well up in front.

The verdict is that one-strap's cannot be overlooked because of style demand, and two and three-straps are being bought if in dainty proportions.

Pumps and step-ins sold well, and those with leather instep ornaments, tongue or buckle, are preferred. Step-ins upon which buckles can be used are also in demand.

With the approach of warmer weather later in the season sport models are sure to be in greater favor. Some dealers sense the opportunity that this summer will be a big sport season. There seems to be an undercurrent of feeling that Southern resort wear will have its influence in styles to be continued with modifications, throughout our summer season in the North.

Applique effects are selling now, and will be good. There is a growing tendency to introduce applique on vamps—it makes the vamps appear

shorter, and models made up in this manner are favored.

Several manufacturers and a number of retailers substantiate the sport prediction and say that white will be better than last season.

The so-called "Cubist" styles are attracting some attention in New York and should be watched for possible favor.

Juvenile styles are following closely the misses' and matron's modes. Broad toes, buckles, gore effects, novelty strap and trim effects were shown in large variety.

One of the prettiest sport styles shown for growing girls was a tan oxford, square toe last, plain or creased vamp, three or four eyelet type; and another style, very good for the growing girl, is the smartly perforated type of oxford, dainty perforation at tip, and sides.

And there surely is snap and individuality in men's footwear. Never has there been such rugged beauty in men's styles, and the young fellows will be in their glory this season. The older men, also, are favoring a little more style.

For men, the lighter shades of tan will be unusually popular. The semi-wide and wide balloon toe continues strong, with elongated or large, round eyelets, and this style will prevail as long as wide trousers are "the thing."

An early showing of the men's styles will surely result in a rush for the new models. Of course conservative models must be bought for the trade who demand conservative lasts, but don't neglect the younger men.

This is also predicted as going to be a good season for sport wear for men, and there will also be considerable effort on the part of most dealers to sell the popular "light weights" when the summer weather arrives.

The light weight models are snappy, they follow the style trend in light tans, and with the smart appearance and 7 or 7½ iron sole, ought to sell well in every community. Popular models shown had the closely trimmed edges, round beveled soles, small tip perforation, one row of stitching down the "eye" row, two rows of stitching on the vamp, and were of soft, mellow calfskin. Styles follow the narrower last, and smart models had white calf lining. The "light-weight" season starts May 15, and went over big in a lot of cities last summer. Give this idea considerable thought.

And get in on the sport shoe business.

The great numbers of models shown by manufacturers is an indication that sport business is growing by leaps and bounds. Everybody, broadly speaking, is taking up golf, and there are other sport fancies that demand proper footwear.

Two-tone effects are advocated. Cork colored elk with light shade of tan as trimming was a good seller at the conventions.

These sport styles show the new oblong eyelets, and also the large, round corrugated eyelet, called by many, the "Wales" eyelet. The man who loves outdoor sports is going to buy sport footwear this season if he never bought before.

An Idea For a Valentine Window.

For an effective shoe window about the middle of February, when folks are thinking of St. Valentine's Day, try this: For a background cut a large heart and paint it red. If you can paint a narrow border in gold around the heart, and paint on it a brief valentine sentiment in gold letters, it will add to its effectiveness.

Make smaller hearts of red paper or light card stock to trim the top and bottom of your background. Place in your window your most attractive styles of footwear, and run a broad red ribbon from each pair to a red heart on the window. Place the price of the shoes on these hearts in gold letters.

Another effective arrangement is to group the small hearts showing the

shoe prices around the big heart in your background, and then run the ribbons from the shoes in the window to the hearts in the background. If you plan this carefully, and group your shoes right the effect of the broad red ribbons running from the shoes to the big heart in the background will be very unusual.

A small boy, taken to a restaurant for the first time by his bachelor uncle, who believed in giving the lad what he wanted, ate four large cream puffs, besides a quantity of other food. His uncle noticed him staring, as he thought, disconsolately at his plate. "Do you want another cream puff, Johnny?" he asked. "No thanks," Johnny replied sadly, "I don't want the ones I've had."

Easter Comes Early!

April Fourth this year

IN less than six weeks you should have your stock for Easter Selling arranged in Your Store.

New lasts, patterns and colours are available from stock if you order NOW.

Write for samples or ask a salesman to call.

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Written for the Tradesman.

"In your hands, my dissatisfied fellow countrymen, and not in mine, are the momentous issues of civil war. The Government will not assail you. You can have no conflict without being yourselves the aggressors. You have no oath registered in heaven to destroy the government while I have the most solemn one to preserve, protect and defend it."

With these words of his first inaugural address Abraham Lincoln briefly, but effectively, expressed the policy of his administration toward those who threatened the destruction of our Government, and his unswerving determination to preserve, in all its integrity, the Nation which he had been ordained by God, and chosen by the people, to sustain.

Breathing the spirit of love, charity and forbearance, which were the characteristics of his great soul yet no less plainly did these words declare "his firmness of purpose, which was no less a characteristic of this masterful man."

He furnishes a striking example of a typical American who was born in poverty and reared among unlikely surroundings and circumstances, but who made the most of his slender opportunities for intellectual culture, step by step attained to nobleness of character, to intellectual strength, to honor and station among those who knew him best and finally to the highest eminence of position and honor which an American can reach.

From early youth Abraham Lincoln proved a master of every situation in which he was placed. Although he enjoyed but a few months in school he easily gained the honor of the community for scholastic leadership. Not only was he intellectually strong—for mental superiority was not always held in major respect by the frontiersmen—but with a sturdy constitution, inherited from generations of pioneers, hardened by the toil and exposure of the back woods, he developed the strength of a giant as well as skill in the sports of the day and won the reputation of being the "longest and strongest" of them all.

When the Black Hawk war came on in 1832, spreading panic along the Illinois frontier, Lincoln was one of the first to volunteer his services for the protection of the settlers. His recognition as a masterful character was acknowledged by his people in his election as captain of his company.

His force of character manifested in this campaign revealed him as a man of purpose and resolution quite different from the fun-loving, story-telling companion of earlier days.

The Black Hawk war is now remembered chiefly for the later eminence of a few of its participants. It was a turning point for a rawboned youth, whose task of leading seventy rough and tough recruits was to be followed within a few years by the supreme command at one time of more than a million soldiers.

Perhaps the most momentous contest in all of Lincoln's career was that

with Judge Steven A. Douglas, who was his associate in early manhood, whose meteoric career from a humble place in political activity to a leading position in the affairs and eyes of the Nation took him for a time out of the orbit of Lincoln's association, yet who was finally overtaken, and in a contest unprecedented in our history, yielded, as did every other man whose portion it was to contest for place or principle with the genius of this man of destiny. The Lincoln-Douglas debates, in their struggle for the Senatorship of Illinois first brought Mr. Lincoln recognition as a National character.

Douglas won the temporary victory, but the contest made Abraham Lincoln the accepted voice of the people struggling against slavery and secession. He was called to the leadership because he, better than any other, represented and, in himself, typified the sentiment of freedom and unity.

Let it be remembered, too, that in the great task of uniting the loyal men of the Nation Judge Douglas gave to Mr. Lincoln, to the utmost, the assistance of his counsel and of his influence. I can conceive of no finer spirit of cheerful and loyal acquiescence to the voice of the people than that of Judge Douglas as he appeared at the inaugural ceremonies humbly holding the hat of his successful rival.

And let it be said to the credit of many who opposed Mr. Lincoln's candidacy that, laying aside the lesser issues upon which they differed, men like Douglas, Shields, Hancock, the Blairs and a host of others, rallied to the cause of which, in the crisis of the Nation's life, he was the leader.

Men like Seward, who felt himself denied his rightful heritage as the head of his party by an unknown, untried personage, and who, for a time, as the head of the cabinet, assumed to be the head of the Nation, soon came to acknowledge the transcendent genius, the unswerving purpose and masterfulness of the man, who upon occasions like the Trent affair, or the Confederate Peace Commission took into his own hands the momentous questions of the hour.

Making use of the brilliant intellect of a Chase or the rugged forcefulness of a Stanton, harmonizing all of the discordant elements of a cabinet made up of Whigs and Democrats, radicals and conservatives, smoothing out personal differences, encountering individual and, frequently, antagonistic ambitions, but in the end establishing himself firmly as master of the situation.

"Lincoln gave his life in labor and sacrifice, not for one section but for the Nation." To serve that Nation better he was willing to cast aside all prejudice, to unite the public mind in common thought he devoted his every effort.

Where in all history can we find a truer man, a nobler citizen, with a spirit devoted to the very existence of liberty and free government? A government consecrated not alone to class or mass, but to the great, eternal interests of country and of humanity.

Rex R. Royal.

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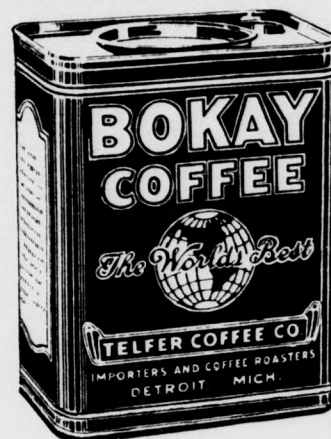
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FINANCIAL

Rise of Rayon Industry Almost Unprecedented.

Perhaps few industries can claim a more rapid rise to fame than the artificial silk, or more recently named, rayon, industry. In the course of the last few years that business has risen from an insignificant pigmy to a huge industrial giant.

Rayon to-day ranks among the leading textiles of this country. In 1924, approximately 40,800,000 pounds were consumed, as against only 914,494 pounds in 1909.

One of the most interesting features of the new product is the unique manner in which it is manufactured. Being of vegetable origin, artificial silk bears no chemical relation to real silk and has its own individual characteristics, differing from the product of the silk worm in virtually all properties except its luster and general appearance.

Rayon can be manufactured from cotton, wood pulp or other vegetable fibers. These are treated chemically until they form a viscous solution similar to the glandular excretion of the silk worm. By forcing the solution through minute apertures of capillary tubes, it becomes attenuated into long filaments, which are solidified either in a fixing bath or by process of evaporation.

These filaments are then twisted together and reeled to form the artificial silk yarn of commerce. In trade circles specified kinds are occasionally named after their respective processes of production.

Hosiery was the first branch of the knitting industry to take up artificial silk, and at present it is estimated that it consumes almost 10,000,000 pounds a year. According to latest figures available, 23 per cent. of the consumption in this country is in hosiery manufacture, 16 per cent. in underwear and embroidery, 18 in silk weaving, 15 in tapestry and upholstery and 14 in knit goods.

The United States produces approximately one-third of the world's output of rayon. Ten years ago it produced only one-twentieth. Italy, Germany, Belgium and the Netherlands are now the principal exporting countries of this product.

The principal artificial silk producers in the United States in the order of their output are: The Viscose Company, Tubize Artificial Silk Company of America, Du Pont Fibersilk Company, Industrial Fiber Corporation of America, American Cellulose and Chemical Company, Lustron Company, Cupra Company and Acme Artificial Silk Company.

The first named produces about two-thirds of the total output in this country.

The viscose process, having the advantage of lower production costs, became the basis of the artificial silk industry as it developed in the United States. The American Viscose Company was organized at Marcus Hook, Pa., in 1909, by Samuel Courtauld & Co., Ltd. The company was backed by the capital and industrial experience of this European concern and was singularly successful from the start.

The history of the rayon industry in the United States shows that successful operation involves large capitalization and a high degree of technical skill and managerial enterprise. The industry is much too highly specialized to encourage small producers.

Requirements of expensive equipment, training of labor for the specialized operations, tediousness of attaining smooth functioning and high standards, are factors that have necessarily limited the field up to this time.

According to the United States Tariff Commission, "Success in the industry is dependent on the combination of capital, skill and managerial acumen, and is not fundamentally a question of process."

[Copyrighted, 1926]

Continued Prosperity Indicated by Our Business Barometers.

A full month has passed since the turn of the year and since the country's leading business authorities endeavored to predict what trade might do in 1926, but at least one of those spokesmen, who commands wide respect as an economist and prophet, does not yet see any reason to change his attitude of optimism.

In the monthly bulletin of the National City Bank that he so ably edits, George E. Roberts, a vice-president of the institution, says that an analysis of affairs does not reveal the sort of conditions "which usually precede a business reaction of importance. The only reason why business ever should slacken is that it has a tendency to become unbalanced, which makes a slowing down necessary to enable it to recover its equilibrium."

The point that Mr. Roberts makes is not a new one, but it deserves more thoughtful study than is commonly appreciated by some prophets who reason that business soon will turn down simply because for more than a year it has been good.

So long as an equilibrium is preserved in business the need for readjustments do not appear. It is when the general level of commodity prices changes sharply, the wage scale is disturbed, political uncertainties raise fears of radical legislation or the credit position becomes unsound that troubles are bred for business. In the circumstances the signs of any substantial recession are few as compared with the many that promise continued prosperity, believes this authority, who, let it be repeated, pins his faith on the widespread evidences at hand of stability in industry and prices. He says:

"The permanency of this period of prosperity cannot be accurately calculated by the length of other periods of prosperity. Each period has its own characteristics, but the fundamental thing is the balanced relationship which enables the workers in the various lines of industry to absorb each other's products. It is a process of give and take dependent upon the maintenance of fair terms of exchange."

On the position of stocks Mr. Roberts takes a view based on the common sense of the situation, but

A Prerequisite

A Will, without an estate, does not provide for your family. A prerequisite, therefore, is that you have an estate.

Insurance records show that eighty percent of the property passing from one generation to the next is the proceeds of life insurance.

If you have not inherited or accumulated sufficient estate to carry out an educational and maintenance program for your family, take out insurance on your life and plan its distribution by a well-drafted Will or an insurance trust.

Consult your lawyer, draw your Will and name as your executor and trustee the

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GRAND RAPIDS, MICHIGAN

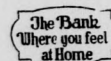


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which, for some reason, has not been widely understood.

In short, he says that a point in any bull market is certain to be reached when future earnings have been discounted. "The level may not be too high with regard to the prospect for earnings," he points out, "but if the prospect for further advances are slight the speculation which is not for earnings but for higher prices will cease, and selling is likely to come to some recession. In short, the market rise which anticipates prosperity runs its course much faster than prosperity. The decline which signifies that holders are cashing in their profits with offerings rather in excess of the demands of buyers does not necessarily mean that a decline of business activity is foreseen. The most active stocks have had a large rise and the inducement to buyers is correspondingly less than a year ago, even though the earnings of corporations are maintained at the present level for a long time. Probably the movement will be more irregular in the future, with some of the issues rising and some not holding their own." Paul Willard Garrett.

Baltimore & Ohio To Liquidate Debt To Government.

The Baltimore & Ohio Railroad has taken steps to liquidate its debt to the United States Government amounting to \$11,900,000. In doing so it is enabled to effect an annual saving of about \$100,000 in interest charges.

Funds for this purpose will be received from the sale of refunding and general mortgage 5 per cent. Series "D" bonds, due March 1, 2000. These bonds were sold to the public through Kuhn, Loeb & Co., Speyer & Co. and the National City Company at 95½ and accrued interest, to yield 5.24 per cent. to maturity.

The fact that the Baltimore & Ohio can obtain funds from the investing public at a lower rate of interest on the same security than from the Government is no reflection on the latter. At the time the loan was contracted a 6 per cent. interest rate was generally regarded as reasonable. The importance of the operation lies in the ability of the road, through economy and greater operating efficiency, to improve its credit position. Of course the present cheapness of money for all purposes also played an important part in making this possible.

The total income of the Baltimore & Ohio Railroad for the year ended December 31, 1925, applicable to the payment of interest on its funded debt amounted to \$51,471,888. Interest, rentals, etc., other than Federal income taxes, for the same period amounted to \$28,478,380.

The road has outstanding \$58,863,200 of preferred stock, upon which it pays 4 per cent. in dividends, and \$151,945,400 of common stock, paying dividends at the rate of 5 per cent. annually.

The authorized total issue of the bonds secured by the refunding and general mortgage is limited to an amount which, together with all outstanding prior debts, shall not exceed three times the outstanding capital stock. Additional limitations include a provision stating that when the ag-

gregate amount of bonds outstanding and those reserved to retire prior debts shall amount to \$600,000,000 no additional bonds may be issued without the consent of stockholders.

The refunding and general mortgage bonds are secured by a lien on practically the entire system, comprising about 5089 miles of first track, about 1451 miles of second track and about 3796 miles of other track and upon the equipment of the company, or its interest therein. They are also secured by the passenger and freight terminals of the road in Philadelphia, Baltimore, Pittsburg, Cleveland and Chicago and the freight terminals on Staten Island, in Washington, Cincinnati, Toledo and East St. Louis.

George M. Shriver, senior vice-president of the Baltimore & Ohio, in outlining the purpose of the issue said: "The purpose of the sale of these bonds is to provide funds necessary to anticipate payment of the company's indebtedness of \$11,900,000, bearing 6 per cent. interest, \$2,900,000 of which was incurred to the United States Government and \$9,000,000 to the United States Railroad Administration and is now publicly held; to reimburse the treasury in part for expenditures for additions and betterments heretofore made, and for other corporate purposes."

[Copyrighted, 1926]

Inflation Has Been Generally Avoided

Like its predecessors, the eleventh annual report of the Federal Reserve Bank of New York, just published, is more than a document of the bank's operation. It is one of the few annual reports that deserve to be read not only by persons interested in the technical operations of the institutions during 1925, but by students of the business cycle. About the doings of individual companies or about particular business enterprises, the Federal Reserve System knows little, but none of our institutions is in so good a position as our Federal Reserve Banks to compile data that reveal general trends in trade and finance.

The word inflation does not appear in the current report of the bank, but one of the conclusions that must impress itself upon any one who reads is that, despite the unprecedented activity of the year, expansion in business on the whole was not based on artificial credit stimulation.

In commenting upon the good profits for the period the bank says that these resulted partly from the "large volume of business" and partly from the "rapid introduction into business in the last few years of various economies in operation."

"The large volume of business in 1925 was carried forward," says the bank, "with a somewhat smaller additional extension of bank credit than in 1924, when business was less active. The figures now available indicate an increase during the year of about one and three-quarter billion dollars, or 6 per cent., in the loans and investments of all member banks throughout the country, as compared with an increase in 1924 of about two and one-third billion dollars, or 9 per cent."

The increase in bank credit last year was so small that it may be explained

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We believe in the human element in banking. That is why we give personal attention to every customer and have a personal interest in every account.

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Capital, Surplus and Undivided Profits over \$750,000

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by the normal growth in time deposits that we have come to expect. Obviously then, we have no evidence of any wide extension of credit for business uses although there is, of course, ample evidence that a very substantial increase was made in the volume of time deposits used by the banks in loans on stocks and bonds.

Not the least significant revelation of the report, perhaps, is what it shows of the improvement in deposits made in small places and in the rural communities. Smaller cities and towns showed a more rapid increase in deposits, the bank found, than did the larger cities.

In the Second District, for example, which is the New York District, deposits in all member banks in cities of less than 100,000 rose \$146,000,000 from December 24, 1924, to November 25, 1925, whereas deposits for cities of more than 100,000 actually fell \$101,000,000 in the same period. The condition was more pronounced for New York than elsewhere but on a relative scale it was found that deposits from the smaller places grew faster throughout the country last year than those from the big cities.

Without endeavoring to read more into these figures than is warranted, it certainly is plain that they reflect a healthy gain for the districts from which any real prosperity must flow.

Paul Willard Garrett.
[Copyrighted, 1926]

Corporations Wound Up.

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

A. T. Schmidt, Inc., Detroit.
Rowland Construction Co., Detroit.
A. W. Johnson Co., Kalamazoo.
Sheets & Confield Co., Flint.
Robert Forthingham, Inc., Detroit.
Michigan Florida Real Estate Exchange Co., Detroit.
Flint Auction House, Detroit.
Wayne Manufacturing Co., Detroit.
Niles-Bement-Pont Co., Detroit.
Obenhoff Ice Cream Co., Calumet.
Motor City House & Window Cleaning Co., Detroit.
Lake Michigan Park Resort Co., Muskegon.
Flat Wash Window Co., Detroit.
Chelsea Lumber and Coal Co., Chelsea.
Liberty Yeast Corporation, Detroit.

Washington's Birthday Plan.

With so many stores relying principally on hatchets and the like to make up their Washington's Birthday displays, you can make yours distinctive by following out the idea:

When Washington was a boy.

Point out by means of signs or in your newspaper advertising that Washington couldn't possibly have been able to enjoy the benefits of some of the things you sell. Call attention to them one by one.

Eloquent Price Cards.

When you hold a reduction sale, novel attractive price cards can be made by attaching money representing the saving, on the display card. For example, if the saving is 15 cents use rubber cement to stick three nickels onto the card; 25 cents attach a quarter, etc. This visualization of the savings effected by the sale more quickly conveys the idea of the opportunities offered to the customer.

Conservation by the State and by Individuals.

Written for the Tradesman.

The word conservation seems to have an increasing appeal for many people and these are a few thoughts that arise for consideration as to the various interpretations that outline the full meaning. Conservation can be measured by the power of effective control within the grasp of the one conserving. State control on its own land is unlimited as to power or time.

Within the past year I went into pine timber of which I knew some of the past history.

U. S. Survey records of about 1850 inform us that this tract was in the limits of an extensive burnt windfall and that these were thickets of new pine growth.

I found the trees well spaced and the tops forming a mass of green far above the ground.

It seemed to me that some trees were about 100 feet in height. My finger tips have a reach of full 6 feet. I tested some of the trees and found circumference of 6 to 6½ feet and estimate the age of such trees to be about 100 years. Within a mile of this stand of living trees there are stumps showing much of the former growth was four to five feet in diameter.

These facts show that Michigan soil and climate have the potential power to reproduce the majestic pine high forest.

Conservation for the State in reference to the use of its land should have direct application though the conservation of that potential power.

Michigan on its land has power of perpetual control and should maintain a constructive policy and plan for the development of the best—the 200 or 250 year old timber that the needs of the future demand.

Individuals may fix their attention on tree growth of quick maturity—probably not of the best grade—but such procedure on the part of the State will fall far short of true conservation as properly measured by the State's inherent power.

We all should take a few days off on an outing in deep pine woods—breathe the invigorating air, gather something of the intense meaning of it all and, as we leave, gaze intently back with a far seeing eye to discern the hoped for outline of our State's all powerful conservation as it should come to fruition in the future.

Frederick Wheeler.

Dress Houses Buying Belts.

A steady increase in the demand for women's belts from concerns which manufacture the better grades of dresses is reported by houses represented in the membership of the United Belt League of America. So far, however, the retail trade has been hesitant about ordering belts in quantity, this caution being born of the rather slow movement of the merchandise over the counter last Fall. Stocks are known to be low, though, and the feeling is general that retailers will respond to the pressure of a greater consumer demand this Spring. In view of this, a good season's business is anticipated.

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McCRAY
REFRIGERATORS
— for all purposes —

Sees Felts as Doomed.

The favor for small felt millinery has about reached its end, according to Alfred Fantl. The continued vogue of this type of hat has indisputably affected millinery retailing and manufacturing adversely, he said yesterday. For the retailer, it has meant selling basement hats on the main floor. For the manufacturer, volume sales have brought no satisfactory margin of profit. A change is coming to larger and more stylish hats, Mr. Fantl said, that will correct both conditions, as the stylish feminine hat is the one that brings a real profit. He mentioned hats of straw and hair braids as types likely to have a big run of popularity. These are soft and pliable and may be moulded to the head of the wearer. Provision for sizes to take care of bobbed heads must be made by manufacturers. The larger hats, he added, are a distinct necessity to harmonize with the Spring dress silhouette.

Favors Price Maintenance.

Resale price maintenance legislation has been voted on favorably by the silk industry. Reflecting the results of a questionnaire sent to its members, the Silk Association of America announced yesterday that it has recorded its vote with the Chamber of Commerce of the United States to that effect. All of the four questions presented by the Chamber of Commerce previously reported were answered in the affirmative. The ballot cast by the association records "no vote" on the fifth question, which is explained by the Referendum Committee as due to the fact that it was considered an alternative to the other four questions upon which the favorable vote was taken.

Demand For Lusterless Hosiery.

A growing demand for lusterless hosiery is reported by a New York mill agent. In his opinion, which he said was supported by the orders his clients were placing, hosiery having no luster will become important items during the Spring. A prime reason for the interest in sheenless merchandise, he said, was that the luster of hosiery was a conflicting element in conjunction with the other apparel worn. The luster, according to his version, stood out like a "sore thumb" and prevented the harmonious balancing of all items of women's attire. This is particularly true of rayon hosiery. Women, he thought, were becoming tired of the sheen of the goods and now were beginning to favor stockings without it.

Tricornes May Have an Inning.

There is a possibility, according to a leading authority on women's styles, that the larger hats, which are being touted so strongly for Spring, may receive some competition in the semi-exclusive lines from small tricorné effects. The latter were worn in considerable profusion at the recent Beaux Arts ball in New York to supplement the elaborate bouffant costumes of the Louis XIV period. One of the most attractive tricornés seen at the ball, according to the same authority, was somewhat larger than the majority, but conformed strictly to the

small French type. It was trimmed with four black ostrich plumes posed at the back. Two stood upright and the other two dropped toward the right shoulder.

Buying of Boys' Clothing.

A fair amount of buying activity is reported in boys' clothing for Spring. Retailers have been rounding out their stocks, and further purchasing of needs for the pre-Easter season is counted on. Suits with long trousers continue to be prominent in the merchandise being bought, but both manufacturers and retailers have more or less hedged on the question of their popularity by having the suits include both knickerbockers and long trousers. Suits with vests and the English type of jacket are in greatest demand, with cassimeres the fabrics being most used by the manufacturing trade. In suits for little boys the Oliver Twist models in wash clothing continue to dominate.

Galoshes Will Be Scarce Here.

A scarcity of galoshes in this market equaled only by that which followed belated snows last Winter is predicted here as a result of the weather that has held this part of the country in its grip for several days. A shortage of galoshes is visible with men's goods in especially scant supply. Although stocks of women's galoshes in hands of wholesalers were said to be somewhat larger than those of men's holdings of both are expected to be depleted by to-morrow night by the dealer buying that will follow the heavy consumer demand for the last forty-eight hours. Dealer buying of rubber overshoes will also be heavy, it was further said, and a marked shortage of them is also in prospect.

Better Outlook For Blouses.

Style indications point to a better demand for blouses during the coming Spring, according to wholesalers. The vogue of the two-piece suit, for one thing, is expected to bring with it an improved call for tailored blouses. These have not been selling well in recent seasons, largely because the suit did not receive any great amount of attention from consumers. Costume blouses have had some call and are counted on to have continued favor for more formal wear. Satins and crepes de chine are favored materials for the costume blouses, while, in addition to them, pongees and broadcloths will be featured in tailored versions.

Silk Deliveries Show Increase.

Increased deliveries to the mills, together with smaller imports and a reduction of stocks on hand, were features of the January raw silk report issued last week by the Silk Association of America. The deliveries to the mills during the past month totaled 46,148 bales, compared with 42,484 bales in December, indicating the gain in production of broad silks for Spring. Stocks on hand Feb. 1 amounted to 47,326 bales, against 49,824 bales on Jan. 1. The imports last month were 43,650 bales, as against 45,495 bales during December. Practically all of the figures were in line with the expectations of the manufacturers and importers.

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WRITE FOR FURTHER PARTICULARS.

WOMAN'S WORLD

A Plea For the Valentine Spirit.

Written for the Tradesman.

Will Father send Mother a valentine? Father and Mother are here taken as any pair who have been wedded from say two years to twenty or thirty years or more. They may or may not have children. We might call them Mr. and Mrs. Married Folks—but Father and Mother are shorter names and so are better for our purpose.

If Father should decide to send Mother a valentine, how would he go about it? As if it were a customary thing? Or would he be shamefaced and try to sneak in somewhere and buy it when no one he knows would be looking?

And how would Mother receive it? As if used to getting such tokens of admiration from her life partner? Or would she be amazed, astounded—would the dainty missive give her a great jolt? Might she even have a fear that her hitherto level-headed husband was becoming batty?

If this awkwardness in giving and astonishment at receiving would apply not only to the one matter of a valentine on the day given over to hearts and darts and Cupid's arts, but to any little act of courtesy and consideration on his part on any day, it would not prove that Father is a bad man or a bad husband, or that he is purposely remiss in his duties toward Mother. But it would indicate that Father and Mother, consciously or unconsciously, have nearly thrown into the discard something that some married pairs very wisely continue—the cultivation of what may be called the Valentine spirit.

Perhaps Father doesn't quite realize some things that he ought to know. One of these is that where a husband fails in those loverlike attentions that are a good wife's due, the wife is almost certain to be a disappointed woman. She may take pains to conceal it, but the disappointment is there.

Every mother's daughter is so made that she wants to be courted and to receive delicate little masculine flatteries up to and including the last day she lives. In disregard of this fact, and as by what appears almost an oversight, Nature has turned out great numbers of men, each with the conviction that when a girl is wooed and won and married, that is all there is to it. That piece of work is finished. Now he is free to engage his giant brain in other activities. He doesn't see that there is any need of his going on wooing and winning her over and over again.

He may go on loving her deeply. Very likely he does. And he may think that providing for her liberally is proof enough of his devotion. This shows that he doesn't understand human nature—or at least the woman's side of human nature.

The man who realizes that every once in a while he should let his wife know how much he admires her; and who tells her that the V or the X or whatever it was he handed the preacher who tied the knot was the best-paying investment he ever made in his life—

this man is a long way in advance of his primitive ancestors. He has gotten quite a start up the evolutionary ladder.

And Father must be made to know that Mother herself can't tell him or her need for his unfailing tenderness. The finer, the more sensitive she is, the more closely are her lips sealed in this regard. If Father has failed to shake down the furnace, or hasn't paid the gas bill, or has forgotten to shovel the snow off the back walk, Mother can call his attention to the omission. But if she is heart-hungry she keeps still.

Father should remember this. And no matter how busy he is, or how many interests are absorbing his attention, or how heavy the responsibilities he carries, he should be sure to find some time for Mother, and for telling her those little endearing things that are so precious to her.

And Mother. Ought anything to be said to Mother? If Father is chary of telling her of the regard that he feels for her, can it be that she and not he is at fault? Is it possible that Mother, conscientious and dutiful as she is, may be making it impossible for Father to send her a valentine, or to give her other trifling attentions that she so longs to receive?

Let Mother think a little, for just such good women as she is sometimes make dreadful blunders. Doubtless Mother has tried to improve Father somewhat, to raise his standards, to lop off disagreeable peculiarities. This is all right if she has been tactful and hasn't gone too far. But Father is human. And if he has reason to look upon Mother mainly as a disciplinarian and reformer, and if she never makes suitable mention of his sterling and admirable traits, then he can hardly be blamed if he is not lover-like in his attentions.

Or if Mother has soured on life and feels that everything is wrong and that Father is to blame for it all; or if she grows careless of her appearance; or if she is so entirely devoted to the children that she hardly thinks of Father; or if she becomes so engrossed in clubs and philanthropies that she has no interest in her husband's affairs and has no sympathy with him in his difficulties and struggles—any one of these may be a reason if it is not an excuse, for Father's negligence.

Mother should study Father and should try to make his home hours pleasant. And all the while she should be gaining a deeper and clearer understanding of his nature and of his needs. In spite of her many duties and perplexing problems, she should continue to give Father the supreme place in her life that he held when first they were married; and she should not fail in her efforts to be what at that time she resolved to be—a real companion and helpmeet.

There are marriages and marriages. Some, notwithstanding all the cynics say, are happy. And some are bitterly unhappy. Among these last are cases where the maladjustment is so great, the incompatibility of temperament so pronounced, the divergence in opinions in ideas and ideals, and even in fundamental principles, is so wide, that we can but regard these unions as fore-

doomed to failure. Nothing short of miraculous transformations of character could save them.

Between the two extremes are many marriages that cannot justly be classed as entirely successful or as wholly unsuccessful. Among those so joined are any number of good honest men and women who have married from pure motives and are capable of great devotion, but who have failed—maybe by just a little—to attain the happiness that easily was within their reach.

One reason for this state of things is that so many let all the romance that brought them together, escape them. They very soon take on what some shrewd observer has called the "married manner." Absorbed in their work and in their various pursuits, they become negligent of each other and may even grow hard and bitter.

If Father will be more polite and attentive and chivalrous toward Mother and if Mother will be more considerate of Father and in gentle, womanly ways will try to merit his admiration; and if each will make some effort to be more appreciative of the many good qualities of the other—they may be able to re-establish the blessedness they have all but lost.

Since for them there is nothing in all this world of more importance than the harmony and happiness of their life together, they should not fail to cultivate that Valentine spirit that is so efficient a promoter of that harmony and happiness.

Ella M. Rogers.

Lincoln Still the Ideal.

Written for the Tradesman.

We must seek to see the grave faults in the keen, throbbing, intense life of this unprecedented age in which we are living. We must in no way blind ourselves to the increased prevalence of lawlessness and crime and to many other tendencies of our times that indicate fundamental unsoundness, and that if not corrected may lead to the downfall of our civilization.

But the sane mind will look on both sides and will set over against the evidences of wrong, those other evidences that prove the continuance of right and virtue.

The celebration of Lincoln's birthday is most heartening to any lover of humanity. And not on the one day only, but throughout the year this Nation gives a place of highest honor to the great Emancipator. In schools and homes his words and his deeds are held in reverence.

His hold on this mighty people seems not to lessen with the passing years. There must be hope for humanity when with all the changes of customs and opinions that have taken place since Lincoln lived, that plain, common, rugged man, with clear, far-seeing mind, warm heart, homely good sense, and limitless devotion to duty, holds so supreme a place of regard in every heart. Lesser heroes have their day, but Lincoln remains our ideal of a great American. Ella M. Rogers.

The making of a good clerk to-day is the making of a good merchant tomorrow. The men who have succeeded as merchants are not the men who failed as clerks.

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YEAR OF EXPANSION.

Annual Address of President Kendrick To Hardware Dealers.

One more year has been added to the history of the Michigan Retail Hardware Association. It has been a year that will be remembered not so much for its brilliant achievements as for a general expansion of the activities of the Association. By the 100 per cent. efficiency of our Secretary and the earnest and wholehearted support of our staff of officers, the destiny of the Association has been guided away from many shoals, any one of which could easily have wrecked it. It has been kept sailing smoothly on in the channel of helpfulness and goodwill to each of its individual members who were willing to avail themselves of its guidance.

Time will not permit me to discuss in detail the many activities of the Association, so I will only lightly touch upon a few of the more important.

Our collection department, while only in its infancy, has made a very creditable showing considering the fact only accounts it has received are those which have been given up by the dealers themselves and often by the local collection agency. There have been 362 accounts collected, which makes it a worth-while accomplishment. I would suggest to this department that they could greatly widen the scope of its usefulness if at stated times they would give to the membership at large the names of the persons against whom they have received collections. This would make it practically impossible for the same person to get credit in other towns.

The bargain and information bulletin, which has long been of great value to us, is not being used as generally as it should be. We are too prone to let this opportunity to move dead stock slip by, perhaps with the idea that we some day may be able to dispose of it at a profit, forgetting that the carrying charge has already made this impossible. Let us study these lists when we receive them. We may be able, without sacrifice to ourselves, to help a brother member turn into cash the stock he cannot sell.

Our field service is another activity of which our State Association can justly be proud. In the hands of Charles F. Nelson, one of the outstanding figures among the field men of the country, this department has been able to strengthen the strong and to materially assist the weak. Words fail to adequately express the influence this department is having on the retailing of hardware in the State of Michigan. Cities in which the dealers were at deadly enmity with each other have been united and are now working in complete accord. Adequate records have now become the rule instead of the exception. Many a dying business has been shown the error of its ways and started out again to an era of renewed prosperity.

Our group meetings are growing in popularity every year. This year we held thirty-two, with an attendance of 1588 out of a total membership of 1735. Believing that the greatest stabilizing

influence upon any group of men is to break bread together, the officers of this Association have left no stone unturned to make these merchandising schools more attractive and beneficial. It remains for those officers who represent you in the future to so vary these meetings that the interest will not lag.

One other of our activities which I feel should be stressed at this time is our legislative committee, of which so little is known. Made up of hardware men like ourselves, whose business is just as important and whose time is just as valuable as ours, these men, with no thought of financial gain, watch with an unerring, practiced eye the pitfalls of legislation to which our form of government subjects us. It is such unselfish endeavor as this that makes our Association truly great.

I believe that most of us appreciate our membership in the State Association and the work that it is doing, but all too few of us appreciate our membership in the National Retail Hardware Association and we fail entirely to recognize the National scope of the work that it is carrying on.

Text book revision is one of the more important of the many splendid contributions the National Association is making to the betterment of the hardware world. This is an undertaking that strikes straight back to the fundamentals of business ethics. It is a work that is so important and one that is being masterly done, that eyes of the whole Nation are upon it. One of our Government heads in Washington speaks of it as the most outstanding piece of work in a generation.

The antagonism of the National Association to the further spread of installment selling is making itself felt from coast to coast. The fight it engaged in with the paint manufacturers is now a matter of history. Suffice it to say that the paint manufacturers did not win.

We are in the midst of a time of great adjustment in the hardware business and it will take all the strength of the National Association, all the help of the State Association, and the exercise of all of our business acumen to win through. We are holding on too firmly to old time-worn customs, allowing ourselves to be guided by that most dangerous of teachers—experience—instead of giving the future the serious consideration that we should. Time was when business came without the asking, but that time has long since passed.

I believe that to-day, as never before, we should study the demands of the consumer and when we find them, not to be too old-fashioned to recognize them.

This is a time to change with the changing conditions, and if we find our old methods of distribution are too costly to hold our own with the new order of things, then we must change our method of distribution.

This is primarily a time to use your Association. Go to its group meetings; go to its conventions; have a note book with you and use it. Don't rely entirely upon your memory to retain all the wealth of information it is possible to obtain. Above all put this information you receive into practical

use when you get home: for what does it profit a man to gain all the information in the world and never put it to the test?

I want at this time to thank the officers of this Association and the membership at large for the wonderful support you have given me during my year as your President. No words of mine can possibly convey the appreciation that I feel for the happy relations that have existed among us all.

The memory of this year with its trials and its joys will ever remain with me as the brightest of my life.

The Silent Tribute of a Nation.

Though it has been attempted to express, in marble and in bronze, some measure of the appreciation of the people of America for the unselfish achievements of Abraham Lincoln, it is not at those memorials that the unostentatious tribute of a grateful Nation is paid. It may be said of Lincoln, as it can be said of few of the world's leaders, that he built his own monument in the hearts of his countrymen. It is at those inner shrines, if thus they may be called, that the people of the United States, as well as those of many countries beyond the seas, to-day gratefully recall and recount the Emancipator's simple virtues. It is thus that the good that men do lives after them.

Friday there will be, in many cities and towns and in thousands of school-houses throughout the length and breadth of the land, profound and simple eulogies, pronounced by those who may have gained some fresh vision of Lincoln's character or work. There will be inspiration, no doubt, in all that is so thoughtfully and reverently uttered. But it is not at these public gatherings that the simpler inner chambers will be entered and the homely human virtues of the man extolled. It is not in mere words that truest gratitude is expressed.

It is in these undisturbed reveries, in these uninfluenced and sober meditations upon the legacy which Lincoln left to his country and to the world, that one can best appreciate and best apply to himself the words of counsel spoken by him on the battle field of Gettysburg: "It is rather for us to be here dedicated to the great task remaining before us, that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion; that we here highly resolve that these dead shall not have died in vain; that this Nation, under God, shall have a new birth of freedom; and that government of the people, by the people, for the people, shall not perish from the earth."

No monument that a grateful people can erect will be as lasting as these simple words. They are an enduring and perpetual memorial, a precept for every day and every hour. There should be no need of martial music, no necessity for holiday making, to recall to thought the debt which those of this or any succeeding generation owe to Abraham Lincoln. It is in unostentatious and simple tribute that the Nation rededicates itself to the task which he has set.

And there's profit in service

Your store renders a service of convenience. Customers are apt to judge that service favorably—and pay you a profit on it—if they can count on your having always on hand those food products that are nationally preferred. In evaporated milk, of course, that means Carnation—America's largest-selling brand.

Carnation Milk Products Company
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DRY GOODS

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

Get Behind the Watson Bill.

Lansing, Feb. 7.—Hon. Henry W. Watson, Representative in Congress for the 9th Pennsylvania district, has sent us a copy of the H. R. Bill No. 3991, which has for its purpose the prohibiting of the sending of unsolicited merchandise through the mails. This bill is short and easily understood. Many of our members have been annoyed by receiving unsolicited merchandise, followed by efforts to collect for the same. In many cases packages have been opened by employees and sometimes it has been difficult to get rid of the undesired merchandise without incurring expense and being annoyed by those who attempt to make sales by this method. We reproduce the bill in full. Carefully read it through and write your member in Congress urging him to assist in its passage:

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That hereafter it shall be unlawful for any person or concern to send unsolicited through the mails parcels of merchandise for the purpose of sale to the addressee. Postal employees shall decline to receive or forward such parcels and postmasters may require persons and concerns conducting business in this manner to establish to the satisfaction of such postmasters that parcels offered for mailing have been ordered by the addressees. The Postal Service shall not aid or assist by the investigation of losses of any merchandise, by the transmission of money in payment of merchandise,

or otherwise, any person or concern doing business, in whole or in part, by a method or practice of sending to addresses merchandise which has not been ordered by such addresses or in their behalf. And the Postmaster General shall adopt such regulations as may be necessary and proper to enforce this law."

A smooth swindler recently worked in Ohio using an insurance compensation gag. Carrying his arm in a sling, he drops in a store late in the afternoon, after the banks are closed, purchases minor article and offers in payment an accident voucher for \$46.25 on the mythical Continental Casualty Association of Syracuse, New York. He explains that he had his arm broken, has not been able to work and only to-day received his compensation check. The check bears all indications of genuineness and almost any merchant would cash it, handing out from \$30 to \$40 change. After a few days the check comes back from Syracuse with the explanation that no such company operates there.

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

Dress Goods Buying Lags Behind.

Spring buying of ready-to-wear continues to gain, with the largest number of buyers in the New York market thus far reported during the past few days. While much of the early purchasing continues cautious, it is of a diversified nature, spread over coats, suits and dresses, so that wholesalers look for quick and continued repeat orders, particularly since the pre-Easter selling time is limited. Selling agents of the women's wear woolen and worsted mills, however, state that they have not noted much improvement in the spot demand for fabrics. Whether this was due to another great

vogue for silks, or to intentional delay in the covering of fabric requirements by cutters-up, the selling agents said they were not yet in position to figure out accurately.

Play Up Your Telephone Number.

The telephone is the twentieth century business auxiliary. It offers many opportunities to promote the advertising and service of your store. Always run a cut of the telephone with the slogan "Phone Main 2345 for—" in your advertisement. Change the slogan article with each issue. Invite your customers to phone their enquiries about goods in your line. Tell them you are always glad to give them information. And when you receive a supply of goods which are purchased regularly by certain of your trade, do this trade the courtesy of phoning an announcement of the arrival. While this will mean extra effort on your part it will increase the good will toward your store to an extent far greater than the cost and trouble.

Better Buying of Sports Wear.

Knitted sports wear is showing some improvement in demand, although general conditions in the trade are not entirely satisfactory to sellers. The early buying for Spring has been spotty, with slip-ons and several types of jacquettes having the larger share of attention. There is a feeling in the trade that the term "sweater" is now obsolete and should be replaced by another merchandising value. Several suggestions have been made, and it is expected that before long a new term

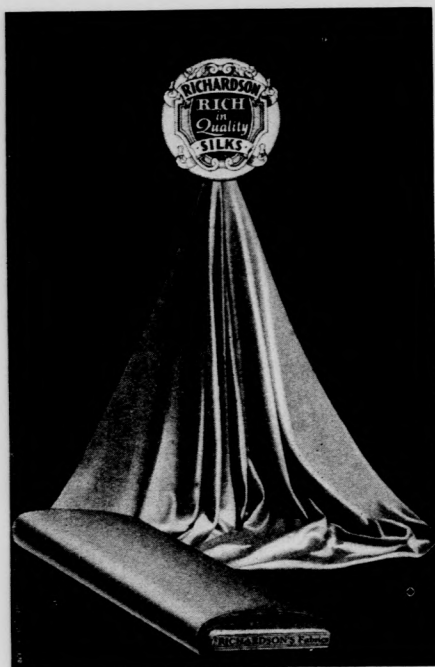
will come into general use. Rayon merchandise is moving better than it was and sellers are hopeful for further improvement.

Rayon Underwear For Children.

Rayon underwear of the lingerie type for children is having a much increased sale by retailers, according to all reports. It has only been recently that rayon has been used extensively for children's lingerie, but the success achieved so far is said to leave no doubt but that it will prove as good a seller in this merchandise as it has in the popular priced underwear for women. Although some retailers are somewhat uncertain about the washing qualities of the garments, the problem is held to be no different from that in adult underwear of the same fiber and no serious complaints have yet been made.

Are Featuring Period Dresses.

Well known retailers in the larger retail centers have been giving much attention to what they call the "robe de style," or the dress favored in some of the past periods of history. One of the big stores in New York, for example, has given much window display space to one of this type and it is said that the trend represents much that is valuable to the ready-to-wear departments and the encouragement of consumer interest. The type of dress is the formal one for evening wear, and taffeta is one of the favored weaves for the garments. High shades as well as black are leading colors in the dresses.



DRESS SILK AND LININGS

Charmeuse—Satin Crepe
 Georgette—Crepe-de-Chine
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The Dry Goods Buyer's Problems

The problem is to get reliable Silk Threads and Silk Fabrics quickly.

We list three reasons why you should buy Richardson Products.

1st. Richardson products are made in Belding, Michigan, by Michigan men and women.

2nd. Belding Michigan Silk Mills are nearer to Chicago than any other silk mills which assist us in keeping a complete stock.

3rd. The Richardson policy includes quality-merchandise, quick service, and courteous treatment.

Our salesmen will appreciate the opportunity of showing you our line of samples.

Mail orders are desired and given prompt attention.

Most dry goods and notion jobbers carry our silk and cotton threads.

RICHARDSON SILK CO.

207 W. Monroe St.

Chicago, Ill.



A silk thread for every purpose

Spool Silk
 Buttonhole Twist
 Hand Sewing Silk

Embroidery Silk
 Knitting & Crochet Silk
 Purse Twist

Darning Silk
 Tatting Silk
 Bead Silk
 Artificial Silk

Richtex Rope
 Richtex Crochet
 Richtex Sweater Yarn



These Famous Seals
GUARANTEE
SATISFACTION
and Insure Customer
Good Will



Good News For All Our Customers

It affords us great pleasure to announce that we are now authorized wholesale distributors of the famous Congoleum-Nairn line of floor coverings, including:

Congoleum *Gold Seal* Art-Rugs.

Congoleum By-the-Yard in 8/4 and 12/4.

Congoleum *Gold Seal* Stove Rugs

Congoleum *Gold Seal* Hall Runners.

Congoleum *Gold Seal* Rug Borders.

Gold Seal Inlaids in Belflor, Newark and Universal.

Moulded Inlaids in Hudson and Reliance.

Nairn Printed Linoleum in 8/4 and 16/4.

This means typical Steketee service to all dealers who are now handling these products in this part of the country—prompt shipments—a full assortment of sizes—all the latest and most popular patterns and rock-bottom prices!

To all those dealers who have not previously carried Congoleum-Nairn products, Steketee now offers the opportunity to install a complete "going" department—without any great investment of capital—without giving up more than a few square feet of floor space—and without paying excessive transportation costs!

Both Congoleum *Gold Seal* Rugs and Nairn Inlaid Linoleums are easy to sell. The public knows about the comfort and convenience of their labor-saving features and the exceptional beauty of their patterns. Continuous national advertising, over a long period of years, coupled with the maintenance of a uniformly high standard of quality and a money-back guarantee that is absolutely unique in the floor-covering industry, has made them recognized leaders in the smooth-surface floor-covering field.

We shall be glad to answer all inquiries—full details on request.

PAUL STEKETEE & SONS

GRAND RAPIDS, MICHIGAN

CONGOLEUM
REG. U.S. PAT. OFF.
GOLD SEAL
ART-RUGS

NAIRN
GOLD SEAL
INLAIDS

Your Customers Know These Trade Marks

RETAIL GROCER

Retail Grocers and General Merchants Association.

President—C. G. Christensen.
Vice-President—Orla Bailey, Lansing.
Secretary—Paul Gezon, Wyoming Park.
Treasurer—F. H. Albrecht, Detroit.

Competition Must Not Run Your Business.

Written for the Tradesman.

Two young men bought a grocery store and meat market, plus a meat cart route, a few years ago. Without much experience, they yet had prospered to the extent of building their sales up to \$45,000 per year a year ago. Then they acquired a larger store and did \$76,000 business in 1925.

A few weeks ago, the man who sold them the meat route went into competition with them again over the old route. He is well remembered, liked and a hustler. To get started rapidly, he cut prices, selling same grade meats as formerly. So the boys are feeling the competition.

To combat this competition, they have considered meeting cut prices with similar cuts; but that would result in positive loss. They have considered the sale of lower grade meats, but feel that would be poor tactics, because not profitable in itself, also because the cart route would then compete embarrassingly with their store.

They ask what to do.

The question is complicated to me, because I have no segregated figures to show what proportionate business has been done, first, by each store and, second, by the cart alone. But here are some things that occur to me:

Men everywhere do business on different planes, by various plans, with all kinds of customers. Some get cash. Others take credit. Some sell high grade, some medium, some low grade goods. But one tendency runs through all successful business. That tendency is to trade up. Every business that progresses, steadily raises the grade of its merchandise.

To lower the grade—to cheapen the quality—of your merchandise is to retrograde. Therefore, the plane never must be lowered. The boys have decided wisely in avoiding that pitfall.

Next, the business has grown. Assuming that the original store accounted for \$30,000 annual sales and the cart for \$15,000, and assuming that the increase has all come through the new store, we might wipe out the meat route and still have \$61,000 sales—\$16,000 more than the sales on which we made money in the original business.

If those assumptions are even approximately warranted by the facts, we can then figure that the time and efforts of either partner can be applied to better advantage in the store than on any meat cart. That being so, the thing to do is to drop the meat cart the minute it ceases to pay what would be a fair return on it. The two partners then can devote every minute to their store customers, and I am certain they will not only recover all sales lost through the discontinuance of the cart, but make more money on the sales.

At its best a meat cart is the place for a small man. It is essentially a low-plane business. The minute a man grows into greater personal capacity,

a meat cart furnishes too limited a field for his efforts.

In the list of cart customers, there are probably some who are worth making a real effort to retain. Call on them personally and take plenty of time to go over the entire situation. For any really good grocery and meat account, it would be profitable to share the telephone expense in return for continued trade.

Suppose you agree to pay half the phone rent of such customers for six months on the understanding that trade is to remain with you. If the account plays fair, you will probably continue to pay the telephone for a year or two. If you figure out against that cost the release of the time of the partner who now runs the cart, you will find this a profitable thing to do.

I incline to think that here is a turning point in the experience of these young men which, in after years, will be found to have been a blessing, even if it is now rather fully disguised. But I should like further details—especially if the facts vary so much from my estimates as to make what I suggest seem unwise.

If my suggestion is followed because it seems sound, this is not to be interpreted as "lying down." It is, in fact, building a back-fire, turning difficulty into advantage, reaping victory from a set-back. It is also an avoidance of the danger of letting a competitor set the grade of your business—a thing always disastrous.

Every time I see the Michigan Tradesman—and it comes to my desk every week—I am amazed at the amount of work the editor-publisher does on it with his own hands and brain. It is one of the few trade papers of the country which bears no mark of the shears. None of its contents is either lifted or purloined from other papers.

A few weeks ago I wrote a note to this effect to the owner—E. A. Stowe, Grand Rapids. Promptly—just as if he had not another thing in the world to do—came back this answer:

"You are not the only person who wonders at the amount of work I am able to do on the Tradesman year after year. The answer is easy: I learned early in life not to quarrel with my bread and butter.

"I have worked steadily for over fifty-five years—ever since I was eleven years old—and can do more work now (at 66) than I ever could. I do not knock off Saturday afternoon to play golf. I drive to nearby towns and call on my mercantile friends, so as to have something fresh to write about each week.

"Last Saturday I drove to Kalamazee, fifty miles, made two advertising contracts aggregating \$195, collected \$10 on subscription and secured one new subscriber.

"I certainly have much to be thankful for. I have lived to see most of the reforms I have worked for accomplished; most of the abuses eliminated; most of the principles vindicated; most of the men who have followed my guidance successful.

"I have helped more than a hundred boys who were handicapped by poverty and lack of opportunity get a good

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.

Advertising That Helps You Sell

National advertising tells your customers about Fleischmann's Yeast-for-Health. Package displays at your store remind them to buy. It costs you nothing to devote space to these displays, but it pays profit in sales if you show them prominently.



FLEISCHMANN'S YEAST
The Fleischmann Company
SERVICE



Mail Us Your Orders

"Yellow Kid" Bananas are in season all year around.

They are the all food fruit and are delicious and cheap.

The Vinkemulder Company
GRAND RAPIDS, MICHIGAN

M. J. DARK & SONS
GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

MEAT DEALER

start in life and become useful citizens of the Republic. I have carried cheer and hope to thousands of poor fellows who were beginning to distrust their own ability to succeed, and encouraged them to further effort, which resulted in their achieving success. I expect to continue along this line to the end and hope to die in the harness."

"Get your happiness out of your work or you will never know what real happiness is," said Elbert Hubbard. How could any one utter a truth more profound? But I say this conscious that we scribblers have an edge here and there.

We are a queer folk, you know, diverse, yet similar; some not much on looks, yet all secure in certain advantages. Col. John Bayne Maclean has an office nearly as handsome as Woolworth's. He works at a genuine Empire (pronounced Ongpeer, according to Silas Lapham) table worth all of \$3,500—yes, thirty-five hundred dollars—which he manages diplomatically to tell you he got for \$350; for the Colonel is Scotch. Editor Stowe works in a corner of a busy office, facing a business street, at a badly-disordered, very-much-crowded ordinary roll-top desk. Some, like George Horton, dictate to red-headed, exceedingly efficient, maybe a bit peppery, stenogs. Others, myself among them, punch their own. Most of us run true to form in that we die poor, individually, but little known.

But we know how the influence of a few ribbon marks on copy paper can radiate. We partake of the marvel of how a quiet, often shabby man, soft-voiced and modest, sitting away back in some cramped up hole, can convey an impression of wisdom and the knowledge that is power. And our secret is reflected in Brother Stowe's letter; the joy in the work itself. Look back over what he has written during the past forty-three years and see whether it does not make a record of which any one might be proud—even a grocer. My own heart is warmed to be called "friend" by such a man.

We all hope to go on to the end that way. Our dread only is that we may be superseded and dropped from the job—our happiness and our joy. Our ambition is to die in the harness. Our cherished dream is that the final tablet may bear an epitome of Stowe's letter thus:

"He was as a lamp to some men's feet."

If that be written, all else—names included—may be omitted, for it will matter not. Paul Findlay.

Liver as a Meat Product.

Ask almost any old-time butcher about prices of steer carcasses twenty years ago, compared with now, and he will begin by telling about the time when a liver was given away with each carcass. Other meat was relatively cheap in those days and so liver was little considered in the diet. Many slaughterers found it impossible to sell beef livers in quantities corresponding to carcasses and so many were disposed of as fertilizer or entirely wasted. Even the larger packers did not

consider them important enough to freeze when the supply was excessive, and they were included with carlots of beef in excess of local demand. This resulted in many of them becoming sour and so represented a total loss. Less than thirty years ago twenty-five cents each was considered a fair price for beef livers, some of them weighing twelve to fourteen pounds. About twenty years ago livers from steers sold largely in the East at five cents a pound and this was a price that seldom changed, as far as the retailer was concerned. What could not be sold for five cents a pound was dumped. Gradually an increased demand was felt, coming with higher values of other meats, and the five cent price was changed to six. This price has been increased until it is not unusual for retailers to pay as much as twenty-two cents per pound to-day for beef livers from local killed steers and Western livers approach that price according to demand, although usually the wholesale value does not exceed fourteen to sixteen cents per pound wholesale and ten to twelve is more usual. Calves' livers are, of course, considered a luxury when from true vealers, and pig, lamb and goat livers are all eaten. Pig figures in liverwurst sausage. Surplus livers are frozen and sold without serious discrimination when demand exceeds supply of fresh livers. Liver is recognized to-day as a food highly beneficial to health, due largely to vitamins contained in it and is a food particularly pleasing to many who prefer lean meat to fat and who possess epicurean tastes. Bacon gives a pleasing taste to it and furnishes a well-balanced dish as to fat and lean when consumed together. Liver, especially the vealer product, is no longer looked upon as a cheap dish, but rather is a delicacy to the usual person possessed of a desire for good food and good health. It is becoming recognized more and more as a part of our diet.

Germans Eat Less Fat.

In 1922, Germany's fat supplies were from 75 to 80 per cent. of the pre-war figures. The proportions of the various items have also changed. Thus in 1912-13, fats from animals, including butter, were about 69 per cent. of the total, whereas last year those fats were only 56 per cent. of the total. Similarly pork fats dropped from 33 per cent. of the total to 24 per cent.

The largest single fat supply is now margarine. In pre-war days the consumption of butter was twice that of margarine, but it is now the other way about. Germany's lard supplies come chiefly from the United States, but her imports for 1922 show a decrease, due to increased home slaughtering of hogs, substitution of other fats, and general decrease in consumption. Germany's lard imports rise and fall with the stabilizing or decline of the mark.

Germany's imports of American bacon have increased in recent years, and the increased demand is benefiting America more than any other country.

A man who lives right, and is right, has more power in his silence than another has by his words.—Phillips Brooks.



A good seller
A splendid repeater

HOLLAND RUSK

AMERICA'S FINEST TOAST

Place your order today
All jobbers

HOLLAND RUSK CO., Inc.
Holland, Michigan

GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN

Sold From Coast to Coast

Putnam's

MALTY MILKIES

Originated and Made Only by
NATIONAL CANDY CO., INC.
PUTNAM FACTORY

Fourth National Bank

GRAND RAPIDS
MICHIGAN

United States Depositary

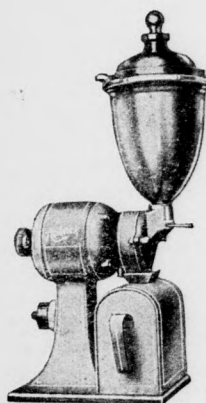
Established 1868

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. Calkin, 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. Tutthill	Charles N. Remington
Samuel D. Young	James L. Hamilton	

Reward lies in the Path of Service



No. 4

NO merchant ever built up a profitable and lasting coffee business selling ground package or canned coffee. Service is the Key Note of Success. Please your trade by selling fresh ground - in - your - own - store coffee—double your profits and double your sales in two months. Let us tell you more about it and our easy paying plan. Price \$65 or 10% off for cash. We handle a full line of Butchers Supplies.

Boot & Co.

Salesroom—5 Ionia Ave., N. W.
Grand Rapids, Michigan

HARDWARE

Michigan Retail Hardware Association.
President—Scott Kendrick, Flint.
Vice-President—George W. McCabe, Petoskey.
Secretary—A. J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Some Suggestions in Regard To Hardware Advertising.

Written for the Tradesman.

Some years ago an experienced hardware dealer made the startling statement—startling, at least, to those who emphatically assert that 'advertising pays'—that "a great deal of money is wasted in advertising." He added, "Advertising does pay, it often pays, but it does not always pay."

I asked another hardware dealer recently for his views on this question of what constitutes profitable hardware advertising—advertising profitable, that is, for the hardware retailer. His views are set down as follows:

"The hardware dealer should give a large share of his attention to the question of advertising. It has become a very essential part of the retail business. You have to let the people know what you are offering in order to get their trade nowadays. Everything may come to him who waits, but that axiom does not hold good in the management of a store. Trade comes to the merchant who advertises, not to the man who sits back and waits.

"In the matter of advertising, conditions vary to such an extent that I think each dealer should use the methods which he finds best suited to his needs and his particular locality. From the viewpoint of a hardware dealer in a city of 25,000 people I think there is no medium so effectual as the newspaper. By taking space in the newspapers, the merchant reaches all classes. If there are a number of daily, or weekly, newspapers in the locality, choose the best. The rates will be higher, but the returns will be larger in proportion.

"When I first started newspaper advertising, I used small space daily and must confess that the returns were not appreciable. My advertisement was just the same as a number of others. There was nothing of any particular character to distinguish it from the rest. When there is only limited space at the disposal of an advertising writer he has not the opportunity to render his copy and his lay-out distinctive. He is forced to the level of mediocrity, as it were.

"I realized that, to be effective, my copy must be noticeable at a glance. I wanted to make every reader either read the advertisement through or, at any rate, connect the name 'Simpson's' with the hardware and stove business. I was using three-inch space three times a week at this time. I changed this to one insertion weekly (on Fridays) using full double-column space, or 41 inches in all. I also introduced the free use of cuts.

"The results were apparent at once. My copy was attractive; at any rate, it attracted attention, and it sold the goods.

"Under this new plan, my business has shown a very noticeable increase each year.

"I have found that the essential points in advertising are:

"1. Have your copy attractive. It must be readable at a glance. I have concluded that the average reader will not take the time to read all the advertisements in the daily paper. I want to make sure, therefore, that mine will be one of those the people do read. To get value from the expenditure, the advertisement must be different from others.

"2. I believe firmly in using prices in my advertising. For instance in an item of lawn hose, I state that the hose is guaranteed, emphasize the quality, and then state the price. To my mind, this is the key of successful advertising.

"3. It has never been my object to cater to the idea of bargain hunting. It is far better to endeavor to build up a steady and desirable trade by supplying reliable quality goods at a fair margin of profit. I advertise a bargain only occasionally, and then as a leader purely and simply.

"4. Under all circumstances, supply the goods as advertised. People appreciate this. Nothing so arouses their distrust and disapproval as to supply them with something not up to the advertised specifications.

5. Have a certain amount of uniformity about your copy. It pays to educate readers to recognize your advertisement. This can be done by having a distinctive heading and slogan. I always use the heading "Simpson's Hardware and the slogan 'The place to buy reliable stoves and hardware.' I have a special two-column cut with the name 'Simpson's Hardware' in white letters on a black background; and beneath this the slogan in small but clear black type in a white frame.

"6. My advertising is always on seasonable goods. Early in September, for instance, I begin advertising fall goods and stoves. It pays to attend to those lines which are in most demand.

"7. Use as many illustrations as the space will allow. I like to have an illustration, as far as possible, for every article advertised. An illustration, a short, snappy summing up of the qualities of the article, and the price clearly marked—that is the standard that I have always endeavored to live up to in preparing copy.

"The liberal use of cuts gives the advertisement the same effectiveness that you get from a 'stocky' window display. Such an advertisement fairly bristles with interest and selling points.

"One of the advantages of using liberal space is that it is possible then to use cuts and distinctive features. Copy cannot be brightened by cuts when the space used is small.

"This class of advertising requires time in the preparation, but I am firmly convinced that it pays.

"Of course advertising is not limited to newspaper space. We give our show windows careful attention and also do a certain amount of personal canvassing. So far as possible, newspaper advertising and window display are made to synchronize; that is, we advertise and display the same articles at the same time."

Another dealer, discussing the same subject of retail hardware advertising, set down a number of points in this

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting
Goods and
Fishing Tackle

BROWN & SEHLER COMPANY

"HOME OF SUNBEAM GOODS"

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes & Mackinaws

Sheep lined and

Blanket - Lined Coats

GRAND RAPIDS, MICHIGAN

New and used Store Fixtures

We call your especial attention to our
lines of scales, coffee grinders and cash
registers. If you are in need of anything
in this line we can save you money.

G. R. STORE FIXTURE CO.

7 Ionia Avenue N. W.

Foster, Stevens & Co. WHOLESALE HARDWARE



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

connection which appeal particularly to him:

"Advertising for the hardware dealer does not consist entirely in running announcements in the local papers. To be sure, it is very important to use this medium; but you cannot tell all the story in a small newspaper advertisement. It is best not to attempt it.

"Be brief and to the point. Aim to get the farmers into your store and then tell them your story.

"But remember this. Catalogues and folders are of no use whatever unless they are placed in the hands of prospective purchasers.

"Get the catalogues and other advertising matter furnished by manufacturers into the hands of the farmers, and be sure every piece of such advertising bears your name and address.

"There are several ways of doing this. The most satisfactory way is to mail the material so that it will be sure to reach the home.

"The next best way is to put it in the farmer's car when he comes to town. Saturday is usually the best day of the week, because there are more farmers in town on that day than on any other.

"Now, don't say you are too busy on Saturdays or any other day. That is a mighty poor excuse, and whenever you begin to make excuses for yourself, it is a sign that you are not putting your fullest possible energies into your business.

"How many times do you go back and forth on the streets empty handed? Are you and your clerks too proud to carry a few folders or catalogues in your pockets and put them in farmers' cars as you pass by them on the street?

"Some dealers do not deserve the liberal supply of advertising matter furnished them by the manufacturers. Too often this material is tossed under the counter and forgotten; or unintelligently passed out to school children who are in no sense prospective purchasers.

"It is no uncommon thing in some stores for a farmer to come in and ask for a catalogue and for the dealer to reach down under the counter and hand out a dirty, dusty, unattractive booklet. That sort of thing creates a poor impression.

"The wideawake dealer has racks for his printed matter, so that each class of booklet can be kept by itself and readily secured, and all such material kept in good condition and attractive and easy of access.

"The wideawake dealer also takes a supply of printed matter with him when he makes trips into the country and puts a few pieces into every rural mail delivery box that he comes to.

"The dealer who neglects to use his advertising material intelligently is wasting a lot of excellent ammunition."

Victor Lauriston.

Wanted To Be Fair.

"I think, George," said Mrs. Jones to her husband, "I'll ask the new people next door to have dinner with us tonight."

"Why?" asked the husband.

"Well, the butcher left their meat here by mistake, and it seems only fair."

Study To Use Time To Best Advantage.

Time certainly is money so far as the wholesale grocer's salesman is concerned. It is one of the most valuable and at the same time precious tools of his trade. How to use this time to best advantage is given by a salesmanager of a Middle Western wholesale grocery house as follows:

"It is a common fact that it is generally understood that a salesman is a prosperous sort of a fellow and makes good money. This is true to some extent but only a few grocery salesmen have awakened to the fact that in order to do so they must utilize every minute of the day. And how is this done?

"You enter a merchant's store and you find he is busy with the consumer and a few more women enter the store while you are standing there. Instead of standing and waiting until he gets through, jot down on a piece of paper such items that you see of which he has only a few on his shelf, making memorandums of your brands and items that you think you can sell instead of those that he may have on his shelf or counter. It is a common practice on the part of the merchant to tell you that he needs nothing, filled up, and what not; but when showing this memorandum to him with such items that he is low on, it usually results in his saying, 'Yes, I need this or that'—and that is what you are after, to get one, two, three items from your own list which you know he needs. We cannot tell you just how to do it, but it can be did."

Michigan Butter Consumption.

The Michigan Department of Agriculture has issued the following statement:

This department has obtained reports from factories and dealers manufacturing and handling butter in Michigan to determine the consumption of butter in this State and especially to find out whether Michigan consumes as much butter as is manufactured. These figures have now been compiled and it is found that the consumption of butter is slightly more than the amount manufactured. For 1924 the amount of creamery butter manufactured in Michigan was 74,391,609 pounds and the amount consumed was 80,119,008 pounds. It was found that factories shipped 4,930,817 pounds into the State and 7,077,399 pounds out of the State while packers and dealers shipped 8,439,830 pounds into the State and 310,760 pounds out.

The amount of dairy products sold and manufactured in licensed plants during 1924 was reported as follows:

Creamery butter	74,391,609 lbs.
Sweet condensed milk	53,636,795 lbs.
Evaporated milk	108,619,707 lbs.
Bulk condensed milk	29,436,305 lbs.
Pwd. milk and cream	6,398,709 lbs.
Ice Cream	9,156,868 gal.
American cheese	5,921,978 lbs.
Miscellaneous cheese	1,482,579 lbs.
Cottage cheese	4,846,346 lbs.

These figures indicate an increase for practically all dairy products except ice cream.

T. H. Broughton,
Director Bureau of Dairying.

Have you counted the customers who do not buy coffee of you?

Many people enter your store each day. It will surprise you—as other merchants have been surprised—to check up how many do not buy coffee from you.

Here is a real sales opportunity right at hand. Offer these casual customers Maxwell House Coffee which has a record of attracting and holding new business. It has pleased more people and helped more dealers build new business than any other brand.

Take advantage of Maxwell House advertising—the largest coffee campaign ever run—by putting in Maxwell House Coffee window and store displays. You will soon find these casual customers buying coffee—and other things, too—at your counters.

FREE: Attractive display material will be supplied gladly. Simply write Advertising Department, Cheek-Neal Coffee Co., New York.

Check-Neal Coffee Company, Nashville, Houston, Jacksonville, Richmond, New York, Los Angeles.

ALSO MAXWELL HOUSE TEA



"Good to the Last drop"

MAXWELL HOUSE COFFEE
TODAY — America's largest selling high grade coffee

The grocer today who does not sell

Nucoa

"The Food of the Future"

is doing himself an injustice and depriving his customers of the new table delicacy that particular housewives everywhere are using—for its healthfulness, its unequalled flavor and its economy.

Don't fail to read the Nucoa advertisement in the "Saturday Evening Post" for February 6th—many of your customers will read it.

THE BEST FOODS, INC.

New York

Chicago

San Francisco

COMMERCIAL TRAVELER

Swinging Round the Circle on His Honeymoon.

Mishawaka, Indiana, Feb. 9—Once a year I have the pleasure of visiting Charley Renner. Last year it was at Urbana, Illinois, where he was operating the Urbana-Lincoln (since sold to other parties), but which was auxiliary to the Hotel Mishawaka here.

Charley still has a well established connection with the Michigan Hotel Association through the Edgewater Club at St. Joseph, which is a summer proposition of some importance.

His many friends in Michigan will be glad to know that Mr. Renner's Mishawaka enterprise has proven a wonderful success from the very start. From a losing proposition of \$2,000 per month it began to show dividends at the end of ninety days and is now one of the recognized institutions of Indiana.

At the present writing the house is sold out four nights in the week, and the feeding end of the game is forging ahead all the time. Even at this season he entertains at dinner parties a clientele from fifty miles distant and seems to make them like it.

A glad hander in the front office, if a rush comes in the culinary department, Charley is right there with an experience backed by a service of many years with the well-known Harvey System. His lunches and dinners are especially well selected and appetizing. For the investment of a dollar you get something like this:

Fruit Cocktail	Sweet Pickles
Tomato Soup	
Celery	Olives
Roast Prime of Beef au Jus	
Roast Sugar Cured Ham, Sweet Potatoes	
Chicken Patties, with green peas	
Mashed Potatoes	American Fried Potatoes
	Green String Beans
Hominy	Mayonnaise
Head Lettuce Salad	Assorted Warm Rolls
Apple, Cherry and Custard Pie	
Ice Cream and Cake	
Coffee	

Mr. Renner recently returned from a trip to Germany, France, England, Italy, etc., and had much to say about the conduct of hotels in those countries. For instance in London, at the Savoy, which would be considered a very mediocre hotel in America, a charge of \$17 per day was made for a room facing a court. At the Adlon, in Berlin, which he considers the finest hotel in Europe, the rates are about the same as at Statler's hotel, the Pennsylvania. But in all European hotels there is an extra service charge for soap, lights, hot water and service itself, which brings the rates at what seems a moderate priced hotel up to the top notch.

The death of Frank Birney, some time ago, made necessary some changes in the executive forces of the New Lenawee Hotel, at Adrian. Now we have it that Otis Reichelderfer, recently elected president of the Lenawee Hotel Co., has assumed the management thereof, wherein he will be assisted by his wife as hostess and housekeeper. Mr. Reichelderfer began his hotel course at Redonda Beach, California, and later was with the Gibbons, at Dayton, Ohio. For four years these people were the proprietor-operators of the Barnes Hotel, at Paulding, Ohio, but spent last season in Florida. Recently the stock of T. A. Birney and the estate of his brother, Frank, was purchased by Robert Codd and Harry Angell, of Niles, and part of same was resold to Mr. Reichelderfer. Mr. Reichelderfer is reported to be a "go-getter," a community organizer and leader and much may be expected from this change in management. He certainly will be entitled to a warm welcome from the fraternity in Michigan.

At a recent election of officers of the Detroit Hotel Association, the following drew long straws:

President—E. H. Piper, Madison-Lenox.

First Vice-President—Wm. J. Chittenden, Book-Cadillac.

Second Vice-President—Ward B. James, Hotel Tuller.

Treasurer—Seth Frymire, Hotel Fort Shelby.

Secretary—A. B. Riley, Carlton-Plaza.

Executive Committee—Geo. Fulwell, Hotel Normandie; Preston D. Norton, Hotel Norton; Chas. H. Clements, Hotel Palmetto; M. R. Gilbert, Prince Edward Hotel, Windsor; and R. W. James, Hotel Franklin.

Every once in a while the radio flashes something about a proposed new hotel at Sturgis. Somebody flashes into print as knowing all about the hotel situation in that city, but the more conservative make the statement and tell the truth at the same time when they say it is not needed.

What do the merchants of Sturgis or any other city know about the hotel requirements of their town? The Elliott, at Sturgis, is one of the best country hotels in Michigan, and is successfully operated by D. J. Gerow, a man of wide experience in his own line. Such of the Sturgis citizenry who have ever been in his establishment since he has been there know this statement to be absolutely true. The commercial travelers all speak well of it and if they had a half dozen modern constructed establishments there the Elliott would continue to hold its trade.

But there is this talk of a hotel, and when we get down to the gist of the thing, it is always somebody who knows nothing about the hotel game that is doing the talking and prophesying. They want a super-hotel with heaps of rooms and endless number of public conveniences, but haven't the faintest notion where the trade is to come from to keep it going, and whether these patrons would pay the increased prices for improved service. No one on earth but the hotel man can know these facts. The local merchant will tell you that at least ten drummers call upon him each week. If they do it is a cinch that eight of that number travel in flivvers, live on their territory and are anxious to get home with their families. He will estimate that all of these travelers are bound to go over to the Elliott and pay a dollar for a square meal, but if he had actual knowledge of what he was talking about he would discover that the classic Greek gets the lunch money. Possibly six or eight times during the year Brother Gerow has a full house, but they forget the profitless week ends and the long, dreary winter, with mountain high coal bills.

Niles is most certainly going to have a new hotel, and it may be opened by July 1. The contractors have promised an earlier date for the delivery of a completed hotel, but the experienced operator knows much about the possibilities of delays in the completion and furnishing of such an enterprise.

I had a nice visit the other day, at Niles, with Carmi Smith, the president of the community organization which is responsible for this innovation in the hotel affairs of that charming city. The new project will represent an outlay of \$350,000, will contain seventy-eight rooms, fifty-one with bath, and all with lavatories and toilet.

It will be of first-class fire-proof construction, with every possible attention to detail in artistic finish. A large lobby, dining room and ball room, coffee shop, elevators, with eight stores will represent its physical possibilities.

The new hotel at present is nameless. It should be called the Pike House, from the historically known establishment which occupied this site for seventy-five years, but there is opposition to using this name. It will probably be ultimately called The Niles, which will not be inappropriate.

Unlike many of the hotel enterprises which have been dedicated in Michigan during the past five years, the Niles institution will not be "too many"

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.

In KALAMAZOO, MICHIGAN is the famous

The Only All New Hotel in the City. In the Very Heart of the City

NEW BURDICK

250 Rooms—150 Rooms with Private Bath—European \$1.50 and up per Day
RESTAURANT AND GRILL—Cafeteria, Quick Service, Popular Prices
Entire Seventh Floor Devoted to Especially Equipped Sample Rooms
WALTER J. HODGES, Pres. and Gen. Mgr.



WHEN IN KALAMAZOO

Stop at the

Park-American Hotel

Headquarters for all Civic Clubs

Excellent Cuisine
Turkish Baths

Luxurious Rooms
ERNEST McLEAN, Mgr.

MORTON HOTEL

GRAND RAPIDS' NEWEST HOTEL

400 Rooms—400 Baths

Rates \$1.50, \$2, \$2.50 and up per day

The Center of Social and Business Activities

THE PANTLIND HOTEL

Everything that a Modern Hotel should be.

Rooms \$2.00 and up.

With Bath \$2.50 and up.

CODY HOTEL

GRAND RAPIDS

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

CODY CAFETERIA

Open at 7 A. M.

TRY OUR BREAKFAST

Eat at the Cafeteria it is Cheaper

FLOYD MATHER, Mgr.

HOTEL HERMITAGE

European

Room and Bath \$1.50 & \$2

JOHN MORAN, Mgr.

HOTEL CHIPPEWA

MANISTEE, MICH.

HENRY M. NELSON, Manager
European Plan, Dining Room Service
150 Outside Rooms \$1.50 and up
60 Rooms with Bath \$2.50 and \$3.00

HOTEL RICKMAN

KALAMAZOO, MICH.

One Block from Union Station
Rates, \$1.50 per day up.

JOHN EHRMAN, Manager

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"

OCCIDENTAL HOTEL

FIRE PROOF
CENTRALLY LOCATED

Rates \$1.50 and up
EDWARD R. SWETT, Mgr.

Muskegon :: Michigan

HOTEL KERNS

Largest Hotel in Lansing

300 Rooms With or Without Bath
Popular Priced Cafeteria in Connection
Rates \$1.50 up

E. S. RICHARDSON, Proprietor

CUSHMAN HOTEL

PETOSKEY, MICHIGAN

The best is none too good for a tired
Commercial Traveler.

Try the CUSHMAN on your next trip
and you will feel right at home.

Columbia Hotel

KALAMAZOO

Good Place To Tie To

The HOTEL PHELPS

Greenville, Michigan

Reasonable Rates for Rooms.

Dining Room a la carte.

GEO. H. WEYDIG, Lessee.

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 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

and if its promoters catch up with the right type of operator, it will (if not at first) eventually prove to be a fairly remunerative investment. The backers of this proposition are clearly level-headed individuals and I am inclined to think will make a fortunate selection for its executive heads.

It is reported that the Michigan State Tax Commission are inclined to the opinion that certain religious and similar organizations which operate for profit ought to help bear the burden of taxation which is just now falling so heavily on the manufacturer, merchant and farmer. If a policy of this kind is ultimately adopted it will be because of the activities of the Michigan Hotel Association in that direction. At their behest the last Legislature adopted a resolution directing the Tax Commission to investigate so-called charitable, religious and educational property to ascertain if it is used solely for these purposes.

Of the Y. M. C. A. and Y. W. C. A. it is officially reported that "they are in direct competition with hotels, boarding houses and other businesses which pay taxes."

Business and homes have in this age to bear enough taxation on behalf of untaxed and under-taxed property without the additional injustice of untaxed competitions and the Hotel Association will find itself well fortified in their campaign for righting this wrong.

Now for this reason, why ought not the Hotel Association be accorded the unanimous support of the hotel operator of Michigan? Their program of procedure always contemplates a lot of reforms and revolutions which are entirely within its province, though some few think it exists only for pleasure and junkets.

In speaking of this a Hotel World correspondent has expressed an inspired thought which ought to sink into the cranium of every Michigan operator, whether he belongs to an association or not:

"It has been truly said that no man is too old or too wise to learn something new, and to my knowledge the ordinary program of the well organized association is often the means of turning failure into success. The discussions at these meetings are liberal education on hotel management. They are, in a sense, a university short course on heating, lighting decorations, textiles, etc., when one may get facts and figures worth many times the amount of the dues paid for the support of such organization.

"Next is the matter of protection against the bad-check artist and others of his kind, who prey upon the hotel industry. These can only be combatted successfully or eliminated by organized effort."

But there are many other benefits to be secured by association and organization. We all realize fully, or ought to, that everyone we buy of, and every one we pay wages to, is organized. Some of the most successful of these are the wholesale grocers, canners, meat men, and not the least of all, our patrons, the commercial travelers. Their organizations are powerful and far reaching. Why should we not have fraternal benefits as well?

In matters of adverse legislation, which is being presented at every session of law making bodies, by radicals or cranks who are unfriendly to or have fancied grievances against some hotels, the Association is a protection. In Michigan, as in no other state, has this protection made itself felt. Such legislation would make it much harder to successfully conduct your own business in your own way or make an honest profit. The only way to prevent these bills from becoming laws is by co-operation and concerted action by such an organization as Michigan now has.

The social side is also to be considered. Association meetings pave the way to wonderful and lasting

friendships. We cannot live for self alone but we may improve our spiritual as well as worldly interests by getting acquainted with our own kind.

Personally, I do not see how one can help considering himself a parasite, when he accepts the bettered conditions brought about in the hotel industry through the expenditure of time and money by fellow hotel men, who are striving so hard to carry on the work to which the hotel association is dedicated and not do his bit in support of same.

Theo. Frank's hotel, The Wren, at Berrien Springs, seems to be an ever-continuing success. Physically he has made it modern in every particular and homelike to the last degree. For a cent dinner, the other day, this was his offering:

Celery	Tomato Soup	Cottage Cheese
Veal Cutlets, plain or breaded		
Steamed Potatoes	Early June Peas	
Fruit Salad		
Blackberry Pie	Assorted Nuts	
Coffee		

At Three Rivers they are talking about a new hotel to be built on the site of the present Three Rivers House. Part of the money has been raised and negotiations are over for the purchase of that property from M. W. Lott, its present owner. Three Rivers does not need another hotel to accommodate the commercial trade of that city, but its patriotic citizens think they ought to have a better one. If this loyalty gets far enough along to encompass the raising of money for this purpose, without too great a fixed charge on the new establishment, all will be well; but it would be worse than folly to undertake to construct a new hotel there and expect it to make any showing with the competition of the already established institution. In the meantime Mr. Lott is brightening up his hotel with paint and paper, so that if the project falls through, he will be better equipped to handle his regular trade than ever.

I called at the Hotel Harvey, at Constantine, last week and had a pleasant visit with its energetic proprietor, Robert Hassinger. Some years ago I asked the readers of the Tradesman to tell me which, of all the Michigan country hotels they visited was entitled to special mention, and the Harvey was among those most favorably mentioned. The Hassingers still live up to their established reputation and it is a pleasure to be numbered among their guests.

Hotel Klesner, at Centerville, operated by W. L. Klesner, seems to be doing a prosperous business, especially in the feeding line, and is in the hands of a go-getter. Centerville cannot be judged by its registered population. It is a miniature metropolis in itself. It is also a county seat town which naturally is a hotel asset.

The Hotel Rickman, Kalamazoo, has re-opened its dining room. It has been redecorated and equipped with attractive furnishings, and under the management of John Ehrman, who is a past master in catering, will naturally prove attractive to such as patronize it. Running a feeding department in connection with a hotel, nowadays, is almost a thankless job, but John surely upset all my predictions in his case and made money at it. Certainly he is doing well with the Rickman.

O. R. Smith, proprietor of the Star Hotel, at Watervliet, has purchased the Highland Hotel, at Covert, and will remodel and convert it into a modern hotel. It will be ready to open to the public by May 1. He will manage both places and both will bear the name of Star Hotel.

Frank S. Verbeck.

The cost of doing business should partly be laid at the door of the public. The service furnished costs money. We should educate the public to the cost of this service—to the cost of doing business. We should eliminate unnecessary expense.



It's

New

NEW OATA

Here are the facts about Kellogg's new hot cereal

New Oata!—a new kind of cereal—a new flavor—a blend of blends—so tempting, so appealing, that once tasted, your customers will want it every morning.

This is the latest Kellogg product. *A hot cereal for cold mornings*—which can be prepared in three minutes. Try New Oata yourself! Note its quality and flavor.

Kellogg's New Oata has back of it all the resources, all the push, all the Kellogg pride-of-quality that have made the other Kellogg Cereals world famous. Order a stock from your jobber!

Kellogg's NEW OATA

SPECIALIZES IN AUTOMOBILE INSURANCE

STATE-WIDE SERVICE

Has Largest Number of Cars Insured of any Company in Michigan

The Howell Company has increased its assets as follows:

Dec. 31, 1915	\$ 4,083.34
Dec. 31, 1918	69,424.91
Dec. 31, 1921	137,392.51
Dec. 31, 1924	565,225.96
Dec. 31, 1925	704,152.41

The company has a state-wide service and the man who buys an automobile is anxious to join a company that specializes in automobile insurance. With a courteous agent in every city and town in the state to give service in case of an accident or loss, the company has built up a large membership, having had the first pick of the careful drivers. It has an ex-Governor, two members of the Supreme Court, many circuit Judges, lawyers, business men and farmers insured in all parts of the state.

It is a Michigan company and therefore none of its money goes out of the state. The company has settled over 37,000 claims since organization and has had experience in every kind of a complicated automobile loss and therefore in case of trouble or serious loss, you will have the aid of experienced adjusters, attorneys and officers.

See Local Agent for

CITIZENS' MUTUAL AUTOMOBILE INSURANCE COMPANY

DRUGS

Michigan Board of Pharmacy.
President—J. A. Skinner, Cedar Springs
Director—H. H. Hoffman, Lansing.
Examination Sessions—Detroit, Jan. 19,
20 and 21; Grand Rapids, March 16, 17
and 18.

Things Seen and Heard in a Drug Store.

A note handed across the counter calling for, "A bottle of Janes Expected," was more amusing than puzzling.

Whenever I see a lot of fancy decorations garnishing a very meager or inadequate display of goods I'm always reminded of the saying that was quite common some years ago, "You can never tell how tender the chicken is by the parsley 'round the dish."

There is a great temptation many times in the course of a business day for the chaps behind the drug shop counter to get back at customers who are either intentionally or unintentionally rude, and ill-mannered to us and often we would like to take a try at correcting their speech or manners; but it is mighty poor business to attempt to do so and it gets you nothing except more ill will from the boorish one. A benevolent, old merchant in Philadelphia always said to his clerks, regarding customers of this kind, "It is not our duty to reprove ill-bred people. Not noticing the gruffness and disagreeable manners of thoughtless or uneducated people has been found to be the best method of dealing with such folk." This wise old merchandiser sure had the right dope on the thing.

A new pharmacy was being opened in a certain section of the metropolis; a sign writer was putting the name "Premier Pharmacy" on the front window when an inquisitive friend happened along and asked why the proprietor didn't call the store by his own name, but he was thoroughly satisfied and no longer in quest of a reason when he learned that the Ph.G who was launching the new business had to stagger around under the weighty cognomen of Aristophanes Poppoulodolopouldous. Well, Premier Pharmacy certainly is a bit handier.

A tow-headed, barefoot boy of about nine years came rushing into the drug store the other morning, laid a half dollar down on the counter and before I could enquire what was wanted, he blurted out, "I wanta stummick pump!" When informed that we didn't keep them in stock he looked puzzled and said, "Doncha? Well the nurse sed for me to come here fer it." This seemed a bit thick so I queried, "Who is it for?"

"Fer me muther," replied the urchin.

"Has your mother taken poison?" I quickly asked.

"Naw, she's got a little baby," replied towhead, so I took his half dollar, wrapped up a breast pump and he went on his way rejoicing, and still there are folks who say nothing funny ever happens in a drug store.

Yes, indeed, we should go the limit to get new customers into our stores; but when we get them in, the job is by no means complete, in fact it has just begun, for unless the new customer receives the proper treatment it is by no means certain that he or she

will become a permanent customer. By coming into the store the customer has done all that you have any right to expect of him, whether he comes back again depends a whole lot on you; as the late Sidney Porter—who was once a drug clerk—would say, "It's up to you, John Henry."

Any time a customer happens to casually remark that your competitor is "A nice man," or a "Good Fellow," don't hesitate to agree with him fully, readily and as whole-heartedly as possible; he may really mean it or he may only be trying to get a rise out of you; but in either case the proper procedure is to agree with him at once, for if he does mean it he will think all the better of you for agreeing with him and if he is trying to get your goat, he will think none the less of you for failing to take the bait, and then there's still another angle to it, the man in question, even though he is your competitor, may be—and probably is—a darned good scout.

Talk about appealing to the eye in order to sell goods, here's a case of it, although it is not a new one by any means. Griddle cakes never cut very much of a figure on the bill of fare in the average "food emporium" until some years ago when the enterprising proprietor of a chain of popular price restaurants conceived the idea of "Browning the Buckwheats" in the front window in full view of the people passing along the street. The sight of the appetizing cakes being poured and baked right before their eyes made lots of folks hungry for 'em and the result was that in a little while griddle cakes became one of the fastest sellers on the card and they are still going strong. Might not be a bad idea for a lot of us retailers to try some eyesight salesmanship with some of our wares.

Not long ago I ran across a drug clerk who has that very rare faculty which for want of a better name, I believe, is called a photographic memory. This chap never forgets either a name or a face; if he waits on a customer to-day he will remember the customer when he next enters the store, no matter how long after, greet him familiarly and do it so that the customer is aware of the genuineness of the recollection, if you get what I mean. And the same way with names, if he ever gets a person's name, that too seems to be indelibly printed on his memory and he is able to call a customer by name although he may have only heard it once. As most folk who visit a drug store like to patronize one that has a friendly air, this clerk is quite an acquisition, a "Jewel" as they would say of a good cook. While this sort of thing can, in a limited degree, be cultivated, it is a good deal like the street arab said when the horrified old lady asked him where he learned to swear so fluently, his reply was, "Yuh don't learn dat, lady; it's a gift."

A pharmacy in a town that has quite a prescription business, much of which comes from the outlying districts and smaller villages, has a sort of cozy corner waiting room fitted up with wicker chairs, settee, center table on which there was always a lot of mag-

azines and current literature, etc., where out-of-town customers may wait for their prescriptions. Some time ago it just happened that there was a "full house," there were more people waiting for prescriptions than there were magazines, and after a bit, a couple of the magazineless ones, tired of sitting with nothing to look at, began strolling around the store on a tour of inspection; quite naturally they had not gone very far when the appeal of some of the drug merchandise displayed in the show cases and on counters got in its deadly work and both ladies found several things that they really needed, and so when the prescriptions were finished they had each corralled several dollars' worth of goods that they paid cash for and took with them, the amount totalling several times what the prescriptions came to. That little incident set the proprietor thinking and he figured that if the ladies in question, while waiting for their prescriptions to be compounded, had been reading an interesting story or looking at the rotogravure section of a periodical, they would in all probability have taken the prescriptions when they were finished and gone home and he would have had several dollars' worth of drug shop stuff in his cases and been several dollars shy in his day's receipts, so from that time on there has been less attractive literature in the waiting nook of that drug store, so that out-of-town customers may have a better chance to look around the store while waiting for their medicine to be prepared.

Prescott R. Loveland.

Next Meeting of Michigan Board of Pharmacy.

Lansing, Feb. 9—The Board of Pharmacy will hold a meeting for the examination of candidates for registration at the Knights of Columbus auditorium, Grand Rapids, Tuesday, Wednesday and Thursday March 16, 17 and 18, beginning at 9 o'clock a. m. on the 16th. All candidates must be present at that hour. Applications must be filed with the director at least ten days before examination.

Applications for examination and blank forms of affidavits for practical or college experience furnished on request.

Fee for registered pharmacist, \$15; fee for registered assistant pharmacist, \$10. Fee for re-examination: Registered pharmacist \$3; Registered assistant pharmacist, \$2. There is also a certificate fee after passing: Registered pharmacist, \$15; Registered assistant pharmacist, \$10.

The next examination will be held at the Detroit City College, corner Hancock and Cass, Detroit, on June 15, 16 and 17.

H. H. Hoffman, Director.

Brass Polish.

The following makes a polish suitable for coarse tinware, brass, copper, etc.:

Powdered Rotten Stone 1 lb.
Lubricating Oil ----- 1 pint
Kerosene ----- 3 pints
Mix.

The following makes a good base for a large number of polishes. Combined with jeweler's rouge it gives a fine polish for silverware and jewelry: Oleic Acid.

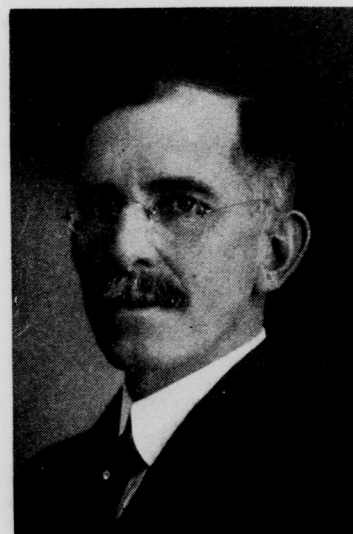
Stronger Ammonia.

Water enough to make a liquid of the desired consistence.

Sale of Gibbs Drug Stock at Howard City.

A surprise to many people will be the announcement that on Tuesday H. M. Gibbs sold his Rexal drug store here to O. K. Cady, a registered pharmacist of Lansing. Mr. Cady took immediate possession. Mr. Gibbs has no plans for the immediate future and will remain for a time to acquaint Mr. Cady with local conditions and have him meet as many people as possible.

Mr. Gibbs decided late last year to sell his business here that he might accompany his wife to the South where it was hoped a more favorable climate would help her. Since her death he had not offered the business. Mr. Cady came here Saturday to look over the store, returning early this week to accept a proposition made him by Mr. Gibbs who has conducted the business in the same building continuously since Mar. 12, 1890 when he purchased the drug business from the late S. C. Scott. He is highly regarded in business and financial circles in Western Michigan.



Howard City has never known a better qualified man in its business life than Hal M. Gibbs. It is with genuine regret that many homes will learn of his decision to retire.

Mr. Cady is a native of Williamston, and for fifteen years has clerked in Lansing pharmacies; the first eight years he had two employers, and for the past seven years he has been employed by the Houghton Drug Co., on Michigan avenue. He is married and has a two year old daughter. Mrs. Cady and daughter will join him here after a few weeks and they will make this their home town.

Mr. Cady belongs to the National Guard and served overseas two years during the kaiser's war. He was on board the Tuscania when it was torpedoed—and nearly 300 lost their lives.

Mr. Cady is a man of pleasing address, a well qualified man in his profession who will no doubt make many friends here. He will follow the same policies that have made the business established by Mr. Gibbs so successful.

Thus another of the leading business places in Howard City has passed into other hands. The public will wish both the retiring and incoming proprietors every success.—Howard City Record.

A Soft Ointment.	Oil. Terebinth	5.0
Methyl Salicylate	Lanolin	15.0
Guaiaccol	Petrolat.	25.0

FILM PRICE LIST



KODAK FILM PACKS

Inches	Net Doz.	Ret. Pack
No. 500 1 1/4 x 2 3/4	\$3.15	.35
No. 520 2 1/4 x 3 1/4	4.50	.50
No. 516 2 1/4 x 4 1/4	5.40	.60
No. 518 3 1/4 x 4 1/4	8.10	.90
No. 542 3 x 5 1/4	9.00	1.00
No. 522 3 1/4 x 5 1/2	9.90	1.10
No. 523 4 x 5	9.90	1.10
No. 515 5 x 7	17.10	1.90

SPECIAL DISTRIBUTORS OF EASTMAN KODAKS and Supplies

Complete Stock of all items listed
always in stock.

HAZELTINE & PERKINS DRUG CO.
Wholesale Only

Manistee -- Michigan -- Grand Rapids

EASTMAN N. C. FILM CARTRIDGES Non-Autographic

No.	Size	Net Doz.	Ret. Roll	Exp.
127	1 1/4 x 2 1/4	\$2.25	.25	8
117	2 1/4 x 2 1/4	1.80	.20	6
120	2 1/4 x 3 1/4	2.25	.25	6
105	2 1/4 x 3 1/4	2.25	.25	3
116	2 1/4 x 4 1/4	2.70	.30	6
116	2 1/4 x 4 1/4	5.40	.60	12
101	3 1/4 x 3 1/4	3.15	.35	3
118	3 1/4 x 4 1/4	4.05	.45	6
124	3 1/4 x 4 1/4	4.05	.45	6
124	3 1/4 x 4 1/4	8.10	.90	12
130	2 7/8 x 4 7/8	4.05	.45	6
122	3 1/4 x 5 1/2	4.95	.55	6
125	3 1/4 x 5 1/2	4.95	.55	6
123	4 x 5	4.95	.55	6
103	4 x 5	4.95	.55	2

CARTRIDGE FILM

No.	Size	Net Doz.	Ret. Roll	Exp.
A127	1 1/4 x 2 1/4	\$2.25	.25	8
A120	2 1/4 x 3 1/4	2.25	.25	6
A116	2 1/4 x 4 1/4	2.70	.30	6
A116	2 1/4 x 4 1/4	5.40	.60	12
A118	3 1/4 x 4 1/4	4.05	.45	6
A118	3 1/4 x 4 1/4	8.10	.90	12
A130	2 7/8 x 4 7/8	4.05	.45	6
A130	2 7/8 x 4 7/8	6.75	.75	10
A122	3 1/4 x 5 1/2	4.95	.55	6
A122	3 1/4 x 5 1/2	8.10	.90	10
A123	4 x 5	4.95	.55	6
A126	4 1/4 x 6 1/2	6.75	.75	6



WHOLESALE DRUG PRICE CURRENT

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

Acids	Cotton Seed	1 30@1 50	Belladonna	@1 35
Boric (Powd.)	Cubebs	7 00@7 25	Benzoin	@2 10
Boric (Xtal)	Elgeron	9 00@9 25	Benzoin Comp'd	@2 65
Carbolic	Eucalyptus	1 25@1 50	Buchu	@2 55
Citric	Hemlock, pure	1 75@2 00	Cantharides	@2 85
Muriatic	Juniper Berries	3 50@3 75	Capsicum	@2 20
Nitric	Juniper Wood	1 50@1 75	Catechu	@1 75
Oxalic	Lard, extra	1 60@1 80	Cinchona	@2 10
Sulphuric	Lard, No. 1	1 40@1 60	Colchicum	@1 80
Tartaric	Lavendar Flow	8 50@8 75	Cubebs	@3 00
	Lavendar Gar'n	85@1 20	Digitalis	@1 80
	Lemon	3 75@4 00	Gentian	@1 35
	Linseed, bid. bbl.	@ 95	Ginger, D. S.	@1 30
	Linseed, raw, bbl.	@ 92	Guaiac	@2 20
	Linseed, bid. less 1	02@1 15	Guaiac, Ammon.	@2 00
	Linseed ra., less	99@1 12	Iodine	@ 95
	Mustard, artifi. oz.	@ 35	Iodine, Coloreless	@1 00
	Neatsfoot	1 35@1 50	Iron, Clo.	@1 35
	Olive, pure	3 75@4 50	Kino	@1 40
	Olive, Malaga,	2 75@3 00	Myrrh	@2 50
	Olive, Malaga,	2 75@3 00	Nux Vomica	@1 55
	Orange, Sweet	5 00@5 25	Opium	@3 50
	Orange, Sweet	5 00@5 25	Opium, Camp.	@ 85
	Origanum, pure	@ 250	Opium, Deodor'd	@3 50
	Origanum, com'l	1 00@1 20	Rhubarb	@1 70
	Pennyroyal	4 00@4 25		
	Peppermint	35 00@35 25	Paints	
	Rose, pure	13 50@14 00	Lead, red dry	15 1/4@15 1/4
	Rosemary Flows	1 25@1 50	Lead, white dry	15 1/4@15 1/4
	Sandalwood, E.	10 50@10 75	Lead, white oil	15 1/4@15 1/4
	Sassafras, true	1 75@2 00	Ochre, yellow bbl.	@ 2 1/2
	Sassafras, arti'l	75@1 00	Ochre, yellow less	3 @ 6
	Sassafras, arti'l	75@1 00	Red Venet'n Am.	3 1/2@ 7
	Spearment	17 50@17 75	Red Venet'n Eng.	@ 8
	Sperm	1 50@1 75	Putty	5 @ 8
	Tansy	10 00@10 25	Whiting, bbl.	@ 4 1/2
	Tar, USP	50@ 65	Whiting	5 1/2@ 10
	Turpentine, bbl.	@1 05	L. H. P. Prep.	3 05@3 25
	Turpentine, less 1	12@1 25	Rogers Prep.	3 05@3 25
	Wintergreen,	6 00@6 25	Miscellaneous	
	leaf	6 00@6 25	Acetanalid	47@ 55
	Wintergreen, sweet	3 00@3 25	Alum	08@ 12
	Wintergreen, art	75@1 00	Alum, powd. and	09@ 15
	Worm seed	9 00@9 25	ground	09@ 15
	Wormwood	9 00@9 25	Bismuth, Subni-	3 54@3 59
			trate	
Barks	Potassium		Borax xtal or	07@ 12
Cassia (ordinary)	Bicarbonate	35@ 40	powdered	07@ 12
Cassia (Saigon)	Bichromate	15@ 25	Cantharades, po.	1 50@2 00
Sassafras (pw. 50c)	Bromide	69@ 85	Calomel	2 02@2 22
Soap Cut (powd.)	Bromide	54@ 71	Capsicum, pow'd	43@ 55
	Chlorate, gran'd.	23@ 30	Carmine	7 00@7 50
	Chlorate, powd.	16@ 25	Cassia Buds	35@ 40
	or Xtal	30@ 90	Caves	50@ 55
	Cyanide	66@ 86	Chalk Prepared	14@ 16
	Iodide	4 66@4 86	Choloroform	51@ 60
	Permanganate	20@ 30	Chloral Hydrate	1 35@1 85
	Prussiate, yellow	65@ 75	Cocaine	12 10@12 80
	Prussiate, red	@1 00	Cocoa Butter	50@ 75
	Sulphate	35@ 40	Corks, list, less.	40-10%
			Copperas	2 1/4@ 10
			Copperas, Powd.	4@ 10
			Corrosive Sublim	1 65@1 86
			Cream Tartar	31@ 38
			Cuttle bone	40@ 50
			Dextrine	6@ 15
			Dover's Powder	3 50@4 00
			Emery, All Nos.	10@ 15
			Emery, Powdered	8@ 10
			Epsom Salts, bbls.	@ 10
			Epsom Salts, less 3 1/4	@ 10
			Ergot, powdered	@1 25
			Flake, White	15@ 20
			Formaldehyde, lb.	12@ 30
			Gelatin	85@1 00
			Glassware, less 55%	
			Glassware, full case	60%
			Glauber Salts, bbl.	@0 2 1/2
			Glauber Salts less	04@ 10
			Glue, Brown	21@ 30
			Glue, Brown Grd	15@ 20
			Glue, white	27 1/2@ 35
			Glue, white grd.	25@ 35
			Glycerine	29@ 50
			Hops	65@ 75
			Iodine	6 45@6 90
			Iodoform	7 35@7 65
			Lead Acetate	20@ 30
			Mace	@1 45
			Mace, powdered	@1 50
			Menthol	14 50@15 00
			Morphine	11 18@11 93
			Nux Vomica	@ 30
			Nux Vomica, pow.	17@ 25
			Pepper black pow.	55@ 60
			Pepper, White	60@ 65
			Pitch, Burgudry	12 1/2@ 20
			Quassia	12@ 15
			Quinine	72@1 33
			Rochelle Salts	30@ 35
			Saccharine	@ 80
			Salt Peter	11@ 22
			Seidlitz Mixture	30@ 40
			Soap, green	15@ 30
			Soap mott cast.	22 1/2@ 25
			Soap, white castile	@12 50
			less, per bar	@1 45
			Soda Ash	3@ 10
			Soda Bicarbonate	3 1/2@ 10
			Soda, Sal	02 1/2@ 03
			Spirits Camphor	@1 35
			Sulphur, roll	3 1/2@ 10
			Sulphur, Subl.	04@ 10
			Tamarinds	20@ 25
			Tartar Emetic	70@ 75
			Turpentine, Ven.	50@ 75
			Vanilla Ex. pure	1 75@2 25
			Vanilla Ex. pure	2 50@3 00
			Zinc Sulphate	06@ 15

Sell
ZIPPER
the candy
bar hit
of the year

A.R. WALKER
CANDY CORP.

MUSKOGON
GRAND RAPIDS
KALAMAZOO
DETROIT



Decorations losing freshness
KEEP THE COLD, SOOT AND DUST OUT
Install "AMERICAN WEATHER STRIP" all-metal
Weather Strips and save on your coal bills, make
your house-cleaning easier, get more comfort from
your heating plant and protect your furnishings
and draperies from the outside dirt, soot and dust.
Storm-proof, Dirt-proof, Leak-proof, Rattle-proof

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144 Division Ave., North
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Handle Reynolds Shingles

For Profit and Satisfaction

GROCERY PRICE CURRENT

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

ADVANCED

Some Coffee
Rice
Gasoline

DECLINED

Nucoa
Veal
Lamb
Mutton

AMMONIA

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



AXLE GREASE

48, 1 lb. ----- 4 35
24, 3 lb. ----- 6 00
10 lb. pails, per doz. 8 50
15 lb. pails, per doz. 11 95
25 lb. pails, per doz. 19 50

BAKING POWDERS

Arctic, 7 oz. tumbler 1 35
Queen Flake, 16 oz., dz 2 25
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 95
Sliced bacon, medium 3 00
Sliced beef, medium 2 80
Grape Jelly, large ----- 4 50
Sliced beef, large ----- 4 50
Grape Jelly, medium ----- 2 70
Peanut butter, 16 oz. 4 25
Peanut butter, 10 1/2 oz. 2 90
Peanut butter, 6 1/2 oz. 1 85
Peanut butter, 3 1/2 oz. 1 20
Prepared Spaghetti ----- 1 40
Baked beans, 16 oz. ----- 1 40



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

BREAKFAST FOODS

Cracked Wheat, 24-2 3 85
Cream of Wheat, 18s 3 90
Cream of Wheat, 24, 14 oz. ----- 3 05
Pillsbury's Best Cerl 2 20
Quaker Puffed Rice ----- 5 30
Quaker Puffed Wheat 1 30
Quaker Brfst Biscuit 1 90
Ralston Branos ----- 3 20
Ralston Food, large ----- 4 00
Saxon Wheat Food ----- 3 90
Vita Wheat, 12s ----- 1 80
Post's Brands.
Grape-Nuts, 24s ----- 3 80
Grape-Nuts, 100s ----- 2 75
Instant Postum, No. 8 5 40

Instant Postum, No. 9 5 00
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Postum Cereal, No. 1 2 70
Post Toasties, 36s ----- 3 45
Post Toasties, 24s ----- 3 45
Post's Brand, 24s ----- 2 70

BROOMS

Jewell, doz ----- 5 75
Standard Parlor, 23 lb. 8 25
ancy Parlor, 23 lb. ----- 9 25
Ex. Fancy Parlor 25 lb. 9 75
Ex. Fcy. Parlor 26 lb. 10 50
Toy ----- 2 25
Whisk, No. 3 ----- 2 75

BRUSHES

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

Stove

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

Shoe

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

BUTTER COLOR

Dandelion, ----- 3 85

CANDLES

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

CANNED FRUIT

Apples, 3 lb. Standard 1 50
Apples, No. 10 ----- 4 50@5 75
Apple Sauce, No. 10 7 75
Apricots, No. 1 1 75@2 00
Apricots, No. 2 ----- 3 00
Apricots, No. 2 1/2 3 00@3 75
Apricots, No. 10 ----- 8 25
Blackberries, No. 10 10 50
Blueberries, No. 2 2 00@2 75
Blueberries, No. 10 ----- 14 00
Cherries, No. 2 ----- 3 50
Cherries, No. 2 1/2 ----- 4 00
Cherries, No. 10 ----- 14 00
Loganberries, No. 2 ----- 3 00
Loganberries, No. 10 10 00
Peaches, No. 1 1 50@2 10
Peaches, No. 1 Sliced 1 40
Peaches, No. 2 ----- 2 75
Peaches, No. 2 1/2 Mich 3 25
Peaches, 2 1/2 Cal. 3 25@3 75
Peaches, 10, Mich. ----- 3 50
Pineapple, 2 sl. ----- 1 65
Pineapple, 2 sl. ----- 2 60
Papple, 2 br. sl. ----- 2 40
Papple, 2 1/2 sl. ----- 2 90
Papple, 2, cru. ----- 2 60
Pineapple, 10 cru. ----- 9 00
Pears, No. 2 ----- 4 00
Pears, No. 2 1/2 ----- 4 65
Plums, No. 2 ----- 2 40@2 80
Plums, No. 2 1/2 ----- 2 90
Raspberries, No. 2, blk 2 90
Raspb's, Red, No. 10 16 00
Raspb's, Black, No. 10 ----- 14 00
Rhubarb, No. 10 4 75@5 50
Strawberries, No. 10 12 00

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 ----- 3 50
Clams, Steamed, No. 1 2 00
Clams, Minced, No. 2 3 25
Pinnan Haddle, 10 oz. 3 50
Clam Bouillon, 7 oz. ----- 2 50
Chicken Haddle, No. 1 2 75
Fish Flakes, small ----- 1 85
Cod Fish Cake, 10 oz. 1 85
Cove Oysters, 5 oz. ----- 1 90
Lobster, No. 1/4, Star ----- 2 90
Shrimp, 1, wet ----- 1 85
Sard's, 1/4 Oil, Ky ----- 6 10
Sardines, 1/4 Oil, Kless ----- 5 25
Sardines, 1/4 Smoked ----- 6 75
Salmon, Warrens, 1/2 ----- 2 75
Salmon, Red Alaska ----- 4 25
Salmon, Med. Alaska ----- 3 40
Salmon, Pink Alaska ----- 1 90
Sardines, Im. 1/4, ea. 10@23
Sardines, Im. ----- 25
Sardines, Cal. ----- 1 65@1 80
Tuna, 1/2, Albocore ----- 95
Tuna, 1/4s, Curtis, doz. 2 20
Tuna, 1/4s, Curtis, doz. 3 50
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT

Bacon, Med. Beechnut 3 00
Bacon, Lge Beechnut 4 95
Beef, No. 1, Corned ----- 3 10
Beef, No. 1, Roast ----- 2 85
Beef, No. 2 1/2, Qua. sil. 1 85

Beef, 3 1/2 oz. Qua. sil. 1 75
Beef, 5 oz., Qua. sil. 4 35
Beef, No. 1, B'nut, sil. 4 50
Beefsteak & Onions, s 3 45
Chili Con Ca., 1s 1 35@1 45
Deviled Ham, 1/2s ----- 2 20
Deviled Ham, 1/2s ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/4 Libby 52 1/2
Potted Meat, 1/2 Libby 92 1/2
Potted Meat, 1/2 Qua. 90
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/2 1 45
Vienna Sausage, Qua. 95
Veal Loaf, Medium ----- 2 65

Baked Beans

Campbells ----- 1 15
Quaker, 18 oz. ----- 90
Fremont, No. 2 ----- 1 20
Snider, No. 1 ----- 95
Snider, No. 2 ----- 1 25
Van Camp, small ----- 85
Van Camp, Med. ----- 1 15

CANNED VEGETABLES.

Asparagus.
No. 1, Green tips 4 10@4 25
No. 1, Green tips 4 10@4 25
No. 2 1/2, Lge. Green 4 50
W. Beans, cut 2 1 45@1 75
W. Beans, 10 ----- 8 00
Green Beans, 2s 1 45@2 25
Green Beans, 10s ----- 7 50
L. Beans, 2 gr. 1 35@2 65
Lima Beans, 2s, Soaked 95
Red Kid. No. 2 ----- 1 25
Beets, No. 2, wh. 1 75@2 40
Beets, No. 2, cut ----- 1 20
Beets, No. 3, cut ----- 1 60
Corn, No. 2, Ex. stan. 1 65
Corn, No. 2, Fan. 1 80@2 35
Corn, No. 2, Fy. glass 3 25
Corn, No. 10 ----- 8 00@12 00
Hominy, No. 3 1 00@1 15
Okra, No. 2, whole ----- 2 00
Okra, No. 2, cut ----- 1 75
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb. 45
Mushrooms, Hotels ----- 36
Mushrooms, Choice 8 oz. 48
Mushrooms, Sur Extra 55
Peas, No. 2, E. J. ----- 1 65
Peas, No. 2, Sift. ----- 1 85
Peas, No. 2, Ex. Sift. ----- 2 25
E. J. ----- 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 45@1 75
Pumpkin, No. 10 4 75@6 00
Pimientos, 1/4, each 12@14
Pimientos, 1/2, each ----- 27
Sautkraut, No. 3 1 40@1 50
Succotash, No. 2 1 65@2 50
Succotash, No. 2, glass 2 80
Spinach, No. 1 ----- 1 25
Spinach, No. 2 ----- 1 10@1 90
Spinach, No. 3 ----- 2 10@2 50
Spinach, No. 10 ----- 6 00@7 00
Tomatoes, No. 2 1 20@1 35
Tomatoes, No. 2, glass 2 60
Tomatoes, No. 2, glass 2 60
Tomatoes, No. 10 ----- 6 00

CATSUP.

B-nut, Small ----- 1 90
Lily of 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 75
Sniders, 16 oz. ----- 2 55
Quaker, 8 1/2 oz. ----- 1 30
Quaker, 10 1/2 oz. ----- 1 40
Quaker, 14 oz. ----- 1 90
Quaker, Gallon Glass 13 00

CHILI SAUCE

Snider, 16 oz. ----- 3 30
Snider, 8 oz. ----- 2 30
Lilly Valley, 8 oz. ----- 2 25
Lilly Valley, 14 oz. ----- 3 50

OYSTER COCKTAIL.

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

CHEESE

Roquefort ----- 55
Kraft, Small tins ----- 1 65
Kraft, American ----- 1 65
Chill, small tins ----- 1 65
Pimento, small tins ----- 1 65
Roquefort, small tins 2 25
Camenbert, small tins 2 25
Wisconsin New ----- 28 1/2
Longhorn ----- 28
Michigan Full Cream 28
New York Full Cream 31
Sag Sago ----- 40
Brick ----- 38

CHEWING GUM.

Adams Black Jack ----- 65
Adams Bloodberry ----- 65
Adams Dentyne ----- 65
Adams Calif. Fruit ----- 65
Adams Sen Sen ----- 65
Beeman's Pepsin ----- 70
Beechnut Wintergreen ----- 70
Beechnut Peppermint ----- 75
Beechnut Spearmint ----- 65
Doublemint ----- 65
Peppermint, Wrigleys ----- 65
Spearmint, Wrigleys ----- 65
Juicy Fruit ----- 65
Wrigley's P-K ----- 65
Zeno ----- 65
Teaberry ----- 65

CHOCOLATE.

Baker, Caracas, 1/2s ----- 37
Baker, Caracas, 1/4s ----- 35
Hersheys, Premium, 1/2s ----- 35
Hersheys, Premium, 1/4s ----- 36
Runkle, Premium, 1/2s ----- 33
Runkle, Premium, 1/4s ----- 36
Vienna Sweet, 1/2s ----- 36

COCOA.

Bunte, 1/2s ----- 42
Bunte, 1/4 lb. ----- 35
Bunte, lb. ----- 32
Droste's Dutch, 1 lb. ----- 8 50
Droste's Dutch, 1/2 lb. 4 50
Droste's Dutch, 1/4 lb. 2 35
Hersheys, 1/2s ----- 33
Hersheys, 1/4s ----- 33
Huyler ----- 36
Lowney, 1/2s ----- 40
Lowney, 1/4s ----- 40
Lowney, 1/2s ----- 38
Lowney, 5 lb. cans ----- 31
Runkles, 1/2s ----- 34
Runkles, 1/4s ----- 38
Van Houten, 1/2s ----- 75
Van Houten, 1/4s ----- 75

COCOANUT

Dunham's
15 lb. case, 1/2s and 1/4s 49
15 lb. case, 1/2s ----- 48
15 lb. case, 1/4s ----- 47

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 ----- 28
Santos ----- 35@37
Maracaibo ----- 41
Gautemala ----- 43
Java and Mocha ----- 52
Bogota ----- 45
Peaberry ----- 37

McLaughlin's Kept-Fresh

Vacuum packed. Always fresh. Complete line of high-grade bulk coffees. W. F. McLaughlin & Co., Chicago.

Maxwell House Brand.

1 lb. tins ----- 51
3 lb. tins ----- 1 50

Teller Coffee Co. Brand

Bokay ----- 42

Coffee Extracts

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

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK

Blue Grass, Baby, 96 4 65
Blue Grass, No. 10 ----- 4 75
Carnation, Tall, 4 doz. 5 00
Carnation, Baby, 8 dz. 4 90
Every Day, Tall ----- 5 00
Every Day, Baby ----- 4 90
Pet, Tall ----- 5 00
Pet, Baby, 8 oz. ----- 4 90
Borden's Tall ----- 5 00
Borden's Baby ----- 4 90
Van Camp, Tall ----- 4 90
Van Camp, Baby ----- 3 75

Quaker, Tall, 4 doz. ----- 4 85
Quaker, Baby, 8 doz. 4 75
Quaker, Gallon, 1/2 dz. 4 75
Blue Grass, Tall 48 ----- 4 75

DRIED FRUITS

Apples

N. Y. Fcy., 50 lb. box 15 1/2
N. Y. Fcy., 14 oz. pkg. 16

Apricots

Evaporated, Choice ----- 30
Evaporated, Fancy ----- 31
Evaporated, Slabs ----- 28

Citron

10 lb. box ----- 48

Currants

Packages, 1 4oz. ----- 15 1/2
Greek, Bulk, lb. ----- 15

Dates

Dromedary, 36s ----- 6 75

Peaches

Evap. Choice, un. ----- 24
Evap. Ex. Fancy, P. P. 27

Peel

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

Raisins.

Seeded, bulk ----- 12 1/2
Thompson's s'dles blk 9 1/2
Thompson's seedless, 15 oz. ----- 12
Seeded, 15 oz. ----- 15

California Prunes

90@100, 25 lb. boxes @08 1/2
60@70, 25 lb. boxes @11
50@60, 25 lb. boxes @12
40@50, 25 lb. boxes @13
30@40, 25 lb. boxes @17
20@30, 25 lb. boxes @26

CONFECTIONERY

Stick Candy Pails

Standard ----- 17
Jumbo Wrapped ----- 19
Pure Sugar Sticks 600s 4 20
Big Stick, 20 lb. case 20

Mixed Candy

Kindergarten ----- 18
Leader ----- 18
X. L. O. ----- 13
French Creams ----- 17
Cameo ----- 20
Grocers ----- 12

Fancy Chocolates

5 lb. Boxes
Bittersweets, Ass'ted 1 70
Choc Marshmallow Dp 1 70
Milk Chocolate A A 1 70
Nibble Sticks ----- 1 85
Primrose Choc. ----- 1 25
No. 12, Choc., Light ----- 1 65
Chocolate Nut Rolls ----- 1 75

Gum Drops Pails

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

Lozenges Pails

A. A. Pep. Lozenges 19
A. A. Pink Lozenges 19
A. A. Choc. Lozenges 19
Motto Hearts ----- 20
Malted Milk Lozenges 22

Hard Goods. Pails

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

Cough Drops Bxs.

Putnam's ----- 1 35
Smith Bros. ----- 1 50

Package Goods

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

Specialties

Walnut Fudge ----- 23
Pineapple Fudge ----- 21
Italian Bon Bons ----- 19
Atlantic Cream Mints 31
Silver King M. Mallovs 1 60
Walnut Sundae, 24, 5c 80
Neapolitan, 24, 5c ----- 80
Yankee Jack, 24, 5c ----- 80
Mich. Sugar Ca., 24, 5c 80
Pal O Mine, 24, 5c ----- 80

COUPON BOOKS

50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50
Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

CREAM OF TARTAR

6 lb. boxes ----- 32

FARINACEOUS GOODS

Beans

Med. Hand Picked ----- 06
Cal. Limas ----- 15
Brown, Swedish ----- 07 1/2
Red Kidney ----- 12

Farina

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

Hominy

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

Macaroni

Mueller's Brands
9 oz. package, per doz. 1 30
9 oz. package, per case 2 60
Elbow, 12 lb., bulk ----- 2 40
Egg Noodles, 12 lbs., bu. 2 22
Trisom Noodles, 12 lbs., bulk ----- 1 62
Quaker, 2 doz. ----- 2 00

Pearl Barley

Chester ----- 4 75
0000 ----- 7 00
Barley Grts ----- 5 50

Peas

Scotch, lb. ----- 05 1/4
Split, lb. yellow ----- 08
Split green ----- 09

Sage

East India ----- 10

Tapioca

Pearl, 100 lb. sacks ----- 09
Minute, 8 oz., 3 doz. 4 05
Dromedary, Instant ----- 3 50

FLAVORING EXTRACTS



Doz. Vanilla ----- 1 50
PURE ----- 1 50
Lemon ----- 1 50
1 50 ----- 1 50
3 20 ----- 3 20
3 00 ----- 3 00
5 50 ----- 5 50

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GELATINE



26 oz., 1 doz. case --- 6 00
 3 1/4 oz., 4 doz. case --- 3 60
 One doz. free with 5 cases.
 Jello-O, 3 doz. --- 3 45
 Minute, 3 doz. --- 4 05
 Plymouth, White --- 1 55
 Quaker, 3 doz. --- 2 55

HORSE RADISH

Per doz., 5 oz. --- 1 20
JELLY AND PRESERVES
 Pure, 30 lb. pails --- 3 30
 Imitation, 30 lb. pails --- 1 75
 Pure, 6 oz. Asst., doz. --- 1 20
 Buckeye, 18 oz., doz. --- 2 20

JELLY GLASSES

8 oz., per doz. --- 37

OLEOMARGARINE



Kingnut, 1 lb. --- 27 1/2
 Kingnut, 2 & 5 lb. --- 27
 Jan Westenbrugge Brands
 Carload Distributor



Nucoa, 1 lb. --- 27
 Nucoa, 2 and 5 lb. --- 26 1/2
 Wilson & Co.'s Brands
 Certified --- 25 1/2
 Nut --- 20
 Special Roll --- 25 1/2

MATCHES

Swan, 144 --- 5 00
 Diamond, 144 box --- 6 60
 Searchlight, 144 box --- 6 60
 Ohio Red Label, 144 bx --- 6 60
 Ohio Blue Tip, 144 box --- 6 60
 Ohio Blue Tip, 720-1c --- 4 75
Safety Matches
 Quaker, 5 gro. case --- 4 25
MINCE MEAT
 None Such, 4 doz. --- 6 47
 Quaker, 3 doz. case --- 3 60
 Libby, Kegs, wet, lb. --- 22

MOLASSES



Gold Brer Rabbit

No. 10, 6 cans to case 5 70
 No. 5, 12 cans to case 5 95
 No. 2 1/2, 24 cans to case 6 20
 No. 1 1/2, 36 cans to case 5 15
Green Brer Rabbit
 No. 10, 6 cans to case 4 45
 No. 5, 12 cans to case 4 70
 No. 2 1/2, 24 cans to case 4 95
 No. 1 1/2, 36 cans to case 4 20
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 case 3 50
 No. 1 1/2, 36 cans to case 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, 36, 2 lb. Black 4 30
 Dove, 36, 2 1/2 lb. Black 3 90
 Dove, 36, 2 1/2 lb. Blue L. 4 45
 Dove, 6, 10 lb. Blue L. 4 45
 Palmetto, 24, 2 1/2 lb. 5 25

NUTS, Whole

Almonds, Terregona --- 28
 Brazil, New --- 25
 Fancy mixed --- 22
 Filberts, Sicily --- 28
 Filberts, Virginia Raw --- 09
 Filberts, Vir. roasted --- 10 1/2
 Filberts, Jumbo, raw --- 11
 Filberts, Jumbo, rstd --- 12 1/2
 Pecans, 3 star --- 24
 Pecans, Jumbo --- 40
 Pecans, Mammoth --- 50
 Walnuts, California --- 30
 Walnuts, Sailed --- 30
 Fancy, No. 1 --- 12
 Jumbo --- 17

Almonds, Shelled --- 70

Peanuts, Spanish,
 125 lb. bags --- 11
 Filberts --- 32
 Pecans --- 1 10
 Walnuts --- 55

OLIVES

Bulk, 5 gal. keg --- 8 00
 Quart Jars, dozen --- 6 50
 Bulk, 2 gal. keg --- 3 60
 Bulk, 3 gal. keg --- 5 25
 Pint, Jars, dozen --- 3 50
 4 oz. Jar, plain, doz. --- 1 30
 5 1/2 oz. Jar, pl., doz. --- 1 60
 3 oz. Jar, plain, doz. --- 2 30
 20 oz. Jar, Pl. doz. --- 4 25
 3 oz. Jar, Stu., doz. --- 1 35
 6 oz. Jar, stuffed, doz. --- 2 50
 12 oz. Jar, Stuffed, doz. --- 4 50
 20 oz. Jar, stuffed doz. --- 7 00

PARIS GREEN

1/8 --- 31
 1 --- 29
 2 --- 27

PEANUT BUTTER



Bel Car-Mo Brand
 24 1 lb. pails --- 27 1/2
 8 oz., 2 doz. in case --- 27
 5 lb. pails, 6 in crate --- 12
 12 lb. pails --- 12
 1 lb. pails --- 50
 50 lb. tins --- 25
 25 lb. pails --- 25

Iron Barrels

PETROLEUM PRODUCTS
 Perfection Kerosine --- 12.1
 Red Crown Gasoline, Tank Wagon --- 17.7
 Solite Gasoline --- 20.7
 Gas Machine Gasoline --- 38.4
 V. M. & P. Naphtha --- 21.6
 Capitol Cylinder --- 39.2
 Atlantic Red Engine --- 21.2
 Winter Black --- 12.2

Polarine

Iron Barrels.

Light --- 62.2
 Medium --- 64.2
 Heavy --- 66.2
 Special heavy --- 68.2
 Extra heavy --- 70.2
 Transmission Oil --- 62.2
 Finol, 4 oz. cans, doz. --- 1 50
 Finol, 8 oz. cans, doz. --- 2 25
 Parowax, 100 lb. --- 9.3
 Parowax, 40, 1 lb. --- 9.5
 Parowax, 20, 1 lb. --- 9.7



SENDAC LIQUID GLASS

Semdac, 12 pt. cans 2 75
 Semdac, 12 qt. cans 4 60
PICKLES
 Medium Sour
 Barrel, 1600 count --- 17 00
 Half bbls., 800 count --- 9 00
 50 gallon kegs --- 6 00
 Sweet Small
 30 Gallon, 3000 --- 42 00
 5 gallon, 500 --- 8 25
Dill Pickles.
 800 Size, 15 gal. --- 10 00

PIPES

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

PLAYING CARDS

Derby, per doz. --- 2 75
 Bicycle --- 4 75

POTASH

Babbitt's, 2 doz. --- 2 75

FRESH MEATS

Beef.
 Top Steers & Heif. --- @13
 Good Steers & H'f. --- 15@17
 Med. Steers & H'f. --- 13 1/2@15
 Com. Steers & H'f. --- 10@12 1/2
Cows
 Top --- 14
 Good --- 12 1/2
 Medium --- 11
 Common --- 10
Veal.
 Top --- 18
 Good --- 16
 Medium --- 14
Lamb.
 Spring Lamb --- 27
 Good --- 25
 Medium --- 23
 Poor --- 15
Mutton.
 Good --- 14

Medium --- 12 1/2
 Poor --- 10

Pork.

Light hogs --- 16
 Medium hogs --- 16
 Heavy hogs --- 15
 Loins --- 24
 Butts --- 22
 Shoulders --- 18
 Spareribs --- 18
 Neck bones --- 06

PROVISIONS

Barreled Pork
 Clear Back --- 34 50@35 00
 Short Cut Clear --- 34 50@35 00
 Dry Salt Meats
 S P Bellies --- 28 00@30 00

Lard

Pure in tierces --- 16 1/2
 60 lb. tubs --- advance 1 1/4
 50 lb. tubs --- advance 1 1/4
 20 lb. pails --- advance 3/4
 10 lb. pails --- advance 7/8
 5 lb. pails --- advance 1
 3 lb. pails --- advance 1
 Compound tierces --- 13
 Compound, tubs --- 13 1/2

Sausages

Bologna --- 12 1/2
 Liver --- 12
 Frankfort --- 17
 Pork --- 18@20
 Veal --- 19
 Tongue, Jellied --- 32
 Headcheese --- 18

Smoked Meats

Hams, Cert., 14-16 lb. --- 31
 Hams, Cert., 16-18 lb. --- 31
 Ham, dried beef --- @32
 sets --- @20
 California Hams --- @20
 Picnic Boiled --- @32
 Hams --- 30
 Boiled Hams --- 40
 Minced Hams --- 14
 Bacon --- 33 @42

Beef

Boneless, rump 23 00@25 00
 Rump, new --- 23 00@25 00

Mince Meat

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

Pig's Feet

Cooked in Vinegar
 1/4 bbls. --- 2 15
 1/2 bbls., 35 lbs. --- 3 10
 1/2 bbls. --- 8 25
 1 bbl. --- 18 00
 Kits, 15 lbs. --- 90
 1/4 bbls., 40 lbs. --- 1 60
 1/2 bbls., 80 lbs. --- 3 00

Casings

Hogs, per lb. --- @63
 Beef, round set --- 20@30
 Beef, middles, set --- @1 75
 Sheep, a skein --- 2 00@2 25

RICE

Fancy Blue Rose --- 09 1/2
 Fancy Head --- 10 1/2
 Broken --- 06

ROLLED OATS

Silver Flake, 12 Fam. --- 2 25
 Quaker, 12 Regular --- 1 80
 Quaker, 12s Family --- 2 70
 Mothers, 12s, M'num --- 3 35
 Silver Flake, 18 Reg. --- 1 40
 Sacks, 90 lb. Jute --- 2 85
 Sacks, 90 lb. Cotton --- 2 95
 Steel Cut, 100 lb. sks. --- 3 25

RUSKS

Holland Rusk Co.
 Brand
 18 roll packages --- 2 30
 36 roll packages --- 4 50
 36 carton packages --- 5 20
 18 carton packages --- 2 65

SALERATUS

Arm and Hammer --- 3 75
SAL SODA
 Granulated, bbls. --- 1 80
 Granulated, 60 lbs. cs. --- 1 35
 Granulated, 36 2 1/2 lb. packages --- 2 30

COD FISH

Middles --- 15 1/2
 Tablets, 1/2 lb. Pure --- 19 1/2
 Tablets, 1 lb. Pure --- 1 40
 doz. --- 1 40
 Wood boxes, Pure --- 29 1/2
 Whole Cod --- 11 1/2

Herring

Holland Herring
 Mixed, Kegs --- 1 10
 Mixed, half bbls. --- 9 25
 Queen, bbls. --- 18 50
 Milkers, Kegs --- 1 20
 Milkers, half bbls. --- 10 25
 Milkers, bbls. --- 20 00
 K K K K, Norway --- 1 40
 8 lb. pails --- 1 60
 Cut Lunch --- 1 60
 Boned, 10 lb. boxes --- 17

Lake Herring

1/2 bbl., 100 lbs. --- 6 50
Mackerel
 Tubs, 100 lb. fncy fat --- 24 50
 Tubs, 60 count --- 7 00

White Fish

Med. Fancy, 100 lb. --- 13 00
SHOE BLACKENING
 2 in 1, Paste, doz. --- 1 35
 E. Z. Combination, dz. --- 1 35
 Dri-Foot, doz. --- 2 00
 Bixby's, Doz. --- 1 35
 Shinola, doz. --- 90
STOVE POLISH
 Blackline, per doz. --- 1 35
 Black Silk Liquid, dz. --- 1 40
 Black Silk Paste, doz. --- 1 25

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

SALT

Colonial, 24, 2 lb. --- 98
 Colonial, Iodized, 24-2 --- 2 40
 Med. No. 1 Bbls. --- 2 85
 Med. No. 1, 100 lb. bg. --- 88
 Farmer Spec., 70 lb. --- 90
 Packers Meat, 56 lb. --- 87
 Crushed Rock for ice cream, 100 lb. each --- 75
 Butter Salt, 280 lb. bbl. --- 24
 Block, 50 lb. --- 40
 Baker Salt, 280 lb. bbl. --- 40
 100, 3 lb. Table --- 5 75
 70, 4 lb. Table --- 5 25
 28, 10 lb. Table --- 5 00
 28 lb. bags, Table --- 42



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 00
 AA-Butter --- 4 00
 Plain. 50 lb. blks. --- 4 45
 No. 1 Medium, Bbl. --- 2 47
 Tecumseh, 70 lb. farm sk. --- 85
 Cases Ivory, 24-2 cart --- 1 85
 Iodized 24-2 cart. --- 2 40
 Bags 25 lb. No. 1 med. --- 26
 Bags 25 lb. Cloth dairy --- 40
 Bags 50 lb. Cloth dairy --- 76
 Rock "C" 100 lb. sack --- 80

SOAP

Am. Family, 100 box --- 6 30
 Export, 120 box --- 4 90
 Big Four Wh. Na. 100s --- 3 75
 Flake White, 100 box --- 4 25
 Fels Naphtha, 100 box --- 5 60
 Grdina White Na. 10s --- 4 10
Rub No More White
 Naphtha, 100 box --- 4 00
 Rub-No-More, yellow --- 6 00
 Swift Classic, 100 box --- 4 40
 20 Mule Borax, 100 bx --- 7 55
 Wool, 100 box --- 6 50
 Fairy, 100 box --- 7 85
 Jap Rose, 100 box --- 11 00
 Palm Olive, 144 box --- 4 90
 Octagon --- 6 35
 Pummo, 100 box --- 4 85
 Sweetheart, 100 box --- 5 70
 Grandpa Tar, 50 sm. --- 2 00
 Grandpa Tar, 50 lge. --- 3 45
 Quaker Hardwater --- 2 85
 Cocoa, 72s, box --- 2 85
 Fairbank Tar, 100 bx --- 4 00
 Trilby Soap, 100, 10c. --- 8 00
 10 cakes free --- 8 00
 Williams Barber Bar, 9s --- 50
 Williams Mug, per doz. --- 48

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS.

Bon Ami Pd, 3 dz. bx --- 3 75
 Bon Ami Cake, 3 dz. --- 3 25
 Climoline, 4 doz. --- 4 20
 Grandma, 100, 5c --- 4 00
 Grandma, 24 Large --- 4 00
 Gold Dust, 100s --- 4 00
 Gold Dust, 12 Large --- 3 20
 Golden Rod, 24 --- 4 25
 Jinx, 3 doz. --- 4 50
 La France Laun., 4 dz. --- 3 60
 Luster Box, 54 --- 3 75
 Miracle C., 12 oz., 1 dz. --- 2 25
 Old Dutch Clean, 4 dz. --- 2 40
 Queen Ann, 60 oz. --- 2 40
 Rinso, 100 oz. --- 5 75
 Rub No More, 100, 10 oz. --- 3 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 80
 Speedee, 3 doz. --- 7 20
 Sunbrite, 72 doz. --- 4 00
 Wyandotte, 48 --- 4 75

SPICES.

Whole Spices.

Allspice, Jamaica --- @16
 Cloves, Zanzibar --- @40
 Cassia, Canton --- @25
 Cassia, 5c pkg., doz. --- @40
 Ginger, African --- @15
 Ginger, Cochon --- @30
 Mace, Penang --- 1 10
 Mixed, No. 1 --- @22
 Mixed, 5c pkgs., doz. --- @45
 Nutmegs, 70@90 --- @78
 Nutmegs, 105-110 --- @70
 Pepper, Black --- @45

Pure Ground in Bulk

Allspice, Jamaica --- @18
 Cloves, Zanzibar --- @46
 Cassia, Canton --- @26
 Cassia, Cochon --- @33
 Mustard --- @32
 Mace, Penang --- 1 30
 Pepper, Black --- @50
 Nutmegs --- @58
 Pepper, White --- @32
 Pepper, Cayenne --- @42
 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
 Penalty, 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
 Tumeric, 2 1/2 oz. --- 90

STARCH

Corn
 Kingsford, 40 lbs. --- 11 1/4
 Powdered, bags --- 4 00
 Argo, 48, 1 lb. pkgs. --- 4 05
 Cream, 48-1 --- 4 80
 Quaker, 40-1 --- 7 1/2
Gloss
 Argo, 48, 1 lb. pkgs. --- 4 05
 Argo, 12, 3 lb. pkgs. --- 2 96
 Argo, 8, 5 lb. pkgs. --- 3 35
 Silver Gloss, 48, 1s --- 11 1/4
 Elastic, 64 pkgs. --- 5 35
 Tiger, 48-1 --- 3 50
 Tiger, 50 lbs. --- 06

CORN SYRUP.

Corn
 Blue Karo, No. 1 1/2 --- 2 27
 Blue Karo, No. 5, 1 dz. --- 3 11
 Blue Karo, No. 10 --- 2 91
 Red Karo, No. 1 1/2 --- 2 57
 Red Karo, No. 5, 1 dz --- 3 49
 Red Karo, No. 10 --- 3 29

Imt. Maple Flavor.

Orange, No. 1 1/2, 2 dz. --- 3 00
 Orange, No. 5, 1 doz. --- 4 19
 Orange, No. 10 --- 3 99

Maple.

Green Label Karo --- 5 19
 Green Label Karo --- 5 19
 Maple and Cane
 Mayflower, per gal. --- 1 55



PRIDE OF KANUCK SYRUP

1 Case, 24 Pints --- 6 25
 1 Case, 12 Quarts --- 5 50
 1 Case 6 1/2 Gallons --- 5 00
 1 Case, 3-1 Gallons --- 4 50
 1 5-Gallon Jacket Can --- 7 00
 Maple.
 Michigan, per gal. --- 2 50
 Welch, per gal. --- 2 80

TABLE SAUCES

Lea & Perrin, large --- 6 00
 Lea & Perrin, small --- 3 35
 Pepper --- 1 60
 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
 Fancy --- 54@59
 No. 1 Nibbs --- 13
 1 lb. pkg. Sifting --- 54

Gunpowder

Choice --- 35
 Fancy --- 40

Ceylon

Pekoe, medium --- 55

English Breakfast

Congou, Medium --- 28
 Congou, Choice --- 35@38
 Congou, Fancy --- 42@43

Oolong

Medium --- 36
 Choice --- 45
 Fancy --- 50
 Telfer Coffee Co. Brand
 W. J. G. --- 59

TWINE

Cotton, 3 ply cone --- 42
 Cotton, 3 ply pails --- 44
 Wool, 6 ply --- 18

VINEGAR

Cider, 40 Grain --- 22
 White Wine, 80 grain --- 28
 White Wine, 40 grain --- 20

WICKING

No. 0,

IN THE REALM OF RASCALITY.

Cheats and Frauds Which Merchants Should Avoid.

Here are ten simple and easily applied rules which investors should carefully follow. Hang them on your wall where they will always remind you what to do when an unknown stock salesman approaches you, whether in person, by mail, telegraph or telephone:

1. Know, or find out, the responsibility of the person or firm or company asking you to purchase.

2. When the person or company is unknown to you, demand references and investigate. Do not be a victim of the one-call system. Take your time when strangers try to sell you securities.

3. Enquire of some reliable person or firm, familiar with the character of business in question, for an opinion of both the standing and prospects of the company.

4. Do not hesitate to ask your banker or your lawyer what he thinks of the proposition.

5. Remember that while bonds are, as a rule, safer than stocks, bonds also become worthless when the security they represent is impaired. A worthless bond is no better than a worthless stock.

6. Do not believe that the sensational success of one company in a stated line or field is a guarantee that any other company will succeed in the same business.

7. Take notice that what may seem to you to be guarantees by promoters or stock salesmen may after all legally be considered nothing more than opinions or hopes, or a statement of mere prospects. The value of a guarantee depends upon the integrity and financial strength of the guarantor. When a security is described as, for example, an 8 per cent. guaranteed bond or stock, the legal effect is merely that the company will pay 8 per cent. dividends provided it earns them.

8. When printed agreements are offered for you to sign, remember that separate promises by salesmen, not incorporated in the printed agreement, are not binding upon the company.

9. Always insist upon having a witness present when acting upon any verbal representations regarding securities. Bear in mind that you must place yourself in a position to prove the representations made to you if you are compelled to bring court action. The security swindler always insists upon interviewing his prospective victims alone. Absence of any printed or written matter authenticated by an officer of the company is a suspicious fact.

10. If you become victimized by swindlers or are suspicious of the actions of any company or individual in transactions in securities, do not delay in notifying the office of the Tradesman. Not only do you thus place the crooks in the way of punishment, but you protect other persons as well as yourself.

Lansing, Feb. 8—Cornelius Kooiman self-styled investment securities salesman, was sentenced to six months to a

year in Jackson prison, when he pleaded guilty before Judge B. Collingwood of Circuit Court to a charge of issuing a \$5 check without funds in the bank. The check was made payable to cash and cashed at the bank.

Authorities now are trying to locate the marriage license which Kooiman obtained, with the supposed object of marrying Mrs. Grace Langley, an employe at the Hotel Kerns, who claims Kooiman swindled her out of about \$600 which he said was to be invested for her, and who now wants her marriage license back, following Kooiman's arrest.

Kooiman is 30 years of age and was born in Grand Rapids where his mother now resides. He is suave and looks one straight in the eye. Over six feet tall, he was attired in a stylish blue overcoat, with muffler, a neatly pressed suit, and polished tan shoes, when sentenced. He held a gray hat in his hand.

He admitted in court that he had issued three checks without funds, one being for \$8 and issued to a woman who runs a news stand here. When asked if he didn't know the woman couldn't afford to lose the money, Kooiman said he always intended to make up his worthless checks and was on his way to the bank to cover the \$8 check when he was apprehended by a Lansing police detective.

Judge Collingwood stated in pronouncing sentence that Kooiman had admitted three bad checks and that the court had received information that he was in the habit of writing such checks whenever he needed money.

A fraud order against T. E. McLendon of Memphis, Tenn., has been issued by the Postoffice Department, postal authorities here said yesterday. McLendon, it is said, has obtained as much as \$10,000 a year by advertising 'coon and 'possum dogs for sale, and sending his customers just plain, ordinary canines.

Fraud orders have been issued repeatedly against him for the last three years, but McLendon, it is said, merely changed his name and began again. The department has record of 61 aliases of his used in the dog advertisements. He has been three times convicted for using the mails to defraud, but he has appealed every sentence. He is now under sentence of 11½ years in Atlanta, but is free under bail pending action on his appeal.

Merrill, Feb. 6—We would appreciate it very much if you could give us any information about American Manufacturers Syndicate, 1133 Broadway, New York.

This company offers for sale china ware, brushes, aluminum ware, etc., at very attractive prices. On their china ware they insist on a deposit with the order, balance payable on bill lading. Other merchandise they ship open account.

We would like to know if they are a reliable firm. Their china ware terms do not appeal to us.

Schaefer McKinnon Co.

When any concern crosses the threshold of a merchant who is rated as well as the writer of the above letter and wants a deposit on the order and the remainder of the stuff shipped with bill of lading attached, you can make up your mind that the concern is a shyster institution and that the sooner you cut it out the better you will be off. No reliable house doing business honestly makes conditions of this kind. Nothing but shysters, cheats, frauds or crooks adopt this method.

Detroit, Feb. 9—Harry Segal of the Segal Cut Rate Cigar Store, 227 Monroe avenue, was found guilty in Recorder's Court of fraudulent advertising. Judge Boyne imposed a fine of \$75 and \$10 costs with an option of thirty days in the House of Correction.

The case is noteworthy inasmuch as it is the first conviction in Michigan since the recent amendment of the Michigan Advertising Law, passed at the last session of the Legislature.

Investigations by the Better Business Bureau disclosed that Segal was advertising certain well-known brands of candy at a price substantially below the wholesale cost. When some prospective customers answered these advertisements, he declined to sell the candy unless an equal amount of merchandise was purchased at regular prices. No statement to this effect was made in his copy.

Counsel for Segal contended that an advertisement did not compel an advertiser to sell merchandise at the price represented, but that such advertiser could, at his pleasure, sell or refuse to sell any person responding to the copy. This contention, Judge Boyne promptly over-ruled, and imposed the statutory penalty. The case was ably handled for the state by the Assistant Prosecuting Attorney McCrea.

When complaints were received, the Bureau attempted to discuss the matter with Segal. He declined, however, to come to the Bureau office and a warrant was promptly recommended by Assistant Prosecuting Attorney Krise.

Several men's clothing stores, most of them non-advertisers and located in the downtown sections, have been preying upon public confidence by the lavish use of "window-bait." Beautiful garments at ridiculously low prices are offered in the window, but investigation and shopping by the Bureau prove that salesmen are unwilling to sell this merchandise, and that excuses of various types are being used to justify the deception. "We haven't your size," "That's just a window model," or, perhaps, "While the coat in the window will not fit you, we have here a beautiful garment for just a little more money," all serve to "switch" the customers from the advertised goods to something more expensive and less desirable. A careful check on these concerns, together with threats of appropriate legal action, brought about promises of reform. Several denied the practice, others admitted it frankly, while still others likewise admitted their guilt, but blamed competition for forcing them to resort to it.

Several months ago a representative of the Universal Hotel Information Bureau came to Grand Rapids and proposed to erect in the lobby of one of the local hotels an advertising device, the space on which was to be sold to local business concerns. He collected \$25 from several different merchants, and after several weeks' campaign, left town. The advertising service has never been erected in the hotel lobby, and the merchants who supposed they were purchasing advertising space, really purchased "Blue Sky." Enquiry at the Chicago and Dayton Ohio addresses fails to develop any information to indicate that this proposition was legitimate. Further investigation is being made.

The Tradesman frequently receives complaints from people who have paid

money to magazine solicitors, and who have received nothing in return except a worthless receipt, although many months may have passed.

Several months ago, a man, whose name is not known, took subscriptions to "College Humor" in some of the down-town stores. The receipts gave the address.

The Uplook, Drawer D, Chicago, Ill. After several weeks had passed, without receiving the first issue, complaint was made from one of the stores, and we started to investigate.

Our letters directed to Drawer D, Chicago were never answered, and after considerable delay, were returned to us as the addressee could not be found. We have since been informed that mail sent to this address has not been called for for several months. The Tradesman is conducting further investigation.

It is well to sound a warning again, as we have many times in the past, to the effect that you should not deal with strangers. If a proposition is legitimate and if the owners are responsible, they will gladly assist the Tradesman in getting information concerning their business. Retail stores are particularly warned to keep a check on magazine solicitors who canvass employes without receiving authority from the management.

Perfectly Reasonable.

A rich man had a dissipated son. The son was not generally regarded as a very valuable asset to society, but his father seemed to set some store by him.

The youth fell gravely ill. A distinguished surgeon was called in. He decided that an operation was imperative and performed it. The operation proved a success and the patient recovered. In due course of time the surgeon sent a bill for \$10,000.

Mr. Moneybags protested against the size of the fee. He thought the charge was entirely too high.

"Well, let's consider the situation," said the eminent practitioner. "You'll concede, won't you, that I saved the boy's life?"

"Yes-s," admitted the parent.

"Then listen here. Suppose your son had been accused of a serious crime and was in danger of being convicted and sentenced to life imprisonment. Suppose I was a lawyer and I took his case and got him off scot-free and charged you a cool hundred thousand dollars for my services. What would you say to that?"

"I'd consider it a fair proposition," said the capitalist.

"Then why not be reasonable? You'd pay somebody a hundred thousand to keep him out of jail but you don't want to pay me ten thousand for keeping him out of hell!" Irvin S. Cobb.

Accurate Description.

Sweet Young Thing—I think it was awfully nice of you, Mr. Peterson, to name your new yacht after me. What is she like?

Mr. Peterson—Well, you know, she's not much to look at, but she's very fast.

Every retail store in the United States has an atmosphere all its own.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Feb. 1.—In the matter of Frank Cutter, Bankrupt No. 2827, the trustee has filed his report of the receipt of an offer of \$225 for all of the stock in trade and fixtures of this estate. The offer was made by Dean Nusbbaum, of Kalamazoo. The date fixed for sale is Feb. 15. The property for sale is a stock of groceries and the attendant fixtures, appraised at \$482.94. All interested should be present at the office of the referee, 533 Michigan Trust building, Grand Rapids, at the date and time of the sale, as above set forth.

In the matter of Jacob Dornbush, Bankrupt No. 2729, the trustee has filed his final report and account and a final meeting has been called for Feb. 16. The trustee's final report and account will be passed upon, administration expenses paid and a final dividend to creditors ordered paid.

Feb. 2. We have to-day received the schedules, order of reference and adjudication in the matter of Arthur Shuey, Bankrupt No. 2854. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and his occupation is that of a brakeman. The schedules show assets of \$1 with liabilities of \$464. The court has written for funds, and upon receipt of the same, the first meeting of creditors will be called, and note of the same made herein. The list of creditors of said bankrupt are as follows:

Fox Jewelry Shop, Grand Rapids	\$ 84.00
Costlows Cash Credit Store, Grand Rapids	40.00
Liberal Credit Clothing Co., Grand Rapids	45.00
Federal Clothing Store, Grand Rapids	40.00
Right Clothes Shop, Grand Rapids	40.00
Creston Battery Co., Grand Rapids	20.00
R. G. Humphrey, Ionia	20.00
Consumers Market, Grand Rapids	175.00

On this day also was held the first meeting of creditors in the matter of Ralph Spoelman, Bankrupt No. 2833. The bankrupt was present in person. Creditors were present by John G. Turner. One claim was filed. The bankrupt was sworn and examined before a reporter. Mr. Alex Rogoski was named trustee, and his bond placed at \$100. The first meeting then adjourned without date.

Feb. 3. On this day was held the adjourned first meeting of creditors in the matter of Rendezvous, a Michigan Corporation. The trustee was present in person. Mr. William T. Morrissey was present for the bankrupt. Robert Burns was present as attorney for certain parties. The trustee examined Mr. Morrissey without a reporter. The adjourned first meeting was adjourned without date.

On this day also was held the first meeting of creditors in the matter of James C. McMaster, Bankrupt No. 2835. The bankrupt was present in person and not represented. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Mr. Bernard Ostendorf was appointed trustee, and his bond placed at \$100. The meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Howard Bush, Bankrupt No. 2840. The bankrupt was present in person and by attorneys Weston & Fox. Creditors were present by Harry C. Howard. No trustee was appointed. No claims were proved and allowed. The bankrupt was sworn and examined with a reporter. The first meeting then adjourned to Feb. 10.

Feb. 4. On this day was held the first meeting of creditors in the matter of Louis A. Adams, Bankrupt No. 2845. The bankrupt was present in person and by attorneys Watt & Colwell. Creditors were present by Corwin & Norcross and by Glenn A. Matthews. Claims were proved and allowed. Several creditors were present in person. The bankrupt was sworn and examined without a reporter. Mr. Fred N. Knox, of Portland, was named trustee, and his bond placed at \$1,000. The creditors present appointed appraisers. The first meeting then adjourned without date.

Feb. 4. On this day was held the first meeting of creditors in the matter of Elsie L. Gilmore, Bankrupt No. 2846. The bankrupt was present in person. The attorney for the bankrupt was not present. Two creditors were present in person. Claims were proved, but not passed upon. The bankrupt was sworn and examined without a reporter. Mr. James H. Brown, of Charlotte, was elected trustee, and his bond placed at \$500. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Stuart Barlow, doing business as Barlow Lamb Co., Bankrupt No. 2844. The bankrupt was present in person and by attorney A. P. Cady. Creditors were represented by Homer H. Freeland, Gore & Harvey and George B. Kingston. Claims were proved and allowed. The report of the custodian was considered and approved. The creditors present and represented elected Frank L. Hammond, of Benton Harbor, as trustee, and placed the amount of his bond at \$1,000. The first meeting then adjourned to Feb. 26.

Feb. 5. On this day was held the final meeting of creditors in the matter of George Myers, Bankrupt No. 2613. The bankrupt was not present or represented. The trustee was present in person. Claims were proved and allowed. The trustee's

final report and account was approved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend to general creditors of 3.1 per cent. No objections were made to the discharge of the bankrupt. The meeting was adjourned without date and the case will be closed and returned to the district court in due course.

Feb. 4. On this day was held the adjourned first meeting of creditors in the matter of Akrevoula Priggooris, Bankrupt No. 2831. There were no appearances and the matter was again adjourned until Feb. 18.

On this day also was held the adjourned first meeting of creditors in the matter of John Priggooris, Bankrupt No. 2832. There were no appearances and the matter was further adjourned until Feb. 18.

Feb. 5. On this day was held the final meeting of creditors in the matter of Nicholas Sprietsma, doing business as S. Sprietsma & Son, Bankrupt No. 2744. The bankrupt was not personally present, but represented by Diekema, Kollen & Ten Cate, attorneys. No creditors were present or represented. The trustee was not present. Claims were proved and allowed. The trustee's final report and account was considered and approved. An order was made for the payment of expenses of administration and for the declaration and payment of a supplemental first dividend of 5 per cent. to new creditors and a final dividend to all creditors, of 19.5 per cent. No objections were made to the discharge of the bankrupt. The meeting then adjourned without date and the matter will be closed and returned to the district court in due course.

On this day also was held the final meeting of creditors in the matter of Powell Electropure Creamery Co., Bankrupt No. 2492. The bankrupt corporation was not present or represented. The trustee was present in person. The attorney for the receiver in State Court were present. Claims were proved and allowed. Numerous creditors were personally present. The trustee's final report and account was approved and allowed. An order was made for the payment of the balance of the expenses of administration and for the declaration and payment of a final dividend to creditors. The amount of this dividend has not been determined at this writing, and upon the computation of the same the amount of such dividend will be noted here. No objections were made to the discharge of the bankrupt corporation. The final meeting then adjourned without date and the case will be closed and returned to the district court in due course.

In the matter of Benjamin T. Ensley, Bankrupt No. 2847, the funds for the first meeting have been received and such meeting has been called for Feb. 23.

Feb. 8. On this day was held the first meeting of creditors in the matter of John H. Boven, Bankrupt No. 2841. The bankrupt was present in person and by attorney F. D. Simmons. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Joseph A. Gould, Bankrupt No. 2848. The bankrupt was present in person and by attorney Judson E. Richardson, attorney for the bankrupt. One creditor was present in person. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined by the referee, without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court as a no-asset case.

On this day also was held the first meeting of creditors in the matter of Charles E. Spencer, Bankrupt No. 2849. The bankrupt was present in person and by attorney Judson E. Richardson, attorney for the bankrupt. No creditors were present or represented. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

Gray Popular in Millinery.

Gray is one of the colors meeting with much favor in new straw millinery, as well as in hats of gros grain ribbon. Popularity for this shade is held likely to be a feature of the developing season, whether large or small hats have the better end of the style argument. In the straw chapeaux crocheted visca, pearl visca and ball-bunt are leading types. In shapes much attention continues to be given to the beret or "tam" having the pinched crown, usually made up of crocheted visca.

A COMPLETE LINE OF

Good Brooms

AT ATTRACTIVE PRICES

Michigan Employment Institution for the Blind
SAGINAW W. S. MICHIGAN

I. VAN WESTENBRUGGE
Grand Rapids - Muskegon

Distributor

Nucoa

The Food of the Future

CHEESE of All Kinds

ALPHA BUTTER

SAR-A-LEE

BEST FOODS Mayonaise

HONEY—Horse Radish

OTHER SPECIALTIES

Quality-Service-Cooperation

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.

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

Business Wants Department

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$4 per inch. Payment with order is required, as amounts are too small to open accounts.

DRY GOODS STORE FOR SALE—Exc. Stand. Stock and fixtures \$18,000. Will inventory and sell reasonable. Reason, other business. Best references. Communicate with WILLIAM BISSERT, 1010 Ewing Ave., Chicago, Illinois. 150

COAL FEED, GRAIN, POTATO, AND BUILDERS' supply business. Building and equipment. Good, going business. Retiring. Box 564, Gobles, Mich. 151

FOR SALE—Large brick garage complete, including tools, accessories, gas pump, office fixtures, agency for Chevrolet, Oakland, and Pontiac. Condition and location splendid. Bargain if sold at once. PRATE MOTOR SALES, Holly, Mich. 152

STOCK of DRY GOODS, CLOTHING, GENTS FURNISHINGS and SHOES for sale. Will sell for 75c on the dollar. Good condition. Good store, steam heated, in good town of 1,000. For particulars address No. 153, c/o Michigan Tradesman. 153

FOR SALE—Or will TRADE for stock of GENERAL MERCHANDISE—Finest dairy farm in Northern Michigan. 160 acres, 60 acres alfalfa. Good house, large barn, all standard equipment. Wonderful water system. Chicken house, hog pen, tool shed, ice house, cream room, wood shed. All fenced in fifteen-acre fields. 20 acres beech and maple timber. Two miles from county seat Oshtemo county, high school and churches. Write John Gogo, Hersey, Mich., Owner, for full information.

For Sale—Stock of general merchandise, consisting of dry goods, notions, men's furnishings, groceries, crockery. Located in live city of 1200 population. In Southwestern Michigan. Big paper mill here employing about 400 help. Mill about to be enlarged with big new paper machine which will add 100 extra help. Stock will invoice around \$13,000. Owner wishes to retire. Cash deal. Address No. 155, c/o Michigan Tradesman. 155

WANTED — GENERAL STORE IN SMALL TOWN—\$5,000—\$25,000 STOCK. ADDRESS No. 156, CARE MICHIGAN TRADESMAN. 156

Wanted—Partner for a growing business. Must have two thousand dollars, cash. Young man preferred. For particulars, write No. 157, c/o Michigan Tradesman. 157

For Sale—Small grocery stock and fixtures. Located two miles from Grand Rapids. Will rent building, rent reasonable. Chas. Cole Store, R. F. D. 11, Grand Rapids, Mich. 158

For Sale—Dry goods, piece goods; ladies' misses', children's underwear; hosiery; millinery; work shoes. Complete line gents furnishings. Invoice \$6,300—Cash, \$4,000. Box 120, Springport, Mich. 159

For Sale—Hardware stock and fixtures. Invoice about \$7,000. Fixtures \$1,000. Located in central Southern Michigan. on paved highway. Address No. 147, c/o Michigan Tradesman. 147

\$1,500 buys a cash grocery, stock and fixtures. Cream station in connection. Centrally located. A bargain. Address No. 148, c/o Michigan Tradesman. 148

For Sale—My dry goods store in Cadillac. A good store in a good town, and a fine opportunity for the right man. J. C. Jensen, Big Rapids, Mich. 137

FOR SALE—JEWELRY store and stock of Victor talking machines and records. Willing to sell separate. Albert J. Smith, Plainwell, Mich. 144

ARE YOU SELLING OUT?

Will pay highest amount in Cash for your entire or part of stock and fixtures of any description. Call or write Jack Kosofsky, 1235 W. Euclid Ave., Northway 5695, Detroit, Mich.

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

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

Items From the Cloverland of Michigan.

Sault Ste. Marie, Feb. 8.—The first hike by the Soo Hikers for this winter was pulled off on Sunday, when they were the guests of William Maxwell at his summer cottage at the Shallows. The new officers elected are Captain George Bailey, who will also act in the capacity of pathfinder and marker; Wesley Clark, of the Central Savings Bank, is official cook, with Dr. G. P. Ritchie assistant; A. J. Jean will have charge of the music; Mayor Supe is physical director; Nelson Hall has consented to act as toastmaster again this season; Dr. C. McCandless will have charge of the waiters, numbering fifteen; Isaac De Young and George Baldwin will act as orderlies. The next hike is scheduled for next Sunday to the summer home of R. W. Cowan, on Sugar Island.

Winter has created this situation: If you can afford a raccoon coat you stay home, otherwise you go to Florida.

Fred Shaw, who in company with his wife left last week for an extended trip through the South, was called home by the illness of their youngest son. They had visited Minneapolis and New Orleans and were on their way to California when notified. They immediately started for home, reaching here Sunday.

Jacob Schopp, the well-known merchant of DeTour, is in the city, having made the trip overland, leaving DeTour at 10 o'clock at night with his young son, who was operated on for appendicitis at the hospital. They arrived about 2 o'clock the next day. They had to change horses three times en route and, to make matters worse one of the horses died after leaving Pickford. The weather was very cold, but Mr. Schopp feels that the hardship was worth all it cost, as it saved the life of the child. DeTour is a fine place in the good old summer time, but a difficult place to reach during the winter.

Leo Le Lievre, the well-known manager of the Soo Co-Operative Mercantile Co., returned last week from a business trip to Chicago, stopping at the Hotel Sherman while there.

The Alpha of Sweets, operated by Kristellos Bros., have installed a Frigidaire equipment in their soda fountain. The American Confectionery, operated by Quaniquare Bros., have also installed a Frigidaire equipment. This, added to their neatly appointed soda parlors, puts in the last word in that line, and one must take their hats off to our Greek friends when it comes to that line of business. If we follow their record, we usually find that they start at the bottom and work up and in a few years build up a good business and make a success of their efforts. They don't seem to be afraid of work and only put in about eighteen hours a day, so that they have the field to themselves.

Albert S. Capron and family have moved here from Winchester, Mass., where he will be superintendent of the Northwestern Leather Co., succeeding Hope S. Frederick, who becomes general superintendent and will spend much of his time in Boston and at the branch tanneries.

Conditions are better. Some food prices have declined from exorbitant to unreasonable.

Clifford Everett has accepted a position as salesman for the Tapert Specialty Co. He will cover the Soo line territory as far as Manistique, also the D. S. S. & A. from St. Ignace to Marquette.

Mighty little credit attaches to any man paying his income tax. While now and then you hear a man brag about having paid it, remember that he either had to do it or go to jail.

The Raefalle Grocery Co. will open a branch meat market next week on Ashmun street, near the Soo Oil Co., in the Chipley block, which will be known

as the Raefalle Cash and Carry Market. Jim Raefalle has much faith in his home town and believes that a cash store will be a good investment. William G. Tapert.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Feb. 9.—Ira Blossom, General Agent for the Northwestern Mutual Life Insurance Co., gave a thirty minute talk to the Salesmen's Club at their regular noon-day luncheon meeting last Saturday, speaking on the topic of the Rewards of Persistence. He referred to Babson as admittedly a king in the line of statistics and information covering present and

worth hearing. It is a matter of regret that only about sixty members and guests were present to hear this talk.

The meeting on Saturday, the 13th, is to be addressed by Lemuel S. Hillman, of the Old National Bank, who will speak to the Club on the subject Lincoln and the Business Man. As usual, an invitation is extended to anyone who wishes to attend this meeting, beginning at 12:45.

At the previous meeting the election of officers took place, at which John B. Olney and Homer R. Bradfield were elected to succeed themselves as President and Secretary, respectively.

WHAT LINCOLN MET

He met the measure that youth demands
For a purpose as yet unknown—
That instinctive something that commands
The qualities that enthroned:
And which on character was laid
In an individual way,
The two-fold power of heart and brain
As immortalized to-day.

He met the measure of humble toil
For existence as a man.
But with all that went with grime and toil
There was in his soul, a plan.
His star led on and on until
On up the steep he found
His real self to work out still
Things yet the more profound.

He met the measure of honesty
In a way sublimely clear
By expounding the law in righteous way
As it did to him appear.
And he found therein what proved to be
The stepping-stone to fame,
And to keep his vow against slavery
Its schooling was his gain.

He met the measure of conscious power
When with Douglas he began
The debate that from that very hour
Put slavery 'neath the ban.
His ringing words brought the events
That turned impending fates
And he was made the President
Of these United States.

He met the measure,—such as before
Was never to mortal given,
For war soon came and till 'twas o'er
The Ship of Fate was driven
On waves of discord to and fro—
But at last its harbor gained
Because he only seemed to know
How vic'try could be attained.

He met the measurement of a man
By nature at best endowed,
But left to himself to work and plan
His way on through the crowd,
And martyred as Freedom's vic'try came
And war's dread game was past,
The Emancipator will remain
'Mong the first of all the past.

L. B. Mitchell.

future business relations; who, years ago, confined in a wheel chair, unable to walk, but who so persistently studied facts, figures and statistics that later he became known as the recognized authority in that line. He stated that all success, as a rule, was based upon persistency. That one reason of the success of the Jewish people in the different lines of business in which they engage is their persistency; that they as well as all those who succeed keep in mind the slogan, "A quitter never wins and a winner never quits." Mr. Blossom's talk was well fitted to all classes of salesmen and was well

Charles S. Cornelius, Wolverine Brass Works, was elected Vice-President.

At the regular meeting of Grand Rapids Council, No. 131, held Saturday evening, very decided action was taken by this organization in endorsing the bill thus introduced in Congress, looking toward the repeal of the law permitting the surcharge to be made on Pullman car transportation. By unanimous vote the Council went on record as being opposed to the iniquitous practice on the part of the railroads and each member present pledged himself to work actively in favor of its repeal.

G. L. Daane is now the largest stockholder in the Grand Rapids Savings Bank, having 451 shares standing in his name. His ultimate design is to have 500 shares to his credit.

How Many Millionaires in Grand Rapids?

Los Angeles, Calif., Feb. 5.—How many millionaires are there in Grand Rapids? G. W. Perkins, Sr.

There may be fifty, but the Tradesman can locate but thirty-six on short notice, as follows:

John W. Blodgett
Edward Lowe
Mrs. Edward Lowe
Joseph Brewer
Frank T. Hulswit
Wm. Alden Smith
Dudley E. Waters
Charles R. Sligh
Robert W. Irwin
Henry Idema
John W. Goodspeed
Mrs. M. R. Bissell
Theron H. Goodspeed
William H. Anderson
Charles H. Leonard
Mrs. Frank E. Leonard
Harry Leonard
Mrs. Walter H. Whittier
Mrs. Frank A. Harvey
Miner S. Keeler
John Duffy
Mrs. T. Steward White
Burton A. Howe
Warren H. Snow
Wm. M. Bertles
William R. Roach
Mrs. M. J. Clark
L. H. Withey Estate
Martin Dregge
Hampton Hoult
John B. Martin
Noyes L. Avery
Mrs. Noyes L. Avery
Wm. H. Gilbert
W. A. Jack
Louis A. Cornelius

If any reader of the Tradesman can suggest any additions which should be made to this list, the suggestion will be cheerfully received. There is no admission fee or annual dues to be paid in joining this organization of men and women of superior achievement.

Freedom Must Prevail.

Though we have lost a battle
And grovel in defeat,
If we are right we'll win the fight
And make the foe retreat;
Though we have met disaster
We shall not always fail—
For Justice is our motto
And Freedom must prevail.

Though we are bowed in anguish
And bent with grief and pain,
Along the height the years are bright
With victories to gain;
Though bitter winds assail us
Our fate we'll not bewail—
For Justice is our motto
And Freedom must prevail.

Though we have tasted failure—
The wormwood and the gall—
We'll carry on until the dawn—
Till Greed and Error Fall;
And to our children we shall leave
A cheerful, happy vale—
For Justice is our motto
And Freedom must prevail.

Though all our friends desert us
And foes deride and laugh,
To do our best is Honor's test
And we can stand the gaff;
But, know ye, Truth surrenders not
Nor does it hedge or quail—
Let Justice be your motto
And Freedom shall prevail.
John C. Wright.

What can you do to-day to make the interior of the store look more attractive than it looked yesterday. Are you trying to make daily improvements in arrangement and stock?