

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Forty-third Year

GRAND RAPIDS, WEDNESDAY, MARCH 17, 1926

Number 2217

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On Any Morning

Think of stepping on shore and finding
it Heaven!
Of taking hold of a hand and finding it
God's hand;
Of breathing a new air and finding it
celestial air;
Of feeling invigorated and finding it
immortality;
Of passing from storm and tempest to
an unknown calm;
Of waking up, and finding it Home!

SPRING FEVER

With the first signs of spring comes the feeling of torpor and sluggishness. In the old days this condition was called "Spring Fever." It was at such times that Grandmother prescribed her favorite remedies — sulphur and molasses and herb tea. These tonics were judiciously administered to the entire family, the silent reluctance of the older members and the vociferous protests of the youngsters being alike disregarded.

In late years, however, we have learned that it is not necessary to take these nauseating doses to be "fit" and energetic during the spring months.

Spring torpor, which is brought about by the accumulation of poisons in the system during the winter months chiefly through faulty elimination, may be relieved by using Stanolax (Heavy).

Stanolax (Heavy), a pure water white mineral oil of heavy body, accomplishes its results entirely by mechanical means — lubrication. Stanolax (Heavy) does not cause griping or straining, and because of its heavy body seepage is minimized.

By carrying Stanolax (Heavy) in stock, you will be able to cater to a greater number of people in your neighborhood who have learned, through our extensive advertising, to call for this product by name.

Stanolax (Heavy) brings large profits and many repeat sales. We are prepared to tell your customers and prospects still more about Stanolax (Heavy) through our various dealer helps. Write our nearest branch regarding these helps. They will mean increased business and profits.



Standard Oil Company
[[Indiana]]

By taking Stanolax (Heavy) during the winter months, you will eliminate the usual recurrence of spring torpor every year.

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GRAND RAPIDS, WEDNESDAY, MARCH 17, 1926

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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.

Subscription Price.

Three dollars per year, if paid strictly
in advance.

Four dollars per year, if not paid in
advance.

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payable invariably in advance.

Sample copies 10 cents each.

Extra copies of current issues, 10 cents;
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.

END OF BANKING CAREER.

William H. Anderson became Cashier of the Fourth National Bank thirty-five years ago and succeeded the late D. A. Blodgett as President March 21, 1898. The capital stock of the bank has been acquired by the Grand Rapids National Bank, but Mr. Anderson will probably remain at the head of the institution a few days longer, so as to round out twenty-eight years as President.

Although but little known in financial circles when he first assumed connection with the bank, it was but a few years until he became a widely recognized authority in the banking councils of the Nation and of the State.

To his fellow directors he has always brought the utmost courtesy and consideration, and by his justice and kindness endeared himself to the officers and employes of the bank. To many of the patrons of the bank he has not only been its president, but a trusted friend, on whose wise counsel and advice they can always rely.

The bank has always been next in his heart to his family, but his life's work is much broader in scope and comprises many interests besides those of banking.

Those who doubt that America continues to offer the possibilities of a romantic rise in life should consider the career of Mr. Anderson. Of humble beginnings and with few advantages to start with, except a native endowment of sagacity and energy, he seized opportunities, or made them, and advanced steadily to wealth and power. His character is sturdy. He is thought by some to be only a driving man of business, but many closely associated with him have found him warm-hearted in human relations and one who seeks to bind his friends to him with hooks of steel. No one

has ever questioned his personal integrity or denied that he cherished worthy hopes and purposes of public service. That he is absolutely independent in his political opinions and party affiliations and is ready to do what he thinks is right, fearless of consequences personal to himself, a long list of utterances and actions of his abundantly testifies.

HEADED THE WRONG WAY.

It is getting to be more and more difficult to build up a mercantile market in cities which do not approach metropolitan measurements. This condition is due partially to alien ownership—to the passing of responsible control of wholesale houses from local to foreign domination—but it is due quite as much to the indifference of local managers to the necessity of supporting and sustaining those vital agencies which contribute to the upbuilding of the community, the expansion of trade areas and the creation of friendly relations between the wholesale trade and the retail distributors of merchandise.

The alien owned jobbing house is a distinct detriment to any market, because it is utterly devoid of all those attributes which serve to make a jobbing market great—local loyalty, local pride and local contact with all that is best and sweetest in civic life and neighborhood development. No matter what name it may assume or what subterfuges it may adopt to conceal the fact that it is really managed from a distance, without regard to local customs and usages, an alien is an alien still. It can never command the same confidence and respect that a home owned institution voluntarily receives.

Even more fatal to the growth and development of a jobbing market is the existence of any considerable number of men who ignore the natural avenues for cementing and giving expression to the aims and ambitions of a jobbing city.

Failure to properly support the local trade journal which labors incessantly to build up a prestige and good will for its local constituents; failure to keep the retail trade interested in the local market by merchants' week activities and other methods of showing retail merchants that their patronage is appreciated—these and other shortcomings plainly indicate the decay of local pride, local foresight and local progressiveness. Any market which permits these features to gain lodgement is headed the wrong way—it is going downward, instead of upward.

Learn to look ahead. Go without the "Rolls-Rough" you can buy today and you will ride in a "Rolls-Smooth" later on.

MISTAKEN IDEA OF LOYALTY

In a recent case of betrayal of trust, in which the manager of a business looted a wholesale house to the extent of several hundred thousand dollars, with the knowledge of several employes, the latter seek exemption from public censure on the ground that they were loyal to their chief.

This position is certainly anything but a tenable one.

When the manager of a business starts out on a deliberate and carefully planned career of plunder, he ceases to function in such a way as to command respect. He has become a gigantic swindler and is not entitled to the respect of a yellow dog. To permit such a career to continue by failing to acquaint the directors of the business with the true state of affairs is not loyalty to the criminal in any sense of the word, because he has ceased to deserve the loyalty of any honest person. To permit such methods to continue for a single day after the defalcation is discovered without acquainting the directors with the true condition is to place the person who shields himself under the cloak of loyalty in the same class as the thief. He becomes an accomplice in the crime and is equally responsible with the chief for subsequent stealings.

The only condition under which a man who is in a managerial position is entitled to the fidelity of his employes and associates is absolute honesty on his part in both word and deed. The moment he departs from that standard he ceases to have any claim on the loyalty of his co-workers. Any attempt on their part to cover up and conceal his misdeeds is reprehensible. Failure to acquaint his superiors with his true character places them under suspicion as equally guilty with him in the crimes he may commit and the losses he may subject those who have placed trust in him.

AGE OLD CONTROVERSY.

An old controversy in a new form has popped up in New Hampshire. This is the neglect of mill operatives to buy and wear the things they make. On a number of occasions exhibitions have been held in New England showing products made in the mills there, while appeals were made to visitors to buy and make use of the articles on display. No very satisfactory results followed. It may be that the women, to whom the appeals were made, rather resented the idea that anyone should tell them what to wear. The average woman deems herself an individualist following her own notions when it comes to style, which means going in with the mass in adopting a fashion generally prevalent. The mere fact of her making certain goods does not prompt her to wear them. What she makes is for sale, not to be used by

her in establishing a style for the immediate neighborhood. It is narrated of a stocking manufacturer that he found not a single girl in his mill who wore stockings made in it. So, in mills weaving gingham, the operatives would not wear garments made of the material. Aside from the workers also, women generally in the New England towns and villages have not taken kindly to the notion of "patronizing home industries." It has a parallel in other places all over the country where often vain appeals are made to residents to buy things because they are made in a particular city or state.

Walls are to have eyes as well as ears, it would seem from a demonstration by a British wireless expert before the Royal Society of Engineers. The telescope he has devised has transmitted shadows and outlines by means of electrical energy, and further development promises to complete the picture. However, it is not probable that television will destroy the last remnants of personal privacy. The picture taking disc with its lenses must stand in the presence of the object in order that the likeness may be telegraphed to the receiving apparatus, and the installation could scarcely be made without the knowledge or consent of the subject. If we could see at will into the neighbors' houses and pry into the activities of business rivals through such an instrumentality it would be a pest instead of a boon, and the inventor would not take rank as a benefactor. In any case, just as lead plates are used defensively against X-rays some way would be found to obstruct the penetrative action of a device by which all of us would live in glass houses and none would be free from obnoxious espial.

The question of the diversion of water from Lake Michigan by the Chicago Sanitary District, now before the Supreme Court, calls the attention of the public again to the momentous issue of the relationship between the use of the lake flow for the disposal of sewage or the creation of power at Chicago and, on the other hand, the necessities of navigation on the Great Lakes system of waterways and the water required for power at Niagara Falls. The discussion relates itself to vast engineering problems of the near future, as the entire Middle West contemplates projects of canalization in the Mississippi Valley for direct access to the Gulf, as well as the enlargement of inland waterways to the Atlantic, utilizing the St. Lawrence. Whether Chicago or Niagara shall have a superior right to the water of the Great Lakes is incidental to the more comprehensive issue affecting the welfare of millions in the Central States.

IN THE REALM OF RASCALITY

Cheats and Frauds Which Merchants Should Avoid.

Approximately 10,000 Grand Rapids people, including hod carriers, street sweepers and ex-bar tenders have recently received the following type written letter:

Chicago, March 8—The board of directors of the American Bureau of Research is pleased to inform you that on account of your high standing, you have been selected as being eligible to receive complimentary a complete Karatol bound set in ten volumes of the new American Reference Library. This set is just completed and compiled by more than 200 of America's foremost educators, representing every department of human knowledge, events and achievements to date, beautifully illustrated with thousands of colored plates, diagrams, maps, etc., and is invaluable to you.

A most attractive feature is the loose leaf extension service, which keeps the work constantly up-to-date. To recipients of complimentary sets our loose leaf extension service will be supplied on the same terms as to our regular subscribers. This offer is neither philanthropy nor charity, but modern approved business exchange. Your opinion for local reference is valuable to us, therefore we will exchange one for the other for mutual benefits.

To confirm correctness of address and vocation, please initial and return enclosed card at once. We thank you in advance for treating this project as personal and confidential.

J. H. Thies,
Manager Advertising Department.

Of course, any one with only average intelligence can readily detect the Senegambian in the woodpile and will treat the correspondence with the contempt it deserves—on the bottom layer of the waste basket.

The Federal Trade Commission has issued its order to cease and desist against Johnson Process Glue Company, a manufacturer of glues and allied products, directing that company to discontinue the practice of commercial bribery. It was found by the Commission that the Johnson Company offered and gave to employees of its customers substantial sums of money and other gratuities in order to influence the employees to purchase its products. The findings in the case recited one specific instance where the respondent's agent offered to employes of a Chicago firm \$500 for the first carload of respondent's products which the employees were to persuade their firm to purchase. The Commission's order reads as follows:

"It is ordered that the respondent, Johnson Process Glue Company, its officers, agents, representatives and employes, do cease and desist from giving or offering to give, either directly or indirectly, to superintendents, foremen, or other employes of their customers or prospective customers, without the knowledge and consent of said customers, or prospective customers, any sum or sums of money, whether such money be given or offered.

1. As an inducement to influence said employes to purchase from respondent glue or other products for and on behalf of the employers of said employes.

2. As inducement to influence said

employes to recommend such purchase to their employers.

3. Or as reward for having induced such purchase by their employers."

The mails have been closed to Strong's Laboratories, which were not laboratories, but the style of a proprietary mail order business conducted at Chicago, at Kansas City, and later at Liberty, Mo., by Henry Strong Smith and Lourania N. Smith. By means of magazine and direct mail advertising, a resinous creosote emulsion called "Amosol" was exploited as a sovereign remedy for pyorrhea which in fact, is not responsive to such self-medication.

Better Business Bureaus in Cleveland and Washington, D. C. report that people who believed they were subscribers to the Uplink Magazine, of Chicago, have received no magazines following payments made to solocitors who purported to represent this publication. These solocitors posed as employes of the International Sales Company, of Chicago, a subscription agency, with which they had no actual connection.

Naturally there is a catch in the too-easy prize puzzles utilized by a number of obscure publishers to get the attention of newspaper readers. The prize "checks" are often drawn on no actual bank; the prizewinner must obtain subscriptions, or sell patterns, or forward further cash in order to receive anything of appreciable value. Such contests afford a highly speculative investment of time and postage.

From Kalamazoo word is received to the effect that subscriptions were solicited for the New York Motorist of 250 West 57th street, New York City. This periodical is apparently defunct, the erstwhile publisher having removed from the address given.

Complaints lodged with a Better Business Bureau in New York, allege that persons using the style of the Better Service Hosiery Company of Mineral Springs, Cobleskill, N. Y. and calling themselves Mr. and Mrs. William J. Carville have taken orders for hosiery which have subsequently remained unfilled.

One "Professor" Gnatz, fox lecturer, character analyst, and promoter of "United Breeders, Inc.," recently left Detroit after the Detroit Better Business Bureau had checked up a series of blind want advertisements which he had inserted in the classified columns of that city's newspapers. His past record was disclosed just in time to save several score citizens from possible losses of money and time. Gnatz previously enlisted a large number of agents in Milwaukee to help him sell some \$40,000 worth of foxes, and disappeared. His Detroit activities began with similar advertising. His methods, which included harp solos and the distribution of "Mystic Oracles," entertained and inveigled Detroiters to embark on his scheme since last summer.

Now and then we see mock seam

hosiery described as "semi-fashioned." A fashioned hose is one shaped in the knitting to conform to the contour of the human leg and foot. "Semi" means half. The experience of the Bureau is that the sellers of true fashioned hose describe it plainly as such and that most if not all "semi-fashioned" hosiery is not fashioned at all. Examine carefully any hose so advertised before you purchase.

What Is Your Opinion About Dogs?

Grandville, March 16—"Dogs are a nuisance and should be abated."

Thus the man who has no use for canine pets, and who sees no good in any of them, and yet we read a good deal about dogs which have proven real heroes under distressing circumstances. Here is a news item from Reading, Mass., which rather gives the lie to the statement above.

"An element of uncertainty has been injected into Reading's 'muzzle or shoot the dog' campaign by the heroic conduct of Prince, selectman Charles F. Trevor's eight months old collie-St. Bernard pup, in rescuing Earl Henry Van Horn, six years old, from drowning.

"Prince wore no muzzle when he

plunged into the water of a pond here and saved the boy. According to Mr. Trevor the dog was muzzled when he left the house. The animal apparently tore the muzzle from his face with his paws when he heard the youngster calling for help. It was dangling from his collar after the rescue."

Is that dog a nuisance which ought to be abated?

Prince is not the only canine who comes in for praise and good wishes. Think you that the owner of this collie pup could be induced to part with him as a nuisance? And the parents of the rescued boy, what of them and their feelings on the subject?

Doubtless Mr. Van Horn, did he own that dog, would declare that all the wealth in the U. S. Treasury could not tempt him to part with the animal.


There are dogs and dogs, to be sure, the same as there are humans, some good, some bad, but because of the bad ones not all should be condemned.

Had it not been for this collie pup the Van Horns would have carried their little son to the cemetery and there would be sad hearts in that household. Further, had that muzzle been impervious to the dog's paws the same result would have come about.

As for the dog Prince, he is in for a good home, much petting and a life



COYE AWNINGS
ATTRACT BUSINESS
and
PROTECT GOODS
Write or phone for estimates
CHAS. A. COYE, INC.
168 Louis St., Grand Rapids, Mich.



For Easter Holiday Sweets

Recommend

Franklin

XXXX Confectioners

Sugar

In one-pound packages

The
Franklin Sugar Refining Company
PHILADELPHIA, PA.
"A Franklin Cane Sugar for every use."

of comparative comfort in the future.

Because some dogs are vicious it is not proper to class them all under that heading. Many valuable lives have been saved by dogs. Once upon a time the great Napoleon was walking across an Italian battlefield by the light of the moon. A wailing, moaning sound came to his ear. Pausing to listen the great Frenchman soon located the sound as coming from an animal lying beside a dead Italian soldier, his head pillowed upon his breast.

There on that gory field the fallen Italian had one mourner who could not be shaken off. There was lack of woman's tears, yet the moans of his faithful dog must have been heartening to the soul of the dead and gone soldier.

Napoleon's eyes were moist as he turned from the scene and returned to his quarters.

Dogs are faithful friends, tried and true under most trying conditions.

Dogs, birds, frogs, toads and many other living things form a part of God's universe, and each and all have their uses.

A man who sold chickens along a certain road, making tri-weekly trips, owned a dog which invariably kept him company on his various outings. Carlo was not a pure blood animal—perhaps some would call him a mongrel—yet he was devoted to his master and an animal of great intelligence.

One evening before his daily trip the man told his son that he did not wish Carlo to go with him on the morrow.

"You lock him in the granary until I am well away, Sam; now don't forget." Carlo thumped the floor with his tail as he looked up into his master's face. "Wonder if he knows what I am saying. Carlo, old chap, you'll stay home all day to-morrow."

There's many a slip, however, between the cup and the lip.

On the following morning, when the peddler had his team ready with a load of chickens, Sam came to his father with: "Can't find old Carlo anywhere father. He must have gone to one of the neighbors. But anyhow he won't bother you this trip. When he comes home I'll lock him up."

And so the chicken dealer set out on his twelve mile journey.

Nothing more was thought of the dog until several miles had been passed, when of a sudden a subdued bark met the man's ear, and there came Carlo running from out a fence corner.

Had the dog understood the previous evening's conversation which referred to the locking of himself in the granary? At any rate he seemed a trifle "meachin" when he first came up to his master with wagging tail.

"Come along, you scamp," called the master, reaching out and patting old Carlo on the head. "You outwitted us after all, old chap. Needn't tell me dogs don't understand our language."

After that instance of almost human intelligence old Carlo continued to accompany his master on his tri-weekly trips.

Ponto was a big, shaggy Newfoundland, owned by the small boy of the household. When a pup he came near ending his days because of what seemed at the time a vicious attack upon a child. Ponto was eating from a plate set out by the cook, not far from the kitchen door. Little Fred, a child of two, ran to the spot, putting down a tiny hand at which the dog snapped, setting a tooth in the baby's wrist, from which the blood flowed freely. The baby screamed and great indignation was expressed by the father, who went at once to the woodshed and took down his rifle.

"What are you going to do, Isaac?" asked the child's mother.

"Put an end to that pesky dog!" "He is a vicious cur. He just now bit our baby!"

As the angry man went forth to kill the dog, a hand caught his arm, a small boy's voice pleading for the life of the

dog. It was the dog's owner, a lad of seven. Ponto had by this time finished his meal and walked up to be petted by his little master. The latter threw his arms about the shaggy young Newfoundland and burst into tears.

The angry father finally compromised when his small son agreed to give the dog away. This was afterward done, but like the proverbial cat, the dog came back. It was afterward decided that the dog, having been often vexed by chickens that sought to steal his victuals, had imagined the child one of his old enemies and had snapped to rout them.

Two years later a great cloudburst

occurred up the valley and a tremendous torrent swept down to the millpond where stood the mill. At midnight the lumberman was aroused by the sharp bark of a dog and the sound of paws clawing at the outside door. The millowner sprang up and ran out to learn that a flood was sweeping down the creek valley, and that the pond had overflowed at the mill, setting the waterwheel running, the sound of which had aroused the dog, who at once did his best to summon the millowner.

He was none too soon. The dam was brimming full and would soon burst with the flood. Arousing the

mill crew the millowner raised the waste gates, letting a torrent of water escape while at the same time he set every available man and team at work drawing dirt to build up the dam.

Had the dog been half an hour later the dam would have been destroyed. The damage would have amounted to several thousand dollars. Ponto was the hero of the hour and was duly petted and lionized ever after.

So much for the good dog. Ponto lived to a green old age, his whole life testifying to his kind disposition.

If dogs haven't souls they certainly ought to have is the testimony of every owner of a good dog. Old Timer.

65% in FOUR YEARS



LIFE INSURANCE FIGURES AND STATISTICS always are interesting and the statements of any standard Life Insurance Company as to life, living conditions and other matters relating to the Life Insurance business always are worthy of serious consideration.

Eminent authorities have stated that:

"65 per cent of all moneys left in lump sums for Life Insurance is lost, spent or dissipated by those to whom it was left, WITHIN AN AVERAGE PERIOD OF ABOUT FOUR YEARS."

65 per cent of the protection GONE; and in the hands of people for whom it was not intended, while those for whom it was provided may be in need.

This 65 per cent loss means that in thousands of instances, those whose protection had been planned, are penniless. Others, perhaps total strangers, have the money which had been provided to safe-guard the future of loved ones.

Ideal protection against such conditions can be secured by entering into an Insurance Trust Agreement by which The Michigan Trust Company is made the direct payee and manager of the Life Insurance moneys, the agreement specifying its powers, duties and charges, and stating to whom the income of the investments made with those moneys shall be paid, under the varying conditions which may arise. The Life Insurance Company provides the money after the death of the insured and The Michigan Trust Company provides the expert service for the care, conservation, investment and distribution of this money.

The arrangement would save a widow, son, daughter or other relative from the purchase of worthless or poor securities, the pitfalls of even every day business life, and from the heartaches and trouble that may follow.

Ask us for more information on this important subject. Our time and experience are at your disposal.

THE MICHIGAN TRUST COMPANY
GRAND RAPIDS, MICHIGAN

The First Trust Company in Michigan

MOVEMENTS OF MERCHANTS.

Alma—Grover's Coffee House succeeds Perry & Son in business.

Grand Rapids—The Harley Smith Furniture Co. has increased its capital stock from \$75,000 to \$125,000.

Detroit—Steel Materials Co., 5701 Roby street, has increased its capital stock from \$50,000 to \$100,000.

Cheshire Center—Wilkinson Bros. have engaged in the grocery business, the Worden Grocer Co. furnishing the stock.

Detroit—J. Hergenroeder & Sons, Inc., 14611 East Jefferson avenue, auto accessories, has changed its name to Hergenroeder, Inc.

Detroit—Spater & Waiser, 12 Michigan avenue, hats and men's furnishings, has increased its capital stock from \$20,000 to \$120,000.

Detroit—Miller Bros., Inc., 1317 Gratiot avenue, wholesale produce dealer, has increased its capital stock from \$50,000 to \$100,000.

Traverse City—The John C. Morgan Co., 102 Bay street, fruit and vegetable canner, has increased its capital stock from \$100,000 to \$150,000.

Bath—G. O. Smith has remodeled and enlarged his store building in order to properly display his increased stock of groceries and dry goods.

Manistee—E. R. Godfrey & Sons, wholesale grocer of Milwaukee, with a branch warehouse at Ludington, will open a branch warehouse here about April 1.

Lansing—Oscar Britton, formerly of St. Johns, has purchased the drug stock of Harry M. Kinney, 1526 South Cedar street and will continue the business at the same location.

Detroit—The Silent Bank Guard Sales Corporation, 18th floor Buhl building, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Detroit—The New City Plumbing & Heating Co., 2715 Twelfth street, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Detroit Condiment Co., 1427 Clinton street, has been incorporated with an authorized capital stock of \$30,000, of which amount \$15,000 has been subscribed and paid in, \$5,000 in cash and \$10,000 in property.

Detroit—Thomas Hill, Inc., 1820 First National Bank building, has been incorporated to develop and sell alarm-phones, etc., with an authorized capital stock of \$30,000, all of which has been subscribed and \$5,000 paid in in property.

Detroit—The Lennon Bros. Candy Co., Inc., 621 West Jefferson avenue, has been incorporated with an authorized capital stock of \$15,000, of which amount \$13,000 has been subscribed, \$11,220 paid in in cash and \$780 in property.

Grand Rapids—A. E. McCraw, Inc., 113 Crescent street, N E., has been incorporated to conduct a general mercantile business, with an authorized capital stock of \$15,000, all of which has been subscribed, and \$2,000 paid in in cash.

Port Huron—Brown Credit Jewelers, with business offices at 13831 Woodward avenue, Highland Park, has been incorporated with an authorized capital stock of \$30,000, of which amount \$7,500 has been subscribed and paid in in cash.

Detroit—The Auburn-Michigan Sales, Inc., 5513 Woodward avenue, has been incorporated to deal in auto parts, motor vehicles, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and \$5,000 paid in in cash.

Ishpeming—The Rosberg Mercantile Co has been organized by Kyril Rosberg, of this city, to operate a general store at Trout Creek. John A. Koski, formerly employed in the Rosberg store here, is the manager of the Trout Creek store.

Kalamazoo—The Kalamazoo Dimmer Co., 1821 Factory street, has been incorporated to manufacture and sell auto light and dimmer switches, with an authorized capital stock of \$5,000, \$1,800 of which has been subscribed and paid in in property.

Detroit—The Peach Markets Corporation, 11705 Linwood avenue, has been incorporated to retail food products, with an authorized capital stock of \$15,000, of which amount \$1,500 has been subscribed, \$238 paid in in cash and \$1,262 in property.

Detroit—The Meyer Drug Co., 18652 Grand River avenue, has been incorporated to conduct a wholesale and retail drug business with an authorized capital stock of \$100,000, of which amount \$60,000 has been subscribed and \$6,000 paid in in cash.

Detroit—The National Cut Stone Co., Inc., 136 Woodmere avenue, has been incorporated to deal in cut stone and building materials, with an authorized capital stock of \$25,000, all of which has been subscribed, \$7,000 paid in in cash and \$7,000 in property.

Jackson—The Riverside Packing Co., 817 Water street, has been incorporated to deal in meats at wholesale and retail, with an authorized capital stock of \$75,000, of which amount \$50,400 has been subscribed, \$4,500 paid in in cash and \$42,400 in property.

Detroit—Why? Lug from Down Town, Inc., 12915 East Jefferson avenue, has been incorporated to deal in clothing for men and boys at retail, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$1,000 in cash and \$9,000 in property.

Dearborn—Ira R. Gregory, dealer in clothing and men's furnishings, has merged his business into a stock company under the style of Gregory's, Inc., 110 South Mason street, with an authorized capital stock of \$10,000, \$8,500 of which has been subscribed and paid in, \$1,500 in cash and \$7,000 in property.

Detroit—The Bio-Chemic Corporation, 304 Murphy building, has been incorporated to deal in chemicals at wholesale and retail, with an authorized capital stock of \$25,000 common and \$25,000 preferred, of which amount \$16,200 has been subscribed, \$1,000 paid in in cash and \$14,000 in property.

Detroit—The Detroit Hosiery Co., 126 West Jefferson avenue, wholesale

and retail hosiery, men's and women's furnishings, has merged its business into a stock company under the same style, with an authorized capital stock of \$15,000 preferred and 30,000 shares at \$3 per share, of which amount 1,000 shares has been subscribed and \$3,000 paid in in cash.

Manufacturing Matters.

Kalamazoo—The Textile, Leather & Metal Preserver Co., has changed its name to the Protection Products, Inc.

Detroit—The C. H. Riesdorf Building Co., 4857 Woodward avenue, has changed its name to Hoppe-Riesdorf, Inc.

Detroit—The Michigan Cornice & Slate Works, 639 East Port street, has changed its name to John D. Busch & Sons, Inc.

Detroit—The Detroit Steel & Conveyor Co., 231 Meldrum avenue, has changed its name to the Mahon Structural Steel Co.

Detroit—The Truscon Steel Co., 615 Wayne street, has increased its capital stock from \$3,500,000 preferred to \$5,000,000 preferred.

Detroit—The Packard Motor Car Co., East Grand boulevard, has increased its capitalization from \$30,000,000 to \$50,000,000.

Kalamazoo—Fuller & Sons Manufacturing Co., motor truck transmissions, has increased its capital stock from \$250,000 to \$500,000.

Detroit—The Cadillac Screw Products Co., 204 Mt. Elliott street, has been incorporated with an authorized capital stock of \$50,000, \$20,000 of which has been subscribed and paid in, \$10,000 in cash and \$10,000 in property.

Marquette—The Central Tube Protector Co., has been incorporated to manufacture and sell radio apparatus with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$2,500 in cash and \$7,500 in property.

Detroit—The Detroit Power Screw-driver Co., 419 Riopelle street, has been incorporated to manufacture and sell automatic tools, with an authorized capital stock of \$25,000, of which amount \$14,010 has been subscribed and \$4,110 paid in in cash.

Grand Rapids—The Taylor Gas Plant Corporation, 18 Division avenue, north, has been incorporated to manufacture and sell gas generating plants, with an authorized capital stock of \$25,000, all of which has been subscribed, and \$14,000 paid in in cash.

Kalamazoo—The M. W. Jenkins' Sons' Co., 1227 Summit avenue, has been incorporated to manufacture and sell at wholesale and retail, brushes and papermill accessories, with an authorized capital stock of \$25,000, of which amount \$3,000 has been subscribed and paid in, \$2,000 in cash and \$1,000 in property.

Detroit—The Hanley Manufacturing Co., 701 Guaranty Trust building, has been incorporated to manufacture and deal in special electrical devices, with an authorized capital stock of \$50,000, of which amount \$26,000 has been subscribed and paid in, \$500 in cash and \$25,500 in property.

Lamb and Mutton in the Diet.

Most of you have at more or less frequent intervals purchased lamb or mutton in one form or other as a meat dish. Yet it is surprising, in a way, that meats of this kind, which possess so many desirable qualities, should form such a relatively small proportion of the total meat consumed by the average American during a year's time. In 1924, it was estimated that the average per capita consumption of lamb and mutton was only 5.3 pounds per year, as compared with over 62 pounds of beef, 86 pounds of pork, exclusive of lard, and 8 1/3 pounds of veal. In recent years much time and effort have been expended in producing lambs and mutton which would meet the demands of a discriminating public, through improved methods of feeding and selection. Not so many years ago lamb was relatively scarce in the markets, as producers found it profitable to keep a sheep for its wool, with lambs as a sort of by-product. To-day the condition is reversed, with lamb production as the main object, while wool has become, to some extent, the by-product, although it is a very valuable one. As a result about 90 per cent. of the animals of the ovine species are marketed as lambs, and only 10 per cent. as mutton. It is important when buying lamb or mutton to see that your butcher removes the fell. This is a thin, tough membrane which covers the entire carcass, and if not removed is apt to impart a disagreeable flavor when the meat is cooked. While most butchers remove this as a matter of practice, on cuts from which the chops are taken, they do not usually do so when selling forequarter cuts or legs. If he finds it inconvenient to remove the fell from these latter cuts because of time or other reason, it may be done in the home with the use of a sharp steel knife. As a matter of fact its removal is practised by all careful cooks. Many grades of lamb are on the market at all times and we will discuss the matter of quality and grade that conform to quality variance at another time. If you are at all particular be sure, first of all, that you are getting lamb when you call for it, and not yearlings or mutton, and that it is of good quality, as evidenced by the bright, pink flesh, light to moderate fat covering, and soft reddish bones.

A Judge in Hancock county, Miss., has ordered newspapers having a circulation in that county not to publish testimony in a murder trial now being held. He declares that this testimony will come up in other cases and that publication of it will handicap the court in obtaining a fair and impartial jury for these later cases. Whatever may be said for the judge's reasoning, the order is scarcely in keeping with the American legal practice or with the American tradition. It is not surprising that the newspapers having a circulation in Hancock county—those with the widest being published in New Orleans—are printing as much of the testimony as they would have in the absence of such a court order, if not more.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 5.55c and beet at 5.45c.

Tea—The demand during the past week has not been very heavy. The market, however, has been nervous on account of speculative movements in primary markets. Ceylons advanced slightly, and so did Javas. Indias have weakened a trifle. None of these changes, however, have affected the jobbing market in this country, which rules about steady. Other varieties of tea appear to be about unchanged. Formosas and Congous are still in good demand.

Coffee—The market for Rio and Santos, green and in a large way, has shown some speculative fluctuations during the week, which leaves the market at the close not materially changed from a week ago. The market was slightly firmer in Brazil, then became a little easier. About the middle of the week the whole list of Rio and Santos, green and in a large way, went off a small fraction. This has not affected the jobbing market for roasted Rio and Santos. Milds show practically no change for the week. Only one or two grades have fluctuated slightly downward.

Canned Vegetables—There is more enquiry for new asparagus and more actual buying is underway, because of the prospect of an advance by canners of their original opening prices. No interest has developed in other future vegetables but canners are not cutting their prices. Fruits have been selling s. a. p. as last year's purchases made money for the buyers even with the big pack which proved no handicap to healthy liquidation. Spot foods are moving all of the time, but so much on a hand-to-mouth basis that the market appears to be more inactive than it actually is, especially as there is a minimum of advance buying and little action in futures throughout the list.

Dried Fruits—The demand for dried fruits during the past week has been slack. Prunes are in some demand on a basis relatively lower than the coast basis. Packers are very firm in their ideas and will not come down. In spite of that, there seems to be considerable spot prunes not sold. Raisins are still in good condition. The situation in them is firm, as people are taking very nearly all that are offered. Prices remain about unchanged for the week, although there are some weak holders who will shade. Muscats are particularly scarce. Peaches and apricots are very scarce in first hands, and so are figs. Currants remain unchanged and in light demand.

Canned Fish—The market for Maine sardines, as recently announced, advanced 25 cents a case on last Monday. California sardines are scarce. Pink salmon is firmer and not very easy to get. Other canned fish, including shrimp, lobster and crab meat, are unchanged and rather quiet, although the extreme scarcity of lobster and crab meat halves is stimulating the demand to some extent.

Salt Fish—The demand for mackerel is very fair. Lent is undoubtedly hav-

ing some effect upon it. No changes occurred in prices, as holders are glad to see the demand without taking advantage of it. Mackerel is cheaper than it was a week ago. Other fish are seasonably active, without change in price.

Beans and Peas—The only feature in the week has been further weakness in California limas, which are not wanted. The entire list of dried beans is easy. Prices show no marked change since the last report. The demand is light. Green and Scotch peas show no demand and the prices are easy.

Cheese—Offerings during the past week have been very light. The market has been quiet, but well maintained, without change.

Nuts—Shelled almonds are the firmest item on the list. Little or nothing is offered by shellers throughout Europe, and with a more or less bare market and a number of months to go, sellers are in no hurry to unload, believing that later on the market will be higher than it is at present. Jobbing markets are lightly stocked and considerable firmness exists. French walnut meats are also stronger in tone, as good quality nuts are concentrated in fewer hands. Primary points quote but little and say that from now on arlequins will be the only thing available. Pistachios and pignolias are high and are not much in evidence. Filberts are about steady at quotations.

Rice—Several weeks of limited buying for replacement has made an easier domestic rice situation at the source, where some mills have been making slight concessions. Others will not do so but refuse to make sales unless full quotations are offered. Rices for mill shipment are in light demand, while the spot movement lacks force. Supplies of domestic are light, although there are somewhat heavier stocks of foreign, which is also in limited demand.

Syrup and Molasses—The market for sugar syrup during the past week shows no particular change. The production is rather light, and prices steady. Compound syrup is moving out well, with prices steady at the recently reported advance. Molasses is moving about normally, without any change in price.

Provisions—The primary markets eased off during the week, on account of anticipation of a large supply of hogs. This did not particularly affect the provision market, however. All varieties of beef and hog products remain about unchanged for the week, speaking in a jobbing way.

Review of the Produce Market.

Apples—Baldwins, 75¢@1; Spys and Kings, \$1@1.50; Jonathans and McIntosh, \$1.50. Winesap box apples are now in market, selling as follows:

100s-113s	-----	\$3.50
125s	-----	3.50
138s-150s	-----	3.00
198s-234s	-----	2.50

Bagas—\$2.50 per 100 lbs.

Bananas—7½¢@8c per lb.

Beans—Michigan jobbers are quoting new crop as follows:

C. H. Pea Beans	-----	\$4.25
Light Red Kidney	-----	8.75

Dark Red Kidney	-----	9.00
Brown Swede	-----	6.00
Cranberry Beans	-----	7.50
Brussel's Sprouts—Florida,	40c per quart.	

Butter—The demand has not been very large during the past week, as buyers are mostly indifferent. Holders sell fresh packed at 42c and prints at 44c. They pay 25c for packing stock.

Cabbage—\$5 per crate for Texas.

Carrots—New from Texas, \$2 per bu.

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

Celery—California washed jumbo, 90c.

Chalotts—65c per doz.

Cocoanuts—\$1 per doz.

Cucumbers—\$2.75 per doz. for hot house stock from Ill. and Ind.

Eggs—Receipts are beginning to increase rapidly on account of the approach of the large production season. This was responsible for small declines during the past week. Local dealers pay 26c for strictly fresh and hold candled fresh at 28c.

Egg Plant—\$2.50 per doz.

Garlic—35c per string for Italian.

Grape Fruit—Florida commands \$4.50@6, according to size.

Honey—25c for comb; 25c for strained.

Lemons—Quotations are now as follows:

300 Sunkist	-----	\$7.00
360 Red Ball	-----	6.00
300 Red Ball	-----	6.50

Lettuce—In good demand on the following basis:

California Iceberg, 4s	-----	\$4.50
California Iceberg, 5s	-----	4.50
Hot house leaf	-----	12c

Onions—Spanish, \$2.50 per crate of 50s and 72s; Michigan, \$4 per 100 lb. sack.

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

126	-----	\$6.00
150	-----	6.00
176	-----	6.00
200	-----	6.00
216	-----	6.00
252	-----	6.00
288	-----	5.75
344	-----	5.60

Floridas are in ample supply on the following basis:

126	-----	\$5.50
150	-----	5.75
176	-----	6.00
200	-----	6.00
252	-----	6.00

Parsley—\$1 per doz. bunches for jumbo.

Peppers—Green, from Florida, 90c per doz.

Potatoes—Buyers are paying \$2@2.20 per bushel around the State.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls	-----	27c
Light fowls	-----	22c
Springers, 4 lbs. and up	-----	28c
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.

Sweet Potatoes—Delaware kiln dried \$2.50 per hamper.

Tangerines—\$4.50 per box of any size.

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

Veal Calves—Wilson & Co. pay as follows:

Fancy	-----	17c
Good	-----	15c
Medium	-----	13c
Poor	-----	10c

Olive Oil Short This Year.

It is practically certain that the Italian output of olive oil this season will be disappointingly small. The partial failure of the crop arises from a variety of reasons, the principal being the exceptionally and long continuing severe winter; another is the small attention that has been paid to the cultivation of the trees, thousands having been neglected, while many thousand others have been sacrificed to the woodman's axe in favor of floral and other apparently remunerative culture. The latest reports to hand from Catania show that the olive crop in that largely cultivated district will be considerably smaller than in 1924—by at least one-third, say the growers. Yet from this much favored center the crop is usually one of the largest, supplying the market with an abundance of fruit and oil for export during the earlier months of the year. The market on this side for olive oil has continued firm, with price advances generally. The outlook is for a continued firm market with rising tendency. It would not surprise anybody to see a considerable advance by the summer. Buyers who pack oil in Spain under their own brands will be interested in the recent decree of the Spanish government, which prohibits labels in foreign languages unless the name of the packer and point of packing is specified.

Sauerkraut's High Food Value Being Recognized.

Sauerkraut being fermented cabbage, its lactic acid makes it a powerful disinfectant for the human system. Since its high food value has come to be generally recognized, it has been taken out of the plebeian class, and nowadays is even used for late supper and party dishes. It makes, for instance, a delicious club sandwich. On the bottom layer of toast are laid slices of tomatoes canned whole. Cover with mayonnaise, then another slice of toast and on this a layer of raw sauerkraut and mayonnaise. On the top slice of toast put a slice of tomatoes, to which an olive is fastened with a toothpick.

Mending Shells of Hatching Eggs With Tape.

Thinking that the eggs were broken and in an endeavor to save them, a Kansas man vulcanized the shells with adhesive tape when the chicks were peeping through. He thus killed an incubator full of thoroughbred chickens, which his wife left in his care when she went away to visit relatives and friends back in her old home town. This unprecedented knowledge of poultry has cost the man no little amount of kidding and ridicule, in addition to the large hatch which would soon have been ready for market.

Jobber's Declaration of Principles— How Shall Grocer Advertise?

Written for the Tradesman.

All of two generations ago a Chicago wholesale grocery house formulated a succinct set of principles. They remain unaltered to-day. They appear in the front of every cost book used by that house. Here they are:

1. Salesmen are not allowed to collect.
2. Don't bargain for more salary than you honestly feel you can earn.
3. Make the expense of selling goods as small as is consistent with comfort and decency.
4. Never misrepresent the quality of your wares.
5. Better admit an occasional ignorance than stoop to a falsehood.
6. Study the actual needs of your customer and never be guilty of overstocking him.
7. Do not induce him to cancel an order that your competitor has honestly secured.
8. Satisfy yourself of his financial responsibility in an open and direct manner and not through gossipy neighbors. Pay due regard to his moral investment—honesty, ability, industry and economy.
9. Never pretend that your goods are the best, the cheapest or can be sold on the longest terms.
10. Never purchase trade at the expense of your dignity.

11. Remember that the house which lures an employe from his old house by any but open, upright means acts dishonorably; the employe succumbing to such temptation acts undutifully, and we have yet to see the first man who permanently bettered his condition by such questionable practice or the house that secured loyal, dutiful men by resorting to this trick.

12. If any sins in this little register appeal to you for parentage, do not hesitate to father them.

I knew well the man who formulated that set of principles. He was an aggressive business man. As the custom of selling futures, deals, quantities came into being, his organization was compelled to fall in line. Yet the rules held and were emphasized always. Note rule 6: "Study the actual needs of your customer and never be guilty of overstocking him." That is a good rule to-day. It will always be a good rule. It was as scrupulously regarded in later as in earlier years; for it was the instruction half a century after it was first written.

I have always contended and contend now that the seller who feels he can rely on the good faith of the buyer always can and ever will prefer to observe that rule; and I mean observe it in the spirit as well as the letter. Some merchants can buy quantities—some can buy large quantities—some should buy from hand to mouth. The seller who can rely on his customer not to overbuy from another will advise the buyer against overbuying from himself. If and when he finds that his own forbearance merely results in your buying heavily from his competitor, can you blame him if he loads you to the guards when he can?

Think that over. The fault does not lie exclusively with the salesman nor

Retail Grocers and General Merchants Association

Official Program

TUESDAY, APRIL 13

All Sessions at Hotel Occidental, Muskegon

- 1 p. m. Registration of Delegates, S. M. Mangleson, Secretary of Muskegon Grocers' Association.
Invocation, Dr. A. R. Jones, Pastor Central M. E. Church, Muskegon.
Address of Welcome, B. G. Oosterbaan, Manager Merchants Credit Bureau.
Response, Vice-President Orla H. Bailey.
Introduction of President Christensen by Hans Johnson, President of the local association.
President's Annual Address.
Secretary's Annual Report.
Treasurer's Annual Report.
Appointment of Committees:
Resolutions
Credentials
Rules and Order
Auditing
Report—Dubuque Convention of the National Grocers Association by Paul Gezon.
Address, "Collective Advertising and Buying—How it Works Out." Mr. J. E. Pease, Kalamazoo.
Adjournment.
- 7:30 p. m. Banquet given by courtesy of W. R. Roach & Co. to all delegates, guests and their wives.
Program in charge of the local association.

WEDNESDAY, APRIL 14

- 9:30 a. m. Convention called to order.
Report of Credentials Committee.
Report of Rules and Order Committee.
Address by John C. Beukema, Secretary Muskegon Chamber of Commerce.
Discussion.
Address—Operation of a Meat Market by I. M. Hoagland, Armour & Co., Chicago.
Question box in charge of J. F. Tatman, Clare; C. A. Gardner, Traverse City; Jno. Affeldt, Jr., Lansing; B. E. Doolittle, Grand Rapids; J. E. Marvin, Muskegon.
Please send to the above gentlemen any questions you would like to have answered at the Convention.
Adjournment.
- 12 noon. Luncheon at Hotel Muskegon for visiting ladies given by courtesy of the Fleischmann Company. Chairman of committee, Mrs. Hans Johnson.
- 1:30 p. m. Called to order.
Songs, in charge of Mr. Ole Peterson.
Report of Auditing Committee.
Address on "Salesmanship in Retail Store," Glen E. De Nise, of Hasper Biscuit Co.
Discussion.
Round Table Discussion on "What is the Quality Service Plan for Michigan," introduced by John Boonstra.
Appointment of Nominating Committee.
Adjournment.
- 6:30 p. m. Banquet for the visiting delegates and guests given by the wholesalers of Muskegon.
Principal speaker—David Chinblom, of the Muller Bakeries, Elk's Temple.

THURSDAY, APRIL 15

- 9 a. m. Called to order.
Report of Resolutions Committee.
Report of Nominating Committee.
Election of officers.
Selection of next convention city.
Unfinished business.
Adjournment.
Meeting of the Board of Directors.

We have arranged for an exhibition of store fixtures and equipment on the ground floor of the Occidental Hotel. You are asked to visit this display between sessions.

Paul Gezon, Sec'y., Wyoming Park.

yet with his employer. And it might be as well for you to read over that list of rules again. They are good rules for anybody to adapt or adopt.

Canadian boys are thoughtful, observing men. Another writes me that he has been reading my stuff on advertising and puts his question thus:

"I am a small general merchant and have big opposition I would like to advertise, and as there is no local newspaper, I think of mailing out circulars about twice a month setting forth about ten or twelve specials in groceries, dry goods or shoes. Do you think this a good plan? Will you please give me a few suggestions how to go about mailing and making up the circulars? Yours, etc."

The first thing is to shy off from that idea of "specials." That is the point I emphasized in the story this man liked so well, that you are in business three hundred and ten days each year and that therefore your offerings should be regular and not special. I have tried to emphasize the fact that grocers' advertising is handicapped because of the prevailing idea that advertising must always mean reduced prices.

To write advertisements, get your mind into the track of regular sales ideas. Think just what you would say if any customer came into your store and asked you to show her articles you felt she could use to her own advantage. It is a good idea to visualize some particular woman customer as you think this thing out.

Imagine that said woman was there waiting for you to sell her a fine line of groceries—dry goods—shoes. Play she has given you carte blanche. That is French for go as far as you like. She has simply limited you to the extent that she will exercise her right of veto, but she puts no restrictions on your showing, describing, demonstrating anything you think will be interesting to her.

Take your stand behind your desk with that thought in mind. First, suggest that she will be interested in the things you have listed for offerings. Next, turn over your last invoices. For such invoices are bills for things you have just purchased. Obviously, you purchased them to sell. You must, therefore, have had in mind certain points of merit and special appeal in them—and please note that I do not use that word "special" in the usual, cut-price sense.

So "take your pen (or pencil) in hand" and write out precisely what you would say to that lady—using exactly the kind of conversational talk you would use in her presence. Never mind about how much you say. Tell her everything that occurs to you of interest about each item. Write as you would write a descriptive letter to her. Use your own language with no effort other than to make it clear, plain, easy to understand. Use no trade terms. Don't say "pink" salmon. "Say grey in color but tender, sweet, firm and rich flavored—true salmon—not a substitute."

When you have done this, then, if you want more items, look about your shop, making notes of other items. Then go back and write about those.

Next, obliterate with pencil the

superfluous words. Shorten the stuff, but do not cut out any essential. If the description is true it will carry, regardless of faulty wording. Then arrange with the most important items first and the others following in order of relative value. Put in all prices; but do not hesitate to name regular figures. Never mind if they are not the lowest. You know the figures are right. You will find people ready to pay right prices for right values and right service.

Talk with your printer. Have him get the idea and leave mechanics to him. After you have the circulars send in a sample or two and we can suggest improvement if need be.

As to mailing. You are in a small place. Your best plan is to distribute those circulars under the doors of all houses in town. Hire two or three boys, sons of customers. Impress the parents with the importance of the job that the circulars be not wasted. One or two experiments will result in your selecting plenty of good boys for this job.

Make up a small, live mailing list. Make it yourself and let it grow slowly as you think of new names. Send the circulars out in plain, cheap envelopes, unsealed. Cut out all style. The message will carry all right as coming from a storekeeper personally known, or known by reputation to all.

Keep it up. Let your circulars go out monthly to begin with. Be careful not to make them too frequent. If they go out each month, folks will look for them. They will remember them. They will be impressed with them. If you send out every two weeks later on, the effect will be equally good. But persist. This is the job of a business lifetime. It is like opening your store. It must be done constantly or the effect is worse than lost. If you don't get the idea, write again. Write again—any old time—on general principles anyway. Paul Findlay.

Hides, Pelts and Furs.

Green, No. 1	08
Green, No. 2	07
Cured, No. 1	09
Cured, No. 2	08
Calfskin, Green, No. 1	15
Calfskin, Green, No. 2	13½
Calfskin, Cured, No. 1	16
Calfskin, Cured, No. 2	14½
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.	

Not all goods appear to the best advantage in the same light. Make a little study of this and light the merchandise properly.

The more you study and take advantage of the possibilities of your business, the greater those possibilities become.

Everything Moving Ahead at Onaway

Onaway, March 16—The rest room which is open to tourists during the summer is provided with every convenience and was liberally patronized last year and greatly appreciated by our visitors; this being in close proximity to our city park, with its beautiful shade and good water, provides perfect rest and comfort for the weary traveler. Lest you forget, "By the Way—When on Your Way—See Onaway."

Ed. Humphrey, who has had charge of the C. W. Bahel drug store for the past two and one-half years, has resigned and accepted a similar position in Unionville. Mr. Humphrey has made many friends while in Onaway and we will miss him.

Clifford Schlein is displaying the E. M. T. sign (East Michigan Tourist Service) which means that his restaurant service is 100 per cent. Cleanliness and first-class service places Clifford in the first rank and undoubtedly tourists of former summers already have their minds upon this popular stopping place.

The city hall has been put in excellent shape. The new interior finish adds much to its attractiveness which gives one that home-like feeling when entering. The big auditorium with its seating capacity takes care of the audiences nicely and at the last meeting of the Boosters Club there was evidenced a great deal of enthusiasm and the growth of the organization is almost phenomenal, the farmers entering into the spirit of its activities and assisting greatly by the forming of their agricultural branch whose chief aim seems to be towards the introduction of pure bred dairy cows. President Mowat Johnston, as well as Vice-President E. G. Storm, are men of wide experience and Secretary Karr is swinging both arms with élan because of the response he is getting in his field of work.

The city library, situated on the second floor under the able management of Mrs. Yager, is well patronized. The large floor rugs provide comfort and quietness; the walls are hung with attractive pictures and together with window draperies and good lighting, it is no wonder that so many patrons enjoy the hospitality of the room. It is a real pleasure to enter this place and count the people occupying the comfortable chairs drawn around the long tables.

Again the big rotary road plows have fought their way through the big snowdrifts between Cheboygan and Rogers City, meeting at the Rainy River Sunday night, thus ending their long battle all through the previous night. Traffic is again opening up after a tie-up of several days.

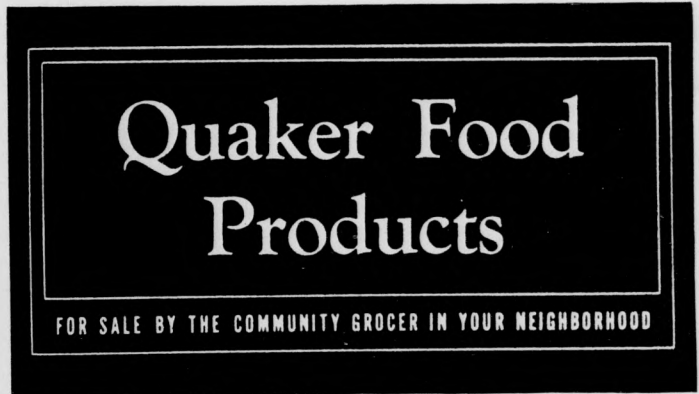
For all the arguments that have been presented for and against the bobbed hair fashion we must give it credit for one great accomplishment. Have you noticed the radical changes that have taken place in our barber shops of late? Mart Jenkins has installed new fixtures and repainted the interior of the shop. Charlie Rosciam has done likewise, re-papered and everything is spick-span, and Vern Tran's smile cannot be passed up, because he is so popular with the ladies. Why this transformation? Because of a different class of trade. It is a meeting place for both sexes who are waiting for the call of "next." Conversations are cleaner and more elevating. The atmosphere is void of tobacco smoke. Good literature is replacing the doubtful and the pictures on the wall are not all extracts from the Police Gazette. Squire Signal.

One thing Darwin seems to have overlooked is the remarkable resemblance between buck deer and hunters in the open season.

It is difficult to resist temptation when you are all out of breath chasing it.

WORDEN GROCER COMPANY
THE PROMPT SHIPPERS

Offer your customers only known brands



HAVE CONSUMER ENDORSEMENT

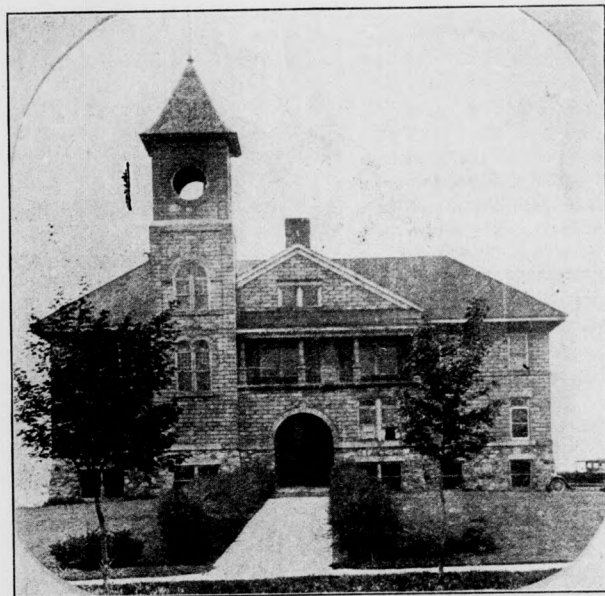
WORDEN GROCER COMPANY

Wholesalers for Fifty-seven Years

Ottawa at Weston

Grand Rapids

The Michigan Trust Company Receiver



When you come to ONAWAY See the Pretty Grove adjoining our City Hall. Onaway, Michigan.

A little touch of
CIVIC PRIDE
made Onaway's Official Home
BEAUTIFUL!

DATA ON WOMEN'S APPAREL.

Substitution of facts and figures for guesswork in the planning and carrying on of the business of ready-to-wear manufacturing is the aim of a new step for the industry that the National Wholesale Women's Wear Association is taking. This service, it is explained in the latest issue of the official organ of the association, *The Women's Apparel Merchant*, will take the form of a bulletin of statistical facts about the actual condition of the industry. Such items as total stocks, sales, purchases by retailers, costs of doing business and other pertinent information will be given. The members of the industry for the first time will know where their individual business stands in relation to the market and will no longer have to rely on guesswork or rumor.

This information will be obtained by the co-operation of every firm which is a member. A questionnaire will regularly be sent out, to be returned unsigned to the association with the proper blanks filled out. The interest is not in individual returns, but in the totals. Since this information is of greater value to the individuals concerned than to the association, it is felt that the members will be more than eager to co-operate in order to share in the general benefits. Only through statistics can accurate comparisons of business activities be made. Statistics or collected numerical facts will enable the industry not only to learn accurately the conditions of the market at any time, but also discover trends. Statistical analysis reduces unwieldy masses of facts to totals or averages which can be quickly grasped.

Most of the men engaged in this field, the publication adds, have a more or less intuitive knowledge of conditions supplemented by personal sources of information. With the collection of statistics which the association purposes, they will be able to supplement their own methods of getting facts by an accurate weekly survey of conditions.

TRUTH IN FABRIC HUMBUG.

New life appears to have been given to the movement for so-called "truth in fabric" legislation, which was thought to have received its quietus when its futility was demonstrated some time ago. Thus the Senate last week received from its Interstate Commerce Committee a report favoring the passage of the amended Capper bill on the subject. Back of the measure is the insidious propaganda of an alleged "Sheep and Wool Bureau," financed by one of the minor woolen manufacturing concerns for advertising purposes, which has succeeded in having part of its trade-marked label inserted in the bill as a description of new wool. The bait thrown to the wool growers is that, by casting discredit on the use of reworked wool, higher prices may be obtained for new wool. This is wholly fallacious, the price of wool being dependent on world conditions. Certain things it is well to recapitulate in connection with the whole matter. One is that reworked wool cannot be made use of in worsteds but only in woollens. Another

is that, once the material is made up into cloth, there is no way of telling whether new or reworked wool has been used. This opens the door to unscrupulous manufacturers to pretend they have used only new wool when the reverse is the case. Then, too, it is a fact that certain cloths made of reworked wool in whole or part are better and more expensive than others made wholly of new wool. They not only look better but they wear better. To put a stigma on them would be foolish as well as futile. In Wyoming the Legislature passed an act similar to the one before the United States Senate, but it was found to be unworkable and was repealed. What the Senate is now doing looks merely like a gesture for political purposes without any serious intent at enactment.

MONEY AND INTEREST.

Secretary Mellon can go into the money market and borrow half a billion dollars at 3¾ per cent. to retire an item of the United States public debt now drawing interest at 4¾ per cent. The net result is a reduction of the interest charge by 1 per cent. This demonstrates on a large scale that interest rates are not fixed quantities—a fact generally recognized, but often ignored. It has recently been much ignored in discussions regarding a fair and just interest rate to be charged upon the war debts.

Great Britain, for instance, borrowed money from the United States during the war, giving demand notes at 5 per cent. A hullabaloo was raised in certain quarters when, in the refunding settlement, the interest rate was reduced to 3 and 3½ per cent. Yet what would have been the sense in holding to the higher figure if the British Government, by going into its own money market—or into the American market, for that matter—and borrowing at a lower rate might pay the United States?

Later, objection was made to the 3 and 3½ per cent. rate because the United States was paying an average of 4½ per cent. upon Liberty bonds. Within the next few years, however, it is quite probable that the United States Government, through some such operation as that proposed by Secretary Mellon, will retire Liberty bonds and other items of the public debt by substituting issues bearing interest much lower, perhaps even below 3 per cent.

Any argument based upon interest rates is likely sooner or later to elude its pursuer. Money itself is a variable. This is especially true with regard to financial transactions by Governments—even more so with regard to those between two Governments.

WOOLS AND WOOLENS.

Auction sales of colonial wools were resumed in London on Tuesday last. The results were about what was expected. It seemed to take an effort to make sales at the reduced levels of prices prevalent, and in some instances there were recessions. Prices were a little better upheld in Australia and New Zealand, while they were about holding their own in other foreign

markets. Not much buying abroad has been for American account. The large stocks of wool overhanging the markets are acting as a drag to business. Figures issued by the Department of Commerce show the wool production of 1925 to have been the large total of 2,892,416,000 pounds, an increase of 860,000,000 pounds over 1924. In this country buying of wool is fitful and in small volume, with buyers inclined to be bearish in their ideas of price. The mills are disposed to wait for more orders for fall. In men's wear lines, sales of fabrics have been quite fair for some concerns and not so good for others. There is yet, on the whole, much more to be done to meet the season's requirements. Many lines of women's wear goods for fall are now open. Last Tuesday these were added to by the opening of the American Woolen Company's lines. Prices are expected to show about the same percentage of reduction as did the men's wear fabrics. Other mills, including those in the Passaic district in New Jersey, are not expected to show fall goods for some time yet because of the labor troubles. It has been questioned whether it is good policy to open the finer fall lines before Easter, particularly in view of the dilatoriness of buyers in purchasing their supplies. Most persons look for a rather long-drawn-out season.

THE DRY GOODS TRADE.

Weather has been an important factor in retail selling during the past week or so. Days that have been fair with temperature moderate have brought throngs to the stores. There has been much shopping, but there has also been a fair measure of buying. Easter is still exerting its usual appeal to persons of both sexes and of all ages. Changes of style are also sufficiently marked to make an especial appeal, while the line of demarcation between spring and summer attire accentuates this. Conditions here appear to be duplicated in other centers, according to reports from visiting buyers. Retailers are keeping close tab on consumer preferences and are ordering in consonance with these. Orders are more liberal in lines that are moving faster, while more tentative on the others. But the general disposition continues to order frequently but in small volume. Considering the nearness of Easter, retail stocks are rather skimmed than otherwise. Still there is yet time within the next ten days for a considerable amount of business, particularly in the women's ready-to-wear lines. Accessories of one kind or another are moving well in distributing channels. Business in the primary markets is varied. In some lines considerable activity is shown, while in others there is a waiting attitude on the part of buyers, who have not given up the hope of price recession.

THE COTTON MARKET.

What is going to happen to cotton seems to be a puzzle that is disturbing the markets. There is nothing very tangible as yet on which to make a good guess, and the course of the quotations on the Exchange is an index

to the uncertainty. What operators are trying now to get a line on is the probable acreage to be planted this year. As has already been shown, the knowledge of this would be only one element out of several in determining the size of the next crop. But a curtailment of acreage to any extent would serve as a good pretext for keeping up quotations. The uncertainty of cotton values continues to have an effect in checking operations in various manufactures of cotton. This is most marked in those goods in which the quality of the raw material is the main factor. It is not so noticeable in fabrics in which the style element or the appearance figures most. This is why certain percales of fancy pattern and rayon mixtures are selling extremely well and why, to a lesser but still marked extent, gingham also are commending themselves to buyers. Gray goods and bleached cottons are softening in price, and the heavier cotton fabrics as well as knit underwear are offered at concessions or are not being bought. There will be more business as soon as buyers' and sellers' minds meet on a satisfactory price basis. Meanwhile matters will probably drift along.

CANNED FOODS CONDITIONS.

The canned food market has not been getting a normal mileage to the gallon of energy, time and effort spent in speeding up distribution because there has been congestion in the amount of merchandise available in all positions and the movement has been so halting that the market has been in first speed. The most significant point is that there has been widespread liquidation of stocks by wholesalers who first cleaned house before stock up for later outlets. They have not made their normal purchases recently but have been selling freely to the retailer.

Advantage has been taken of cheap merchandise which has been absorbed, cutting down the reserves in first and second hands. During this liquidation, the market has not yet reached the stage where competition for goods has stiffened the position of sellers and enabled them to work their merchandise up to nearer its intrinsic value based either on original packing costs or with those of new packs. Many evidences are to be seen that the period of hand-to-mouth buying has been passed and that within the next few weeks there is apt to be a sudden or a gradual change in the outlook which will make spot and future foods more attractive.

Emil Fuchs, the artist, tells of a physician, a professor in a medical college, who was raised by Queen Victoria to the rank of physician in ordinary to the queen. The man was exceedingly vain, and anxious that every one should know of the event, so when he next entered the lecture room of the college he took a piece of chalk and under his name on the board wrote his new title. After the lecture, as he was leaving, he turned at the door for a last proud look and saw that some one had added: "God save the Queen."

OUT AROUND.

Things Seen and Heard on a Week End Trip.

I do not know of a town the size of Marne which has a more complete hardware store than that of Burrell & Goodenow.

Coopersville merchants are anxious to see the cannery operated again this season and are urging the Michigan Trust Co. to make some arrangement which will ensure the industry being active during the coming growing season. Such a condition would result in much stuff being grown by the farmers thereabouts which would otherwise not be planted at all.

The local mercantile organization was recently entertained by B. P. Sherwood, President of the Grand Haven State Bank, with a lecture on his recent trip through Europe, illustrated with slides made from photographs which he took himself. Both lecture and illustrations were greatly enjoyed by the Coopersville business men.

The number of new homes which have been erected at Spring Lake during the past year is remarkable. The town has grown more of late than at any previous time during the past fifty years. No town of my acquaintance possesses more water advantages. With Spring Lake on one side and Grand River on the other and Lake Michigan only two miles away, Spring Lake is certainly favored by nature as few towns in the country are favored.

At Grand Haven I found Arthur J. Van Woerkom very happy over the legal victory he recently achieved over the Continental Jewelry Co., of Cleveland, which is only another name for the notorious Bixler, who sued Van Woerkom for damages because he refused to accept a shipment of junk jewelry sent him under an order obtained by fraud. The jury was composed of one resident of Grand Haven and eleven farmers, none of whom were known personally to the defendant. During the trial the attorney for Bixler made much of the length of time his client had been engaged in business. Attorney Misner made no objection to the showing, but quietly called attention to the fact that another individual had also been in business a considerable length of time—the devil. Whereupon the jury all indulged in laughter. Since the case was decided adversely to Bixler two other salesmen from the same house have called on Mr. Van Woerkom, but they did not succeed in interesting him in their line or hook him by their nefarious methods.

I never go to Grand Haven and pass the former location of the Cutler House and Grand Haven National Bank that I do not recall the story which the late T. Stewart White always enjoyed repeating in the days of long ago about the cashier of the bank, Mr. Stickney, and the sturdy founder of the house of William R. Loutit, who permitted his account to be overdrawn during the panic of 1893. The cashier called his attention to the situation several times, without result. Then he brought the matter to the attention of the directors, who instructed the cashier to take up the subject with

Mr. Loutit personally. Because that gentleman had been a good customer of the bank for many years, Mr. Stickney undertook to handle the matter very diplomatically. Calling on Mr. Loutit at his office he ran the gamut regarding the weather and other commonplace subjects and finally broached the matter of the overdraft, whereupon Mr. Loutit turned on his caller with the enquiry:

"I've been a good customer of your bank more than twenty-five years, have I not?"

"Yes," gasped Mr. Stickney.

"Frequently had from \$30,000 to \$50,000 on deposit with you for long periods?"

"Yes," admitted Mr. Stickney.

"Was I ever damned mean enough to go in the bank and tell you about it?" asked Mr. Loutit.

This question was a stunner for Mr. Stickney and he beat a hasty retreat.

This circumstance reminds me of a somewhat similar circumstance which happened in Chicago shortly after the great fire of 1871. Mr. Honore, the father-in-law of Potter Palmer, had an over-draft at his bank, with no way of covering it. All of his buildings had been destroyed by the conflagration of Oct. 9 and the stock fire insurances in which his policies were written either defaulted altogether or offered to settle at a few cents on the dollar—a frequent custom with stock insurance companies when things go against them. The matter became so acute that the cashier finally asked Mr. Honore to make a draft on someone and he would cash the draft and cover the shortage in that way.

"But I don't know any one who would honor my draft," protested Mr. Honore.

"Why not draw on the Czar of Russia?" enquired the cashier.

"All right," said Mr. Honore, "make out the draft and I will sign it."

The draft was made and forwarded to St. Petersburg for collection. On being presented with the draft, the Czar remarked:

"I don't recall the name of the man who made the draft, but the Americans are pretty good fellows. Pay the draft and charge it to my account."

It was several months before Mr. Honore got on his feet to an extent that enabled him to return the money, with proper acknowledgement.

The extension of Sixth street to connect with the new thoroughfare over Grand River will be one of the greatest forward steps Grand Haven has ever undertaken. Seventh street is very narrow in places and is also used by the interurban, which makes its navigation difficult and dangerous for both pedestrians and drivers. It will probably require a year to complete this improvement, but it will be a year well spent.

P. C. Kieft, the clothing merchant, insists that he has a distinct grievance against the Tradesman—that we ought to print two Garfield articles each week, instead of only one.

The failure of the Homel Shirt Co. has involved a loss of \$76,000 to the people of Grand Haven who invested money in the enterprise. The business of manufacturing shirts is usually a lucrative one, but the Homel

brothers appear to be common cheats, instead of shirt makers. The writer was frequently importuned to join the Homels in their Grand Haven undertaking, but refused to do so because of their repeated refusal to disclose how much money they drew out of the company treasury as salaries. This appears to have been the weak spot in their promotion schemes at Grand Haven, Hart and Ludington.

E. A. Stowe.

Interesting Facts About O'd-Time Merchants.

Merchants of Seattle rid themselves of an expensive nuisance when they persuaded the common council of that city to enact an ordinance forbidding the delivery of merchandise to prospective customers on approval. A lady of Grand Rapids who spent six months with friends in that city says the ordinance is strictly observed. It was enacted as a measure to protect the health of citizens. Obliging doctors had signed a statement to the effect that disease is not infrequently communicated to others by persons who had obtained garments and other wearables of merchants, on approval, to be "tried on" at their homes. Presumably dealers in hardware would refuse to deliver a kitchen range on approval under the terms of the ordinance. The lady also stated that the merchants permit prospective customers to "try on" wearables in their stores, without question. Wearables that were immune from contagion in the stores would not be so in the homes of patrons, it was humorously contended. The ordinance serves its purpose, however, and merchants are delighted with the results of its operation.

B. M. Stowe, a dealer in hats and furnishing goods for men, moved his stock from Kalamazoo to Grand Rapids about 1872 and opened a store on Monroe street. Mr. Stowe, his wife and son, boarded at the old Rathbun House many years. The stock was later turned over to the son, who discontinued the business. Mrs. Stowe is remembered as a leader of an occult science group.

A gentleman formerly engaged as a dealer in men's wear states that when he commenced his business career years ago, wives, mothers and sisters made up most of the clothing worn by the sterner sex. Cloth would be selected at a tailor's shop; the tailor would take the measures of the future wearers, cut and roll it up, with buttons, buckles, thread and other things needed, to be put together by hand. Sewing machines were so high priced that only the prosperous classes could buy them. Selling agencies were maintained in Grand Rapids by Wheeler & Wilson, Grover & Baker, Wilcox & Gibbs, Elias Howe, Singer, the Florence Company and other manufacturers and the machines, which were inferior to the White and the Singer of to-day, were sold for from \$100 to \$300. Suits were not basted and fitted to the owners as at present and the effects of the hand workers to produce stylish effects were abortive.

One of the oldest merchants in years of service in Grand Rapids is Cole, the glove maker.

L. C. Remington was the first to

open a shirt making shop for men in Grand Rapids. He commenced that business on a small scale in 1872.

In 1875 Brewer, Palmer & Kendall were dealers in men's wear at 33 Monroe avenue, near Campau Square. W. A. Palmer was the father of W. Millard Palmer, former mayor; Eugene M. Kendall was the father of Dr. Kendall and Mr. Brewer a popular business man.

John and J. C. Kendall advertised a price reduction sale on January 21, 1875. Hats for ladies and children, in plain velvet were priced at 25 cents each; two button kid gloves at 65 cents; knit under garments for ladies, at 65 cents; French merino hose, \$1 per pair; ladies ties, four inches wide, at 50 cents each and "the best corset in the city" for \$1.

Burglars entered the store of Foster, Stevens & Co. one night in January, 1875, and carried away a lot of revolvers and fine cutlery.

The Star Clothing House (Levi Brothers) during the month of January, 1875, gave away good serviceable clocks to each purchaser of an overcoat or other article of clothing, priced at \$10 or more. Good suits for men were priced at \$7 upwards; fine cassimere suits from \$10 to \$12; undershirts and drawers at 25 cents and upwards; men's heavy overcoats from \$4 to \$5; finest imported beaver overcoats, \$15 to \$25.

Prof. G. W. Fowle and G. F. Berdan opened a dancing school. Later Fowle became prominent as a dealer in furniture, a police commissioner and an active member of the commandery K. T., in Detroit.

Arthur Scott White.

Senate and House are considering how to bestow adequate recognition on the many crews of many ships who, in winter storms of unprecedented violence, have achieved heroic rescues at sea and won admiration afloat and ashore. It is planned to issue medals and extend the thanks of Congress, and the sailors and all who befriended them will not disparage the words uttered and tokens officially conferred, for they reflect a general sentiment of appreciation and gratitude. The public recognizes the fact that these brave deeds have enhanced the prestige and raised the morale of the mercantile marine and the personnel of the Coast Guard and the navy.

Adrian—The Economy School Furniture Co. has been sold to the Kewaunee Manufacturing Co., of Kewaunee, Wis. The factory will remain in Adrian but hereafter will be known as Plant Number 2 of the Kewaunee Manufacturing Co. The two organizations have been competitors during the last year, each manufacturing general lines of school furniture, with the Wisconsin concern specializing in laboratory equipment. Some new machinery is to be installed and it is planned to add the manufacture of domestic science equipment to the production line here. It is believed the capacity and production of the Adrian factory will be doubled within a year, giving employment to at least sixty-five workmen by next fall.

SHOE MARKET

Specializes on Kangaroo With Great Success.

At Cincinnati the management of a large retail shoe store has just attempted an experiment which it goes upon record as accounting most successful.

The store in point, to put it briefly, has specialized, for the period of the test, in shoes of kangaroo leathers alone.

It has trimmed its giant window to emphasize kangaroo hides and what may come of them. It has placed footwear of this leather where every visitor to the store simply cannot help but see it. It has emphasized kangaroo skin goods in its newspaper and other publicity as it has no other line.

One window has as its central and major motif, a splendid specimen of Australian kangaroo, mounted to show the animal in standing position and emphasizing the unique pouch in which Mother Kangaroo carries her babies, until they are really a long, long way toward being raised.

Kangaroo specimens of the sort may be obtained without extra great trouble by loan from a neighbor natural history museum; whatever charge may be made for their rental being more than made up by the publicity.

Just in front of the kangaroo, and much as if dropped from the pendant forepaws here, is a sheet of the leather derived from the creatures to shoe ends. One half of that skin has been permitted to remain the brown, felt-like color which the hair of the wild creature presents to the view; the other is in the rich jetty black of the prepared kangaroo skin, set by for use. A display skin of this sort can be obtained by the shoeman from his shoe house, through request by it of its hide men, with little trouble and no great wast of time.

Serving to show what the raw skin, the prepared leather, will do in providing finished footwear, a most attractive low cut shoe of the brand in which the store specialized with kangaroo had its place. A placard to one side of this guaranteed the shoe of genuine Australian kangaroo leather and gave ten dollars as its selling price.

The Cincinnati shoe folk realized at the time of fitting out the window, and least. Every one of us is delighted that most of the public still must be convinced of the practical values of kangaroo leather shoes.

So, off a bit to the rear of the hind feet of the kangaroo, there stands an interesting table of comparative tensile strengths of shoe leathers.

"In other words," the poster emphasizes, "kangaroo leather is 17 per cent. stronger than all other high grade, light-weight shoe leathers."

But, the window shopper in search of shoes wants other things than a mounted kangaroo to arrest his eye and divert him the closer to the window, than scientific measurements, however convincing these may be, to bring him inside the store to buy.

He wants to see the finished goods, and this in greater arrays than just the single pair suggested before.

So, to meet the competition of other shoe windows with footwear out of other leathers in point, the merchant has more and still more oxfords ranging off either side the central window display. Finally, the admonition that:

"Men who demand the best in footwear prefer shoes made of genuine kangaroo leather. Treat your feet to a pair of — made of such leather; they fit like a glove, yet do not lose their shape."

Step inside the store; inspect the shoes; chat with satisfied customers returning for additional styles in the shoes, or to purchase pairs for fellow-members of their families, or to gift ends, and you find every salesman well-versed with endless reasons as to why the kangaroo leather should prove the ideal one for the high-grade shoe!

Kangaroo leather, it is obvious, comes from the kangaroo, and everything about kangaroo nature is such as to make for an ideal leather in its hide.

"I have been in the retail shoe business seventeen years now," W. E. Diesting, of the Cincinnati store in point, tells us, "and with just the experience which the present, initial stock of wares had given us, I may say, without qualification, that I would rather sell shoes out of kangaroo leather than any other kind I've ever known!"

"Selling such shoes is easy. Permanent satisfaction is certain.

"Most customers—men particularly—like a shoe that is smart and that fits as a glove will.

"Kangaroo leather is assuredly smart; it does hold its fit!

"Then, it is softer than calfskin, and yet it keeps shape. And still again, it does not peel.

"With all these advantages, prices are in no wise exorbitant. Ten dollar shoes out of kangaroo leather would have their equivalent in kid leather sell in the same store, at the same time, for nine dollars at the very least. Every one of us are delighted with kangaroo goods."

Stick To the Last.

"The wood" plays a big part in the styling of men's footwear. Too often merchants fail to pay much attention or are not fully informed as to "the wood" in their footwear. And by "the wood" we refer to the last. In men's footwear the last is of paramount importance.

The Haig last had an unusually strong run and is still popular. There are, however, changes taking place in men's lasts, and these changes will have a very definite effect on the styling of men's footwear. The Haig last has a rather ample outside swing, with a moderate toe spring.

At this time many men's shoes are being built over a new last, one that promises to "take" as strongly as did the Haig. There are some distinctive lines and features about this last well worth consideration.

First, it has one-fourth inch more toe spring than the Haig. It is also well to note the ample width of the bottom tread and the straighter bottom draft. It has a rather deep arch curvature at the inside of the shank, a square outside shank and a toe of the

medium, shapely and rounded type. The toe and outside swing of this last is one of the new features.

The added toe spring is ample enough to eliminate the chance of buckling back of the box. Without question this last lends itself to style with the added assurance of good fit. The last is designed to carry an 8/8 heel.

This last which has been sampled by many manufacturers and has a place in their lines will be carefully checked. This last is especially adaptable to the light-weight shoe idea.

Much has been heard of the "balloon" last. This last has gone big in certain sections of the country, but has been an absolute fizzle in others. In the East the wide toe bulky balloon last has not taken a strong hold. In the Middle West it has sold. However, the wide and flaring trouser bottom has its effect on footwear. Last men agree that "balloon" last models go with the going of bell bottom trousers. But men's apparel designers are not discarding this type of men's apparel. For the younger and more daring type the flaring trouser bottoms will continue clothing designers tell us.

It is often surprising to note the success of one type of last in one section of the country as compared with its absolute "flop" in another. East of Pittsburgh the "balloon" last has never registered strongly.

In placing business the buying merchant does, or should, know best the requirements of his clientele. A study

of his customers and their desires is his best guide as to style.

One of the most successful and largest shoe manufacturers in this world is one who has sold for years, a "last." Of course, under a trade name this footwear has been merchandised, but it has been "the last" that has enabled hundreds of merchants to reap a profit, and a good one, on this line. This line has always been advertised on the fitting advantages of the last. And it isn't an orthopedic shoe and no claims are made for it being such. It isn't a style last, but on the other hand it isn't a "bat"; and style can be built, and is being built, over this last. The last has made the number of the line. It is a good plan to look to your last first.

*If you want Profits
Stock
Mileage Laces
Fabric Tip
QUALITY
GUARANTEED
SERVICE
**BEN KRAUSE
Company**
GRAND RAPIDS, MICHIGAN*

Are You Making this Mistake?

A survey of shoe retailers in Michigan last week shows some merchant's:

- Try to guess styles 3 to 6 months ahead
- Buy more than they need of a number
- Buy "abroad" when they might buy "at home".

As a Means to Greater Profit in 1926, We offer YOU:

The last word in style for Immediate Delivery
"Over-night Service" on Fill-Ins

A chance to buy right at home a line of Quality dress and work shoes that is making profits and giving satisfaction from New York to California.

HEROLD-BERTSCH SHOE CO.
GRAND RAPIDS, MICH. U.S.A.

Michigan Shoe Dealers
Mutual Fire Insurance Company
LANSING, MICHIGAN
PROMPT ADJUSTMENTS

Write
L. H. BAKER, Secy-Treas. **LANSING, MICH.**
P. O. Box 549

Parent Is Alike Culpable With the Youth.

Sturgis, March 16—Much has been said about the result of the trial of Arthur Rich, of Battle Creek, but there is one outstanding fact accentuated—lack of discipline on the part of parents.

Subserviency to authority is one great factor in modern day training and education.

It applies equally to youth and grown up.

The fond parent, forgetting the discipline under which he was nurtured, allows the child to have his or her own way.

"I shan't" or "I won't" were phrases very little known or heard of a few years ago. The authority of the parent was freely accepted by the child.

"I won't be bossed" was seldom heard from the adult a generation ago. The workman recognized the foreman, the clerk his superior.

Nowadays every individual is his own boss.

Hence the child is brought up without even the knowledge of the necessity of submission to the mandates of the parent, and then we have the Rich case.

On the other hand an older generation usually looks at a younger one with many misgivings which are not warranted by any facts. They forget they have arrived at the age of sedateness, while youth is exuberant.

But there is a sane and conservative middle course which may be accepted with profit. It is not necessary to deny childhood the pleasure of childhood, but it is essential that they be given a thorough understanding as to their obligations to the home and to the world at large.

Psychologists claim that children are born savages, and but for training they will continue to satisfy aboriginal desires. Discipline must be exercised to fit them to the niche they must eventually occupy in the human ensemble.

Without this discipline, they are absolutely irresponsible to law or society's usages. Hence they must be taught to submit to authority, among other things. If they are not, then the neglect to so teach them is chargeable to the parent or guardian, and the child must be given the benefit of the doubt, though it must necessarily be held personally responsible for the results of its errors, though primarily the fault is not theirs.

But fashions and customs change. The parent to-day is desirous that his offspring shall be spared the tribulations of his ancestor. In other words, the parent of to-day concerns himself seriously in devising ways and means whereby care and trouble may be swept from youth's pathway.

In the Rich case will be found much material for sober thought. Are the parents doing their full part as the natural guides of youth? Are they trying hard enough to keep their young sons and daughters from the moral hazards which beset the youth of to-day?

"Where is my boy to-night?" in too many instances does not interest the present day guardian of childhood. The same may be said of the other sex. Among the temptations of the present generation are automobiles, hip flasks, petting parties and rolled stockings.

Youth ten and twenty years ago had a restraint against the saloon. The young men used sometimes to drink and occasionally got drunk, but the normal adult of to-day will tell you that out of his home training came a restraint. It affected his attitude against drinking. Liquor was not illegal, but the boy was taught that he could not retain his own or the respect of his relatives and friends, if he was seen to enter a saloon, and surely he would not present himself to his lady friends, particularly, if his breath was associated with the fumes of liquor.

To-day too many instances of juvenile infraction of the law are chargeable to the use of liquor. Instead of the red topped boots and the variegated worsted "tippet" of the older generation, as an evidence of aristocracy, to-day has been substituted the pocket flask, a clear violation of the law, but winked at by parents.

And not alone are the boys becoming malefactors in a small way, but the modern young woman has much to ponder over in arranging a code of morals. The incident referred to ought to carry a wholesome warning to her, as to the young man who has nothing to do but spend money lavished on him through parental philanthropy.

Whether the educational institutions of to-day exercise proper surveillance over those in their keeping is well worth investigation, but this has little to do with the extreme and one might say, criminal tendency of the real guardian to seek the channel of least resistance and allow children to have their own undisputed way. The youth of manly attributes will rise above the temptations which beset his path, in many instances, but careful home training will do much toward a reduction in the percentage of wayward youth.

It is not necessary to resort to the tortures of the Inquisition to prevent mischievous boys and girls from naughtiness, but it is essential that they be given to understand that they owe certain obligations to society as well as to their parents, and that obedience to the mandates of the latter are sacred.

It is human to feel and express sympathy for the parents of misguided youth, but it is well to remember that if parents would teach their offspring the difference between right and wrong the wrong would not be committed.

Hence the parent is alike culpable with the youth who commits the crime and ought to be held to accountability. Frank S. Verbeek.

Sales of Gingham Growing.

One of the outstanding features of the business now being done in the wholesale dry goods trade is the steady improvement in the demand for gingham. An improvement has been evident for several weeks, but it is now so marked that these fabrics have been advanced from among the dullest in the market to among the most active. As an example of the better call for them an executive of one of the well-known commission houses handling Southern gingham sales during February ran into very large figures. Although some of the goods in question had rayon in them, the bulk of the merchandise sold was all cotton. Total gingham sales for last month were said to be larger than those of several previous months put together.

Little Call For Hosiery.

A limited demand, pressure for orders and prices about 5 to 10 per cent. under the figures current on Jan. 1 make up a summary of the present situation in the staple cotton hosiery end of the knit goods trade. Jobbers are holding off their volume buying in anticipation of still lower cotton and yarn prices, and practically all of the buying consists of small quantities for immediate delivery. In some instances the individual demand is as small as 10 per cent. of normal, although a fair business is being done in the aggregate. This situation does not apply to full-fashioned silk hosiery, which is in quite active demand.

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FINANCIAL

Educating Women To the Usages of Bank Services.

A long time ago a poet wrote: "Man wants but little here below, Nor wants that little long." That scarcely expresses the modern state of mind. Today man wants much and wants more all the time. But, after all, the desire to accumulate is a legitimate and necessary stimulus to progress.

At every turn in the road, there is a lure to spend, but one can travel far without being sorely tempted to save.

At this time of the year one stops, looks and listens and then asks oneself the question: "Where has my money gone?" And, because of a feeling of dissatisfaction with the results of the year's management, many people are fired with a desire to systematize their finances.

So, banks everywhere are contributing greatly to the welfare of their communities not only by advising the people concerning their savings and their investments but by showing them how to spend wisely.

A bank comes in very close contact with people of all kinds and in all circumstances. Its work is only begun when it provides adequate protection for people's savings. It must make contacts and extend its service so that in addition to the confidence which people have in it as a savings depository, they will begin to realize that the bank has an interest in the economic welfare of the individual and the community, both for the good of the individual and the community, and for the good of the bank itself.

Saving as saving, is attractive to but few people, for the immediate desires seem so much more attractive than anything the distant future can hold. But people who save with a definite purpose in mind, for education, an automobile, a trip abroad, or what not, can make their sacrifices with better grace and more willingness because of the great desirability of the objective.

A bank's services do not end with educating people in thrift. After a healthy savings account has been established, a depositor seems to need greater safeguards than ever before. It is natural for a person to want to get as big a return as possible on his money, and so it is often very easy for the silver-tongued salesman to sell him a lot in the wilderness, worthless stock, or something else that he is better off without. But, to educate people to come to the bank before, rather than after, making investments is one of the most difficult things that confronts a bank. Before making an investment, consult your banker, so that you can have some assurance that the money which you have worked so hard to earn and have made sacrifices to save will be turned into productive channels.

A spending plan is the surest means of getting the most and the right kind of things for your money, for it sets before the individual or the families their necessities and their ideals. And the standard of living seems to play a bigger part in planning expenditures than the actual income itself. Education, training, environment, occupa-

tion, ideas and ideals all help to make one's standard of living. All these must be weighed and adjusted so that the standard of living and the size of the income coincide.

"Get the right start" should be the slogan of every household, if there is to be harmony and happiness within its walls.

Prior to the war, there were comparatively few women in the banks of our country; but when the World War came upon us and our men were pressed into service as were the men in other industries, a large number of women entered the financial houses of our country—not as speculators, nor investors, nor lookers-on, but as important cogs in the gigantic wheels of fortune that grind day by day.

It is true that in the beginning most of these positions were purely mechanical, for when these men who were experienced in banking were called into service and untrained women were thrust into their positions, banks everywhere found it necessary to use every labor-saving device available. And even to-day my own bank has in use over a thousand machines, such as typewriters, adding machines, book-keeping machines, addressograph machines, multigraphs, comptometers, etc., and five men in our maintenance department are kept busy from morning until night keeping these machines oiled and greased and in running order.

Although these women were thrust into these positions at a time when banks were working under the greatest pressure ever experienced in banking, and although they were most pitifully handicapped on account of lack of training, the majority of women made good. So that women's progress from the mechanical to the clerical to the executive has been remarkable. Today there are approximately 40,000 women in the banks of our country, and they are employed in almost every capacity—book-keepers, typists, stenographers, secretaries, tellers, information clerks. And, within a comparatively few years, 2,200 of this number have become bank executives.

Higher education, suffrage and business have all been factors in the economic growth of the present-day woman, and with her intellectual and economic expansion has come a desire to meet her own financial problems and handle her own business affairs. This desire has created a demand for better banking facilities and specialized service adapted for her needs. So that banks everywhere are establishing Women's Departments under the direct supervision of women.

And women are entitled to this consideration, for 75 per cent. of the savings accounts in the banks of the United States are in the names of women; and women spend about 85 per cent. of the weekly pay roll of approximately a trillion dollars for the maintenance of the home—food, clothing, education, shelter. And upon how that money is spent depends the success or failure of family life.

The woman in the home influences every member of her family more or less. If she has thrifty habits, she will lead her children and her husband to know the value of savings.

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Net Debt	-----	22,315,784
Population (1920 Census)	-----	208,435

Opinion: Squire, Sanders & Dempsey, Cleveland, Ohio.

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The OLD NATIONAL BANK

GRAND RAPIDS

And the woman of to-day knows much more about business than did her mother or grandmother, but she is still woefully uninformed regarding bank service.

But let us look back about fifty years and study the road that has been traveled by women. In the "good old days" the husband was the provider. He bought everything the household used—food, clothing, furniture, fuel, everything. The wife had nothing to say about their purchase. But soon women began to earn a little money of their own by raising chickens or doing a bit of sewing. And they hid their profits in an old teapot or an old trunk, or in their stockings.

Gradually men became involved in their own businesses, and perhaps they grew to have a little more confidence in their wives' judgment for they relinquished the buying of household necessities. Thus began the economic freedom of women. And the war gave it a tremendous impetus because it thrust financial responsibilities upon women for which few were prepared. Men who were called into service tried to teach their wives what they should have known long before about financial problems. And yet in many homes to-day the wife knows nothing about the family income, nor does she have any part in the financial planning.

Many business men are of the opinion that a woman's bank account is constantly overdrawn. And some men delight in putting on a superior air and inferring that a woman with her inferior intellect is incapable of mastering the intricacies of a checking account.

No doubt many women are careless through lack of fundamental knowledge, but many times an overdraft occurs because the husband has forgotten to deposit the household allowance. As for her inferior intellect, the woman in business, with her well-kept accounts and her clear understanding of business transactions, explodes that fallacy.

When woman has once been educated to the usages of bank services she becomes a most efficient and satisfactory customer. And most of them are glad to learn, for they realize that the more general information they have of business affairs the more intelligently they can handle their own personal affairs.

So, to meet the trend of times, banks are increasingly employing women executives in order that a close personal friendly service may be extended to their women customers, and these customers, through the Women's Department, can obtain a single point of contact for the whole banking institution.

In conclusion, let me ask that you take advantage of all the services your bank has to offer, and above all things, investigate before you invest.

Clara Dombey.

No one likes to do business with a merchant who always exacts the last cent, and who can't smile when the breaks of the game take a few cents away from him.

What Effect Will Stock Crash Have on Bonds?

From a raging fever of about 103 degrees the temperature of the financial community within a week has been nursed back to normal.

In the regular rounds among the banks and Stock Exchange houses this week the visitor is impressed by the spirit of calm that prevails: is this the same place, one might almost ask, that I visited last week. It was a week ago to-day that the big crash came, that the brokerage houses were jammed to the doors and that for a time some speculators were wondering whether the bottom ever would be reached.

Out of last week's great bear festival have come the makings of much that will be beneficial in the future, a point of view which, very properly, leading Governmental officials and business authorities have been careful to spread. In all of the excitement over the stock market nothing has been said, however, about the bond market. What effect did the break in stocks have on bonds? Will bonds in the long run benefit or suffer from the changed character of the stock market?

Any setback in stocks theoretically should not involve bonds but in actual experience we know that weakness in stocks usually brings some liquidation of bonds. Rightly or wrongly, when pressed for funds thousands of investors will sell something good to save something not so good. Finding that the market in a speculative stock has slipped away from him, the man in need of money will sell bonds very often.

All of which should make it plain why in the recent market bonds eased off slightly when stocks were breaking but the really significant thing to note is that the position of bonds was only slightly and temporarily weakened.

A prominent bond authority in Wall Street, whose name would be recognized if mentioned, says: "I think the ultimate effect of last week's stock selling will be beneficial to the market in bonds. Of course there was, as always, some temporary selling by those who had to raise funds quickly but already the market has stiffened perceptibly. Bids in the last day or two have been raised again. Thousands of persons that held stocks now are indicating a desire to turn a larger portion of their capital into bonds."

He went one step further. "I see no basis for hopes, much as I regret it, that we can offer new bonds fast enough to meet this demand. High bond prices in the future and over a long period are certain to be encouraged by such experiences as we have just had." Paul Willard Garrett.

[Copyrighted, 1926]

Fancy Hatbands Are Stressed.

In the showings now being made of men's Spring hats the widespread use of fancy bands on this headgear is a feature. It is anticipated the reaction of consumers will be as good as was the case last Spring and Summer when the fancy bands dominated. The patterns of the bands for this season are not as vivid as were many of those of last year. In hat colors the vogue for gray is notable, followed by the softer shades of tan.



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Every man's estate, plus his life insurance, should be sufficient at any time to provide for his family, and although people have not until recent years fully realized the importance of life insurance, nevertheless it already represents eighty percent of the value of estates passing from one generation to the next.

One of the best preparations a man can make towards the proper care of his family is to carry adequate life insurance.

We are not in the life insurance business, nor have we any particular company to favor. However, we are glad to give our time to advise you about the advantages of insurance and other financial questions that are of interest to you.

GRAND RAPIDS TRUST COMPANY

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Investors Not Hit By Declines in Certain Stocks.

Wall street has its faults, but it is not so black as it is painted. Financial men are no better and no worse than the average run of human beings, although they are in a vulnerable position when the critics get busy, because Wall street deals in the most sensitive commodity known—capital.

A large percentage of those who open accounts with brokerage houses are economically illiterate. They are good men in their own lines, at the same time knowing little or nothing of the laws that govern stock markets. The doctor, the minister, the small tradesman and the thousands of others that go to make up the speculatively inclined public can never be cured of the belief that money is made in the Street without special knowledge.

When the amateur speculator makes money he is a smart fellow. If he loses his money he goes home with the conviction that he has been swindled in one way or another. The "morning after" a speculative debauch just witnessed is the breeding time for additional thousands of Wall Street baiters.

Now we can view the situation in the cold light of sobriety and count heads among the shorn lambs; a term, by the way, which is wholly misleading. Amateur speculators who, naturally, would be placed in the lamb class were not the hardest hit in the latest stock market debacle.

Many of them, of course, were caught and crushed between the millstones of the opposing forces in Wall Street. The heaviest losers, though, were professional speculators—men who live by the sword and expect to die by the sword.

This has been a bad time for pool managers who thinned out their defenses by overextension. A lot has been said about the losses suffered by investors in the break.

One authority estimated that investors lost billions. He probably arrived at the figure by subtracting the total value of stocks listed on the Exchange at the end of the break from the total when stocks were at their highest, a haphazard method at best.

As a matter of fact, there was no real reason for any true investor to lose money because the true investor owns his stock outright as a rule and he does not watch stock market quotations. The total value of stocks at their highest represented an intangible figure that actually never existed.

The difference between what stocks were selling at and what they really were worth was wind, inflation or anything else you might call it. A profit is never a profit until it is taken. Therefore the loss of that unknown quantity that represented inflation cannot be called a loss to investors because it existed on paper only.

The break in stocks wiped out only some of the profits of recent months and it did not begin to take real money away from investors. Only the foolish ones who bought stocks on the top of the market and those who were not prepared to weather a storm and therefore should not have been in the market suffered.

"Sight seems to have been lost of

the fact," says F. Clark Thompson, managing partner of Harvey Fisk & Sons, "that General Electric, which declines to 303 last week from a previous high of 386 $\frac{3}{4}$, sold last December at 302 $\frac{3}{4}$ a share. In the last three months General Electric therefore advanced virtually on a straight line approximately 85 points without the accompaniment of any definite confirmed reports of increased earnings, increased dividends, right to shareholders, splitups of stock or anything else tangible and concrete.

"Similar moves took place in many other industrials with as little tangible basis and with similar results. The unfortunate speculators who bought near the top of such rises in industrial stocks generally, and who were really trading on quotations rather than an intelligent analysis of reasonably ascertained facts, and who now find themselves with profits wiped out or net losses staring them in the face, invited the 'shearing' to which they now profess to believe they were subjected.

"Such operations as those referred to do not come within the realm of intelligent speculation, but belong to the field of pure gambling. When stocks go up, as some of them have in recent months, on straight lines without reactions, it is axiomatic that they are dangerous from a technical standpoint, no matter how much basis there might be for the advance.

"Unfortunately, however, such a movement invites unintelligent speculation from many sources, which grows by what it feeds upon until invariably a day of reckoning comes."

Paul Willard Garrett.

[Copyrighted, 1926]

Advantages of White Pine Should Be Proclaimed.

From a scientific and statistical analysis of growth and production studies of white pine—from which and similar data I will compile another article—I now present a sentence which embodies the conclusions there brought out.

"Of all the trees of Eastern North America white pine best combines the qualities of utility, rapid growth, heavy yield and ease of management."

It is also a well established fact that white pine in groups or groves or forests add to the scenic beauty of any landscape and are much valued assets in various recreational uses.

To the business men of Michigan these sentences should bring consideration of what our State is doing to apply the logic deducible from these truths to the land and natural resources controlled by the State.

A thrifty, beautiful white pine growth is an excellent vibrant feature of great service to promote a favorable opinion regarding our natural resources and we, the people, of all shades of opinion and diversified interests, should unite on these guiding, useful truths and realize that they form a corner stone on which to build the enhancement of the value of our State as a great recreational region.

We, the people, should demand that our Legislature and all officials give due heed, thorough consideration and

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competent action to make use of this great power of our soil and climate.

That, by our laws we should maintain rules and regulations, tax laws and trespass laws that shall secure to all forest plantations a square deal equal to the best form of protection established in any other country of the world.

That by well organized forest service we should place before land owners all the facts helpful in any way to secure reforestation on their land and with special information having reference to white pine.

Various conditions and the development of economic changes has brought to our State the opportunity this year to mark out a line of great advancement that can be of vast usefulness to the future progress of our State.

The changing status of cut-over lands into the developing use as private recreational estates is of a basic nature that claims attention and strong thought from multitudes of men. It is substantially a use that presages development of natural resources and a steady growth and improvement under the fostering care of men who will be deeply interested in the results attained—men qualified and interested in receiving such technical advice as the State can furnish.

This new use opens the doors to wide spreading activities beneficial in all ways to the State at large.

These men will be open to fair consideration of the doctrine of white pine and right now our State stands at a vantage point where the utility, the picturesque and recreational value, the productivity, the ease of management of white pine should be proclaimed to all.

Frederick W. Wheeler.

Package Foodstuffs Boost Sales in West.

Rapid progress in the sale of food products in packages is revealed in the reports of Chicago packers. Swift & Co. began selling butter in cartons fifteen years ago, at a time when the bulk of the product was handled in tubs, the retailer cutting and wrapping each purchase. By 1917 half the butter sold by this house was in branded packages. Over two-thirds is now being sold in packages.

Right now the greatest movement toward packaged products is in cheese. Except for certain fancy cheeses, sold in individual packages of odd shapes, the packaging of cheese made little progress up to five years ago. To-day the markets are full of cheese packed in five-pound loaves and other shapes and smaller packages.

Much waste is thus eliminated for dealer and consumer, as cheese vended according to the old methods dried out and crumbled. The packers report that the sale of half-pound packages of Swiss, American, brick and pimento cheese is now growing by leaps and bounds and the delicatessen stores confirm their reports.

Of course, the increased sale of packaged food products is, in part, a reflection of apartment house life and the building of vast numbers of small apartments in which storage space for anything is limited.

Yet the drift to suburban cottages and bungalows is just as marked and

the packaged goods are as popular in such neighborhoods as in the centers of congestion.

Lard is the latest commodity to be sold in small packages, although the five pound pail has been popular for thirty years. Now lard is put out in one-pound cartons exactly as butter and oleomargarine.

The packers claim that the slight extra expense for material and labor in packaging foods is more than offset by the protection the consumer obtains in buying a branded package.

Packaged foodstuffs are protected from unsanitary contacts and better quality is maintained both in the retail store and the home. The retailer effects a great saving of labor and can handle a greater volume of goods in a given time with the same sales force. Waste in weighing and trimming foodstuffs is eliminated.

The packaging of goods in great plants equipped with automatic machinery and conveyers is fundamentally a more economic proposition than the millions of hand operations of weighing, measuring and wrapping by salesmen.

Packaged goods also fit better in the ice box, save space and ice. Many other economies in modern city life are beginning to be better appreciated as the new trends and conditions are analyzed.

The idea of some electric magnets that we are on the eve of a great decentralization of industry because living costs are bound to mount in great urban centers does not seem so logical as the factors of city life are better analyzed. The great fuel and labor economics of modern heating in the office building or apartment house are better appreciated—especially in these days of anti-smoke crusades.

District heating is beginning to be a big business in centers of shopping and even in industrial districts where multitudes of small plants are put under a few great roofs.

Trends in Millinery.

New Paris models in millinery stress those of belting ribbon with square crowns in solid colors or combinations. Navy is described as much used in solid straws or those of both straw and silk. Body hats continue to be popular in crocheted materials, balibuntis, bangkoks and hair materials. Many have pinched or creased crowns, while others are of the favored "gigilo" style. Small hats are reported as most popular in beret shapes, tams and small brim pokes, trimmed with pins, ornaments, small fancy feathers or flowers.

New Electric Safety Razor.

A new safety razor operated by electricity is being placed on the market. In addition to being able to give a "clean sweep" to the toughest beard, the device, through attachments which are provided, can be used for facial and scalp massage. The razor is of the hoe type, having a blade that vibrates 7,200 times a minute, moving laterally a hundredth of an inch each way. The blades are described as made of the finest Swedish steel with hand-ground hollow edge. The device is designed to work on 120 volts alternating current. It lists at \$10.

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Necessity of Practicing the Amenities of Life.

Written for the Tradesman.

We were walking leisurely along the street talking of many kinds of things when my companion said, "We are living very harmoniously together this winter, aren't we?" and I replied, "Yes, and how much happiness is radiated by our manner of living together. Our family circle consists of nine people and we are domiciled together in a single house. The nine people represent, when they are at home, five different families and, of course, it is as true of us as of anybody else that we have each always a way of doing things and the ways are not by any means alike in each of our homes. Coming together with our established habits and ideas of running things it would be natural for some friction to arise. However, we are living in beautiful harmony and having a mighty good time."

A little boy some years ago, in a family which I know very well, stood at the window looking out and his older brother came into the yard on his way home from school. The small boy laughed as he saw him and turning to his grandmother said, "There comes a good boy," and his grandmother enquired, "Why do you call Herbert a good boy?" and he replied, "Because we get along together so well and because I let him and he lets me." Many times I have thought what a fine philosophy is contained in these observations of the little lad and if it could be carried into every household the mater of living together beautifully would be simplified and glorified. A bit of applied wisdom of this kind would smooth many a rough place in a household and accomplish wonders in living sweetly and without unnecessary friction. It touches the field of practical morals and, if carried out intelligently and sympathetically is in itself religion with theology eliminated.

I sat down at the table with a family at one time and the blessing was pronounced in formal language, after which the head of the family began in little fault finding ways to complain of the things upon the table and I could not help but think the blessing was hardly accompanied by grace. In many a household the prayer is uttered each day in which occurs the phrase "Thy kingdom come, Thy will be done on earth as it is in Heaven," and it is so thoughtlessly said and without any immediate application to the ways of the home that it seems almost a mockery and suggests that there ought to be in such a place some method of kindly "casting out devils." The kingdom ought to be sought, through practice, in the right kind of a home without wrangling and nagging and unpleasant suggestions as a part of every day experiences. The atmosphere of many homes makes one feel as if the kingdom had been boosted out of the house beyond the threshold and all done as carelessly and thoughtlessly as if the prayer had never been uttered.

The secret of living beautifully together is really an open one and not

difficult to find out and may be practiced without an overplus of self denial; but there must be certain eliminations made and in accomplishing this we can learn the vital influence of practical religion. Fault finding gets to be a habit. It may not be really sinful because nothing bad is intended and yet the habit, once acquired, carries disharmony into a home as quickly as by any other process.

Of most things that are done in a house there is more than one good way and insistence upon doing exactly as one person thinks the one right way is apt to ruffle someone's temper and lead to unpleasant and unnecessary acrimony in discussion. I have known of heated controversy over the best method of wringing a dish cloth. Now, if perfectly honest, we know there must be several ways to do it and one just as good as another and because one person has followed a given plan and found it successful is no reason why he should unpleasantly criticize the cherished habit of somebody else. While it is desirable to cater to the different tastes of the family it is a perfectly easy and workable plan for the individuals to acquire a habit of liking the same things and enjoying them and at least not develop the fault finding habit if things are not made or designed just in accordance with the ideas of any one member. The habit of nagging a little here and there along the way of life is a most pernicious one and if practiced until it becomes a habit awakens antagonism and acts like a poison in a household.

One of the most unfortunate weapons to use in connection with differences of opinion that may occur in a home circle is that of satire. Nothing cuts more deeply or leaves a more unpleasant scar. "I'll give him what's coming to him when I see him to-morrow," expresses an attitude of mind that impresses the outsider as uncalled for, unnecessary and provocative of evil thoughts and unfriendly actions. "Why didn't you tell him what you thought of him when he was speaking so outrageously of your friend?" was a query put to me one day and I could simply reply, "What would I accomplish by it; could we be aided in friendly intercourse; would we think more of each other; would we be happier; would this method add to the pleasures of life? In connection with a family living together these little amenities of life graciously practiced, are of vital importance in making for happiness which should be the accompaniment of every household. How much better it is to emphasize the things that we agree about and forget to put stress upon matters upon which we differ. Often times a sense of humor comes in and settles a matter in a beautiful way that might be a source of grief in the household.

A minister and his family were sitting at breakfast one morning and after grace was said and the various children and parents helped to the first course in the meal the dominie said, "The Apostle Paul," when Jacob broke in, "Dad, I didn't have enough cream on my oatmeal. Would you please pass the pitcher?" and Clara followed by saying, "Mother, I wish I

could have a doughnut with my dinner when I go to school to-day," and George said, "Mom, there is a hole in my trousers that will have to be mended before I can go to school." Then, during a lull, the dominie again said, "The Apostle Paul," when mother broke in and said to him, "Joshua, did you bring home the clothes pins yesterday? and he replied, "I think I did. Aren't they on the refrigerator?" and then William, the little one, spoke up and said, "My high chair is too near the table and I can't eat well." This trouble being remedied the dominie again said, "The Apostle Paul," when one of the children broke in suddenly and asked if he couldn't have a little more oatmeal. This want was cared for and the baby again said, "My high chair is too far away now," and after the adjustment was again made the mother said, "Well, Joshua, what about the Apostle Paul anyway?" and the minister laughingly replied, sincerely, "I believe the Apostle Paul is not wanted for a guest this morning and I don't believe it will hurt his feelings if we leave him out." A general laugh went around the table and no one was harmed and an event that might under other circumstances have produced friction was sidetracked and the family illustrated through a sense of humor a beautiful way of living together.

I have noticed in church affairs an unfortunate quality many times of placing emphasis in the wrong place and producing unpleasant and unkind expressions and even with the name "Christian" written over the edifice many unchristian things develop under its dome. So many times disharmony can be avoided by thinking carefully where it is best to place the stress and avoiding expressions and statements that antagonize and grow like a rolling ball when the snow is in proper condition for the gathering.

In teaching a child proper things, the practice of using too many don'ts and accompanying the prohibition with a voice and action that provoke controversy is far from salutary and often acts as a fire brand in a household. Elimination by substitution is better through suggestion that will lead the little one to forget the bone of contention and find happiness in a new thought. This thought might be followed to advantage in many churches where controversies seem to arise without the slightest provocation. The fault finding habit, the habit of misconstruction and the tendency to magnify difficulties creep into church circles and make living together an unpleasant experience.

It is pretty hard to practice Christianity in such a way as to avoid unpleasant controversies when we know that people approach so many intrinsic things in church affairs from different viewpoints and neglect to consider the way others may be looking at the same utterances; and again it is so difficult for us with our easy methods of expression to live up to the things we say we believe and want to do.

I listened, not long ago, to a Sunday school superintendent's talk on pacification in which he emphasized strongly the objections to war and war preparations and anything con-

nected with military operations that would indicate an expectation of war, following which he announced as the next song, "Onward, Christian Soldiers" and it was followed by "Hold the Fort," unconsciously bringing in to the Sunday School expressions of militarism that were taken from war-like processes and which unconsciously became a part of the religious tuition.

In living together and practicing the habits and formalities of life which naturally come into the circle of either family, church or neighborhood we need to be mighty careful about expressing our thoughts and beliefs and when controversial in character, tolerance and kindness may be the way to "overcome evil with good."

There is a citizen of Grand Rapids who drops into my office quite often and I try always to be courteous to him, but in our conversation, because of my relationship to city affairs, he usually turns the conversation toward the management of city governments and always is in a fault finding mood. He tells how money could be saved if his method had taken the place of the one used by the city and accuses the city of profligateness. He doesn't know, because this has become a habit with him, how unpleasant he makes things for one who takes the contrary view and forgets that we ought in every possible way to support the city government and sympathize with its endeavor to solve the problems as they come along day after day. I said to him one day, "Fred, I wish you could come in to my desk some time and tell me how well the city has built a street or adjusted a curb or laid a sewer or removed a tree. It would be an innovation that would give me the keenest pleasure and I don't believe it would hurt you to look around and see how well the city is doing some things and express your sympathy in what the government is trying to do. He expressed astonishment that I thought him a fault finder and I had to reiterate to him many of the things he had expressed from time to time in order to show him that he was developing into nuisance as an offensive critic.

The attitude of sympathy and helpfulness and willingness to make sacrifices and excuses in many instances make for happiness in a city household and the members of the city government who are really trying to do the very best they can will feel in this sympathy an expression of willingness to aid and support that inspires them to live up to the best that is in them.

Living and learning to live together properly in a municipality requires some genius and self sacrifice and tolerance, but it is well worth doing in accomplishing the results we all desire.

I have often thought when I have read the proceedings of Congress that in National affairs if an honest attempt was made by different factions to live together harmoniously and give and take, following out the philosophy of the little boy I quoted earlier in this article, how much better we would get on in our affairs. One of the meanest and most unfortunate things that can happen in connection with inter-

national affairs is the attributing of one nation to another pernicious ulterior purposes. Earl Gray, in his admirable autobiography, brings this out very strongly and indicates his thought that in a majority of instances where representations of this kind are made they are entirely without foundation and make for unhappiness and acrimonious discussions which lead to ugly controversies and often to war.

How often it is true that in a neighborhood troubles arise from imputing bad motives without any foundation. Thus strife often takes the place of pleasant association and usefulness when if people had learned the lesson of properly living together they could make of every neighborhood a delightful society of kindness and service.

In closing this brief contribution permit me to name five points of vital importance in connection with harmonious living in a household, a community, a nation and in international relationships:

1. Always emphasize the things that make for harmony.
2. If you cannot say good, kindly, helpful things, keep still.
3. Cultivate and employ a sense of humor in overcoming difficulties and preventing controversies.
4. Refrain from accusations of bad motives when differences of opinion develop.
5. Remember and practice the injunction, "The soft answer turneth away wrath."

Charles W. Garfield.

Whither Are We Drifting as a Nation?

Grandville, March 16—"The abandonment of 30,000 rural churches, to which our attention has often been drawn, is viewed with alarm."

Thus a very prominent literary journal of the day.

Even so, yet there is no word of warning sounded because of as many and more deserted rural temples of learning, known as the country schoolhouse.

Which is the more serious trouble, think you? They are both serious enough under any light you may view them. Can we lay the trouble to the growth of swift locomotion by automobile throughout the land?

No doubt auto travel has had a tendency to wipe out rural churches. It is so easy to jump into a lizzie or limousine and go scudding across to town—and to church?

How much of this is done? The exhilaration of riding oft times breeds discontent of church matters. Out in the wide expanses of nature has a more powerful influence than all the man made sermons in the universe. When we are told that this is progress and that things that once were are forever of the past no doubt we ought to be satisfied with what is and let past ideas go hang.

People ride many miles to go to a movie show. Few ride far to attend divine service. Why is it? Have modern conveniences done away with religious thought and desire for communion with the Most High?

It may be so, and yet there has been no modern contrivance produced that does away with the cemetery and a last good bye to all things earthly. Rich and poor alike, great and small, all bow to the last call, and no mechanical device has been able to cut those long columns of obituary notices we see in every daily newspaper.

Do not these obituary columns preach to the heart of mankind the necessity for fulfilling religious obligations? Death and taxes cannot be dodged. Rural places of worship may

go out of existence, city churches may loom larger each year, but the simple country grave yard is still with us as well as the more finely fringed cemeteries of the town.

There is something out of joint in a community when they cease to remember their creator and make pleasure and jazz playing their chief end in life.

It is easier for a camel to go through the eye of a needle than for a rich man to enter the kingdom of heaven or words to that effect. Now what answer are we going to give to this? Rich and poor alike come to the same landing from which all must depart for that unknown world beyond.

Is it not a serious matter when 30,000 churches close their doors and give the audience rooms over to bat and owl? Churches and schools are as necessary to this world to-day as at any time since the dawn of creation, yet we are discarding both in the country, teaching our rural population that to seek education and soul salvation they must repair to town institutions and let the country buildings for public utility go to the dogs.

Is this right, is it sensible? Must the rural population find education and surcease from soul troubles away from the broad meadows and forests of summer land?

Modern life is fast and furious, seeking the shekels of gain rather than the sweet contentment of home and rural surroundings.

So many churches abandoned and so many red schoolhouses adorning the hills of the broad countryside given over to solitude and decay are sad commentaries on the instability of our free institutions for which our ancestors fought in the days of the Revolution.

This Nation must cease its mad revel in pursuit of earthly pleasure; must turn square about and go back to sensible practices if it expects to retain its proud position as the most desirable country for home and church on the face of the earth.

Those thousands of rural churches have been abandoned because of the rank materialism which is creeping over America, as a serpent creeps upon its prey. A Nation which abandons religious principles for jazz music and Charleston twists and jigs will find its best days of the past, and the beginning of slow but sure disintegration.

The schoolhouse, too, stands with the church. That must be recalled in all rural neighborhoods, which, if done, will serve to revive interest in higher things than a mere round of earthly bedevilment which so holds a grip on our young people of to-day.

It is not necessary that church and school should unite, and yet a school without any religious teaching seems hardly up to the mark.

Central schools; central churches. Can we afford to destroy the rural modes of education and religion to please a centralized system, which judging from results, is making anything but a Christian country of America?

There is certainly something wrong in our country when we see thousands of places of worship going to decay while a mad race for pleasure abounds on every hand. There is such a thing as legitimate pleasure. Are we having that now? The vast strides of criminal debauchery testifies to the fact that the downfall of religious thought is having its effect, an effect that spells National disaster such as that which befell ancient Rome.

It seems to the writer a sad mistake, this abandonment of rural churches and schools to make a holiday for the larger edifices of the towns and cities of the land. Old Timer.

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The Hat of the Hour.

An item of interest in last-minute news of French millinery developments is that of the recent success of high, flat-top crowns. In view of the continued efforts of the past three seasons to bring this Directoire derivation into popular acceptance, its rising vogue is attributed to the untiring efforts of Agnes, Reboux and Talbot. These authorities sponsor the contour in question in conjunction with innumerable versions of towering draped crowns with the high line moving toward the front, according to a bulletin issued yesterday by the Retail Millinery Association of America. They also sponsor the high-crown sailor.

"Plain and quilted taffeta, a new featherweight velvet and lustrous grosgrain are the preferred fabrics for these specialties," continues the bulletin. "A revival of top-trims is also noted. In general, the well-defined trend is toward the flattering line, which serves to revive a soft upward-rolling brim from side to front on sports and tailleur types. The beret holds well, and is made a matter of renewed interest in unusual embroidered versions. Straws currently favored are a new 'matting,' leghorn, tuscan, varied lace straws, and the 'knitted' or crocheted styles.

"A decided trend is that of three or four-tone degrade ribbon hats. Black and navy garnished with brilliant ribbons in ombre or boldly contrasted shades, are gaining in importance. Among the many effective uses of ribbon are braided ribbon crown bands, fringed ribbons, painted, hand-blocked and those showing new porcelain embroideries and paillette bandings.

"The hat of the hour, however, is the huge picture model as shown by Georgette and Reboux, and conspicuously flower trimmed. Taffeta, sheer crepe and velvet-edge brims are topped by lace straw crowns in the fine crochet thread effects. Many novel and beautiful floral trimmings are placed upon the upper or under brim, or at the base of the crown."

Underwear Makers Need Orders.

The "inside story" of the present situation in the underwear trade does not seem to bear out the rosy reports that have issued from various sources lately. To begin with, it is said by one of the best-posted men in the trade that the general average of sales of heavyweight ribbed and fleeced underwear does not exceed 30 per cent. of the Fall season's full volume, when at this time of the year, ordinarily, about 65 per cent. of the season's production would have been disposed of. Considerable pressure is being made on jobbing buyers by certain mills in order to cover production during the April-June quarter, although there has as yet been no price cutting, while other mills are open to accept quite a bit of business for production from Septem-

ber on. For Spring delivery a fair demand for lightweight ribbed goods is reported, with balbriggans quiet. The bright spot of the Spring season so far has been the business done in nainsook underwear of the "athletic" variety.

Novelties For Applique Use.

Hand-painted art motifs to be applied to millinery, dresses and other decorative uses are being featured by a well-known lace firm here and are having a strong vogue, according to a representative of the concern. The motifs are made on a Schiffli machine and are stitched with metal thread, the patterns being painted by hand. The latter are unconventional floral effects. The merchandise wholesales at \$9 to \$10.75 per dozen. The same firm is also stressing "art parts" or lace pieces to be cut out and applied to a variety of garments and other articles, including bed spreads, scarfs, pillow shams, napkins, bridge sets, art linens, etc. The laces are Oriental net, Irish venise, drawn work venise and embroidered linens. The designs are aried and include medallions, motifs and edges and can be combined with linens, net, linene, rep and other materials for interior decoration.

Shoe Sales Gaining Fast.

About the only change there has been in the shoe trade in the last week has been the development of an even more active demand than had been previously reported. House sales, in particular, are picking up with the local jobbers, and mail and road orders continue to come in well. There is every indication now that, barring unforeseen happenings, the current season's sales total will run well ahead of last Spring's, in spite of the earlier coming of Easter this year. Little change in the character of the demand has come about of late, but it was said yesterday that with the advancing season the call for colors in women's footwear is increasing. This was said to be true both of calf and kid, with the so-called blond shade continuing to lead. The demand for men's and boys' shoes still runs strongly to blacks and light tans.

Quiet Demand for Dress Woolens.

The immediate delivery demand for women's wear and worsted fabrics continues to be centered on lustrous worsteds, tweeds, twills, chevots and some of the higher grade cashmere weaves for sports wear. The business being done consists of reorders on numbers which the cutters-up have found to sell well in finished garments. So far there has been no marked indication of any shortage of desired fabrics due to the delayed deliveries occasioned by the disturbances at two leading mill centers. The garment trade has not become excited over the situation to any degree, feeling that when they need the fabrics they may be obtained.

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May Unite Toy Exhibitors.

Reports are gaining strength in the local toy trade to the effect that, because wholesale buyers of playthings are not entirely satisfied with the present methods of offering merchandise by the out-of-town manufacturers, there may be a change in the future manner of conducting toy fairs in this city. During the season just closed three different fairs of a temporary nature were held and a fourth was made up of manufacturers with permanent offices here. Buyers, it is understood, did not think kindly of this arrangement, although in all cases the exhibiting manufacturers were well patronized. More than one buyer expressed the opinion that it would be much better if all the showings could be held under a single roof, and rumors are abroad that a movement to this end is probable.—New York Times.

Advises Tightening of Credit.

Warnings are being sent to the entire membership of one of the most prominent trade associations in the woman's wear field against the continuance of liberal credit to retailers in sections of the country where land booms have been under way. The credit division of the organization in question has been urging caution in granting credit to such retailers for the last six months, following a careful enquiry into conditions surrounding the boom territories, but it has now been decided to issue a general warning against unfavorable reactions from too liberal checking. At the same time, however, the association is advising its members to give all the credit help possible, with safety, to retailers in the district until recently tied up by the anthracite strike.

Notion Orders Show Gain.

March orders for notions are said to show some improvement over the lull during the latter part of last month. The silk and cotton thread producers are credited with doing a good business. In metal notions there is no great amount of activity, with the exception of safety pins, which are having a good call. The demand for rubber goods continues active. Fancy rubber tea aprons are selling well, while there is a distinct gain in the orders placed for dress shields. The latter are said to be coming back because of the vogue for long sleeves and more fitted garments.

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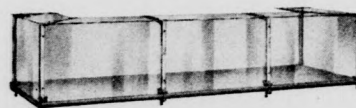
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WOMAN'S WORLD

Checking Up On Our Conversation. Written for the Tradesman.

Mind I don't mean checking our conversation. Conversation doesn't always need checking—it may need encouragement and stimulation instead. But we do need to check up on our everyday talk and know what it is like. Many of us go on year after year, talking too much may be, talking too little perhaps, committing colloquial sins that we long since should have repented of—never giving thought as to the quantity or the quality of our ordinary conversation.

This is an age of tests and examinations. Mechanisms and buildings must show proof of having correct construction and requisite strength. As a safeguard to health many persons now undergo a physical examination every six months. Intelligence tests are being applied with a view to determine the proper school work for each child and the studies or occupation suited to a young man or a young woman. To secure any one of these various tests, one has only to go to the right person.

But how are we to get a tryout of our own talk? Of course we are not referring here to oratory or salesmanship or to any other kind of professional speech, but only to plain, informal conversation.

A bright woman who had in some way gotten the idea that she was talking too much asked her husband about it. "Well, you talk by spells," was the reply. Why was it that she herself didn't know that her chat was intermittent—excessive sometimes, insufficient at others? Isn't it true with many of us that our talk is so charged with our own thoughts and emotions that we don't realize what it is like?

Doubtless it sometimes occurs to all of us that the scientific way to improve conversation would be to have exact phonograph records made of conversation as it is. In a moment of desperation, when we have been compelled to listen to the countless repetitions of stock words and phrases that feature the talk of a very dear acquaintance, or the involved and long-drawn-out style of some rarely good friend whose only fault is her way of speaking—we find ourselves thinking how it would benefit these good people if they could hear their talk as it is, coming from a music box, and know it for their own.

But further thought convinces us that this idea, promising as it may seem on the instant, is utterly impracticable. No one would talk like herself if she knew a record was being made. And what would destroy friendship faster than catching talk when the talker is unaware? The plan may as well be dropped. Can it be that our friends ever dream that an application of the phonograph idea would help our cases?

As to asking our intimate friends about our way of talking—they may want to stay our friends and may care too much for us to be willing to tell us frankly our conversational failings. They would be likely to take it that what we want is not criticism but flattery—to be told, not how we may bet-

ter our present mode of speaking, but how excellent that mode is now.

From the casual remarks dropped by plain-spoken members of our own families we may gain valuable hints. If those who are near to us are given to rubbing things in, one must not be too painfully sensitive to their little jokes, but truth-telling indications are never to be disregarded.

Most of all we must learn to listen in on ourselves. Of course this can't be kept up constantly when one is just beginning to observe the quality and manner of one's own talk—it would be too much of a strain and might result in awkward silences. But just often enough let us take the time and trouble to notice what our talk is and how it sounds.

Very likely great surprises are in store for us—humiliations perhaps, but let us be fair and honest with ourselves. Ignoring our conversational failings will serve only to intensify them. We can't make over our talk all at once, but little by little the needed changes may be brought about.

A pleasing tone of voice, a clear, fairly correct, easy and expressive use of language, are most desirable conversational tools. They have to do with the manner of one's speech. The matter is of the mind and spirit.

Disheartening it is at first to note how easily conversation falls to the level of mediocrity or below. If we are not guilty of such lapses ourselves we find that some of our friends make a practice of picking their acquaintances to pieces, or of telling minutely about their bodily ailments, or of running on regarding real or fancied wrongs. The correction of this tendency will not only improve the talk, but will lift to a higher level the mentality and the spirit that are back of the talk. As many interesting and inspiring subjects for conversation as are to be found, it is a pity to let the interchange of thought descend to mere drivel.

The next step after finding what our conversation is like is to observe how our hearers react to it. This is not saying that one should talk for effect. Nor is it to be laid down as a rule that nothing unpleasant or that clashes with other people's views and prejudices is to be uttered. Such a mandate can be observed only in most formal social intercourse. In the home, the store or the office, there must be the expression of conflicting opinions.

But we should watch and see whether our mode of speech is wanting in tact and in consideration for others, and whether it arouses needless antagonism. If we find that it has these faults, the remedy is to cultivate a genuinely friendly feeling toward our associates, and a manner that is genial and conciliatory.

In the home Father and Mother shouldn't hand over the conversation to the boys and girls. The youngsters should have their part in it, there should be no undue repression. It is better in every way that their thoughts and feelings should come out in a wholesome manner, but inasmuch as the parents should hold control in all things, they are the ones to establish the standards of talk. Unwritten, even unspoken these standards may be, but these decide whether the general level

of conversation is to be high and whether gossip and ribaldry and profanity are to be taboo.

The woman who is a real mother in the higher senses of the word has a work to do in observing the talk of her sons and daughters as carefully as she does her own. There is the same wide range to cover—a range that includes everything from the use of language to the subjects that engage the inmost thoughts and the impulses and motives that dominate the actions.

To do this well she must do it so sympathetically that she will not be regarded by her boys and girls as a critic who is on the lookout to note every trivial error in speech, but instead as an inspiration and a helper to the attainment of all better things.

She will not expect her young folks to think the same thoughts or to talk in the same way as the young folks of a generation ago, although the real difference between the two viewpoints may not be so wide as some imagine. She will not frown upon a little slang when it is apt and telling, but she will try to show that the excessive use of all the latest jargon of the street is tiresome to the hearer, is apt to be a forced attempt at smartness, and inevitably results in a crippling of the powers of good English expression.

By her private counsels with each son and daughter she will lead the one who is overready in speech and who would be inclined to monopolize the conversation, to the exercise of a wise self-restraint. She will encourage the taciturn or bashful member of the family to talk more freely. By her presence and her example she will teach many things about talking that she may never directly put into words.

The children who have grown up in a home where the conversation is really good, spontaneous, enjoyable, sparking with humor, filled with kindness, reflecting the thinking of well-trained and well-stored minds, and itself provocative of thought—these boys and girls have a most valuable kind of education, a training that in later life hardly can fail to add greatly to their usefulness and their enjoyment.

Ella M. Rogers.

Summer Season to Start May 17.

May 17 has been selected as the date for the general opening by retailers of the distinct season for Summer ready-to-wear, according to announcement made by John W. Hahn, director of the National Garment Retailers' Association. This date, it is believed, will allow the retailers plenty of time to do their anticipated good business in regular Spring merchandise in April, without conflicting in any way. It is also far enough away from the opening of the wholesale Summer season on April 20 to permit both the wholesalers and retailers to carry out their plans for the new season. The distinctive Summer colors will be selected to-day at a joint meeting of retail representatives, garment manufacturers and the Textile Color Card Association. A committee to select exhibitors is at work. About 100 garments will be shown by some thirty exhibitors at the Summer style show at the Hotel Commodore, New York, on April 20.

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WOODWARD

AVENUE

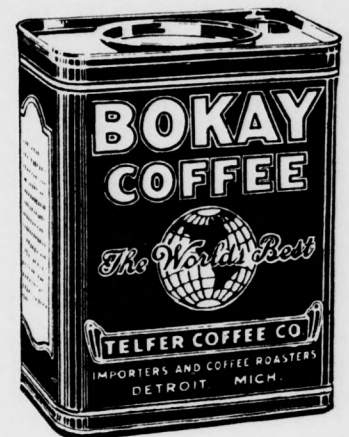
5/2 Percent First Mortgage Serial Gold Bonds, Priced to Yield

6%

Security is a first mortgage upon land and buildings located on Woodward Ave. between Florence and Geneva Avenues, Highland Park, Detroit, and the personal obligation of David T. Nederlander, whose net worth is in excess of this loan. Building has 12 modern stores on first floor and 35 offices on second, and 2-story garage of 150 car capacity. Properties appraised: Land \$341,000, buildings \$864,000; total \$1,205,000.

A.E. KUSTERER & Co.
 INVESTMENT BANKERS
 AND BROKERS
 MICHIGAN TRUST BUILDING.
CITIZENS 4267 BELL MAIN 2435

DELICIOUS



FIRE AND BURGLAR PROOF

SAFES

Grand Rapids Safe Co.

Tradesman Building

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.

Some Salesmen Get the Cream.

The wholesale grocer's salesman is certainly the master of his own fate when he gets out among his retail customers. A salesmanager sums up this situation as follows:

"If your business is on the profitable lines, the credit belongs to you. If the bulk of your business is on staples and non-profitable items, it is largely your own fault. Every retail grocer you call on handles a lot of staples and other unprofitable lines. These very same retailers also handle items that show a good profit. Now, it's strictly up to you which class of business you are getting from the retailer.

"Some of our boys are always working on the profitable items and are getting the cream of the business out of their territories while others are getting the very skim milk. Many salesmen feature these staples at cut prices so that the salesman who works mostly on staples has a dickens of a hard time to earn a living. On the other hand, if you get a man's canned goods business as well as other profitable items, you will make money for yourself as well as for your house.

"There is other trade besides the grocer merchants in your territory from whom you can get a good volume of business and they are hardware dealers and druggists. These people handle many items which you sell. Use your spare time to good advantage. Don't waste any time that can be put to good use.

"In going over list of sales, we notice one thing, and that is, that occasionally you sell a man once and then you don't sell him for two or three months. It is the man you sell trip after trip that counts; so try to comb your territory thoroughly and work it so you get all that is possible. We must have business from every merchant in your territory. We have the goods and you are out to sell. Try, in 1926, to go after the profitable end of the business in your territory."

Flavoring Extracts May Become Extinct.

The President of the National Flavoring Extract Manufacturers' Association, Fred S. Rogers, has seriously warned his members that unless they take better care to keep flavoring extracts from being used as illegitimate drinks, the industry would be destroyed in a short time.

We have a copy of the statement President Rogers recently sent to the leading extract manufacturers of the country. A part of it appears below. It is written apropos of the fact that the Government recently forbade the sale of ginger tincture, which has frequently been used to violate the Volstead act:

The fact is, that, despite most splendid work on the part of the Legislative Committee, the Government carried through its determination to put ginger on the prohibited list.

Looking back to the time when the Volstead Act was inaugurated, I be-

lieve there was more of a sense of security with regard to this one item than we can reasonably feel with regard to all other of our manufactured items at present.

Unless manufacturers throughout the country watch their step very carefully indeed and frown upon and stifle any perverted use of flavoring extracts, it is sure to follow that more and more of our items will be placed on the prohibited list.

I sincerely urge every member of our association—and hope that he will impress upon other manufacturers who may not be members as he gets opportunity—that the industry is seriously threatened with extinction, if, through carelessness, complacency, or design, flavoring extracts are shipped in such inordinate quantities or to such concerns as would naturally excite or arouse suspicion as to legitimate use. Every sales manager, credit man or other officer who passes upon orders should be impressed with the necessity of careful scrutiny of all orders that come in, to the end that cancellation should be made on any item which would seem to be drifting toward perversion rather than legitimate purpose. If the Government (under the Willis-Campbell Act it has the authority) arbitrarily shuts off one item, it can go on doing the same thing with others until the industry is paralyzed.

Oleo Wins in Wisconsin.

Wisconsin has definitely decided to appeal from the decision of the Circuit Court for Dane county declaring its new margarine law unconstitutional, according to the Attorney General of the State, and the case will go to the Supreme Court of the State for consideration.

Last winter the Legislature of Wisconsin passed a law making it illegal to use milk or milk products in the manufacture of margarine, although milk and milk products are wholesome foods.

Wisconsin is the leading State in output of dairy products. The food product against which the law was directed competes, even in Wisconsin, with the best products of the creameries. How greatly the law would interfere with the housekeeping practices of Wisconsin women is illustrated by the fact that about 10,000,000 pounds of oleomargarine are shipped into the State and sold there annually in addition to more than 4,000,000 pounds manufactured there. Naturally the manufacturers felt that neither they, nor the users of the product, many of whom are the farmers who sell their own milk to the creameries, were being given a square deal by the law. Consequently they asked the court for a temporary injunction restraining the Wisconsin State Dairy and Food Commissioner from enforcing the law until its constitutionality could be tested and it was granted.

Manufacturers of margarine contended that the law was unconstitutional, and the Wisconsin Court of First Jurisdiction in Equity says that the manufacturers are right.

Golf is a great game to play, but before taking it up, consider whether you can resist the temptation to neglect your business for a sport you are fond of.

The bigger the business, the more of a compliment you pay to customers by giving them the attention of the proprietor.

BEGIN NOW

It is not a bit too early to make your plans for the N. A. R. G. Convention at Rochester, June 21-24. The Wholesalers and Food Brokers meet with the Retailers this year and there should be much valuable information derived from the exchange or ideas.

Write to your local chairman to count you in.

FLEISCHMANN'S YEAST
The Fleischmann Company
SERVICE



HEKMAN'S

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

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



Hekman Biscuit Co.
Grand Rapids, Mich.

EAT SPRING VEGETABLES

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

Grapefruit and Oranges are at their best now.

The Vinkemulder Company
GRAND RAPIDS, MICHIGAN

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable
Fruits and Vegetables

MEAT DEALER

Economy in Using Frozen Meats.

Almost any housewife will buy meat that has not been frozen in preference to meat that has. In this she is choosing what is freely conceded to be a better product, providing it is strictly fresh at time of sale. There is a reason, however, for freezing meat that is sound and practical in every way, since there are periods of plenty and periods of scarcity in the meat industry as in many other food industries. Only a comparatively small percentage of the meats sold in the United States is frozen previous to sale, leaving poultry out of consideration for the present. That small percentage, however, is often frozen to prevent an overloaded market from reaching complete demoralization when meats would have to be sold for below the cost of production. When any product is sold below the cost of production it is not good for anyone, looking at the condition in a reasonably broad way and considering the temporary advantage to consumers as one that will be erased by later higher costs when production has grown less as a direct result of the former producer loss. The length of time meat is held in a freezer has a great deal to do with the satisfaction derived from its later use. If it has only been frozen for a relatively short time, say three or four months, and if it was frozen while strictly fresh and if the freezer was free from odors and held at even and proper temperature it would require the ability of an exceptionally adept expert to determine the fact on the dining room table. From a standpoint of practical use there would be no discernible difference between it and meat that had never been frozen at all. Present methods of holding meat in cold storage for long periods, several months to a year, or even longer, do not prevent loss in flavor and consequent loss in desirability. Experiments have seemed to show that if meat is held for a long time employing a method that excludes air no change is manifested that lessens the value of the meat. This method employs glazing, but no general application of this method is in use. If meat has been frozen and if it shows every indication when defrosted of having been frozen strictly fresh no one should hesitate to eat it, but if it does not the housewife is justified in rejecting it. Since meat is usually frozen at its lowest market value, frozen meat is usually sold for less than fresh. Here lies economy for the housewife.

Making a Meal of Beef Ribs.

When you order your roast beef for the Sunday dinner and have the bones removed, the butcher usually asks whether they are wanted or not. Quite frequently the housewife does not take them and they go into the bone box, netting the butcher only a very small amount. It is quite possible to use these bones to good advantage for the Saturday night dinner if they are removed by running a knife under them in a flat way when the roast is boned, instead of taking each bone out by itself, as is done in most cases with little or no meat left on the ribs. There

is no important loss to the roast in taking these bones out with a knife run under them, since the meat between the ribs is always somewhat ragged when each bone is taken out separately and does not present so good an appearance when the roast is sliced on the table. Of course it is necessary that the ribs should be strictly fresh when the bones are to be used as here described, but it is a good thing to see that this is so in any case. The ribs should be cut about three inches long and each separated from the whole set with a knife. This will leave a fair amount of meat on each rib and they will be like flat ribs of pork in regard to cut. Use carrots, turnips, chopped onions, some gravy, salt, pepper and mashed potatoes in preparation and serving. Dice the turnips and potatoes; place in a stew pan with the gravy and season to taste. Stew very gently until the vegetables are tender and serve with a border of mashed potatoes. It will require about three quarters of an hour to thoroughly cook. Another way to prepare the ribs is by sauteing them, after which the mashed potatoes can be served with the bones and the other vegetables boiled whole, seasoned with salt, pepper and butter dressing. A flour gravy can be made from the fat in the pan the meat is sauted in and this will be found, on the whole a very appealing dish. Of course, the ribs can always be used for soup stock, even when boned free of meat, and considering the goodness of the rich soup the ribs make, it seems strange that they should not always be taken home. Even when the roast is cooked after the bones are removed they add to the flavor, in the opinion of many cooks, when they are allowed to remain in the pan with the meat while roasting. This is well worth trying.

The world to-day is looking for men who are not for sale; men who are honest, sound from center to circumference, true to the heart's core; men with conscience as steady as the needle to the pole; men who will stand for the right if the heavens tatter and the earth reels; men who can tell the truth and look the world right in the eye; men who neither brag nor run; men who neither flag nor flinch; men who can have courage without shouting to it; men in whom the courage of everlasting life runs still deep and strong; men who know their message and tell it; men who know their place and fill it; men who know their business and attend to it.

President Coolidge's reasoning with Republican Senators on the Italian debt settlement appears to be having the desired effect. Though they should know it already, he shows them that payment of war debts is a domestic as well as a foreign issue; that it has a direct bearing upon tax reduction; that it is tied up with the whole scheme of National economy. And it is not only a question of payments from Italy; the attitude of the Senate injures the prospect of an agreement with France also. Does the Senate care to take the responsibility for blocking another tax reduction in one. The Senate does not.

Sold From Coast to Coast

Putnam's

MALTY MILKIES

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



A good seller
A splendid repeater

HOLLAND RUSK
AMERICA'S FINEST TOAST

Place your order today
All jobbers

HOLLAND RUSK CO., Inc.
Holland, Michigan

Bell Main
236

Phones

Automatic
4451

WHOLESALE FIELD

SEEDS

Distributors of *PINE TREE Brand*

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

GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN

Dealers with Vision
stock

ECONOMICAL

PROFITABLE



NUTRITIOUS

DEPENDABLE

RUMFORD CHEMICAL WORKS — Providence, R. I.

HARDWARE

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

Bringing Women Customers To the Hardware Store.

Written for the Tradesman.

A statistically-minded friend told me the other day that women do more than 85 per cent. of the buying for the home. There can be no doubt that in recent years women have done a steadily increasing portion of the buying in hardware stores; but even now the percentage of buying by women is probably below 50 per cent., though greatly improved over the state of affairs even twenty years ago, when the hardware store was, almost exclusively a man's store.

In those days no hardware dealer thought seriously of catering to feminine trade, or of making his store attractive to women. In the interval, the increasing attractiveness of the hardware store has been reflected in an increase in feminine trade, from which it is a logical inference that a first step to capture the feminine trade is to make your store attractive to women.

We no longer need to argue the desirability of interesting women in the hardware store. They are interested in home furnishings, from a range right down to a mousetrap; whether or not they do the actual purchasing, in anything that concerns the home itself they have the final say; they must be consulted in regard to the house painting job—and so forth. The question is, not "Shall we cater to the women?" but "How are we going about it?"

In general, women pay more attention to newspaper advertising, or to printed matter of any kind, than do men. They read advertisements more carefully. The dry goods and department stores, catering very largely to feminine customers, have educated them to read advertisements.

Any printed matter for women must, therefore, be more detailed and specific than for men. Yet even the men nowadays are not satisfied with general statements about the goods offered, ending perhaps with "Call and let us quote prices."

Although women, as a rule, are more easily convinced than men, they want to know exactly what you offer and the price, so that they will be sure to identify the article when they come in to see it. Assurances that your prices are as "low as the lowest" or "from a dollar up" do not appeal to women at all.

To catch the interest of women you have to make your printed advertising specific. Not merely name the article, but give a condensed description. It is easier to say definite things about a specific article than to coin high-sounding phrases about nothing in particular.

Naturally, it pays to advertise the goods that appeal primarily to women. There are really few things in a hardware store that a woman could not purchase as well as a man. She might not pick out a carpenter's hammer or saw; but she can buy these articles for

use about the house quite as readily as her husband.

Therefore, it seems a pretty good plan to advertise the medium-priced, general purpose hammer in your circular or newspaper advertisement; then go after the builders and the mechanics by direct, personal solicitation or a personal letter now and then. In other words, reach these specific customers through a live mailing list.

In newspaper advertising, it pays to pick out goods that are in common use about the home—goods in which the women as well as the men are interested. It pays to include a few real bargains; for women generally are always alert for bargains.

Select for bargains some features that you won't have to label as bargains except by the price set on them. If you say, "Here's a whale of a bargain" you convey the impression that the article referred to is perhaps the only bargain in the advertisement; whereas, when the big bargain is listed along with the other offerings, it will help to make the other offerings look good too.

If the prospective customer doesn't recognize your bargains unless you tell him they are bargains, there is something wrong with your choice of features or with the price you place on them.

The hardware store is literally full of things for the home; but the hardware dealer was, until a few years ago, backward in educating women to this fact. Consequently, one of the dealer's most important problems is to devise methods of letting the women know how very many of their daily wants the hardware store can supply.

This, of course, is best accomplished by getting the women to come into the store and see what is offered; and one of the best methods of getting them to come in is to advertise some irresistible bargains in lines that women are likely to need.

For example, a Western merchant advertised the choice of twenty different cooking utensils at half price for one day only. On a small circular he listed only five of the twenty items, with illustrations and brief, specific descriptions. He quoted the regular prices in big letters with the words, "Cut in two, for one day only." The heading of the circular was: "Housewives, Attention! Your choice of any one of twenty cooking utensils at Half Price for one day only—Saturday March 12. Five of the twenty are listed. Fifteen others are on display in the store. Come and see."

The fact that the regular price was quoted in the circular convinced recipients that here, in truth, was a chance to get a needed utensil at half price; and the fact that fifteen unlisted articles were on display in the store induced many housewives to visit the store. Which was precisely what the dealer was after.

By actual count, no less than 270 housewives in that small community visited that store in the one day—and they did not go in and then rush right out again. There were twenty specific articles from which to choose. All had to be looked over. A hundred other displays were skillfully arranged to attract attention, and the sales of ar-

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

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting
Goods and
Fishing Tackle

ticles outside the features ample made up for the loss on the twenty leaders.

Demonstrations always appeal to feminine customers; particularly demonstrations of labor saving articles for use in the home. A small town dealer once pulled off a striking stunt in this line. On a busy Saturday he placed in the show window two huge but equal piles of family washing. Sitting beside one pile was the best washerwoman in town, with her tubs, wringer, etc., handy. At the other pile was the washerwoman's 15 year old daughter with a power machine.

Each woman who came in that day received a card on which to register her guess as to how much longer it would take the woman to do her wash by hand than the little girl to do it with the machine. The four customers making the most accurate guesses were to receive \$5, \$3, \$2 and \$1 in trade. The contest was to take place the following Monday morning at 10 o'clock.

As each woman dropped her card in the box at the door she was handed a carnation as a souvenir. More than 300 cards were dropped in the box. The names and addresses gave the dealer the nucleus of a live mailing list.

The ensuing Monday a large crowd watched the contest. As soon as the little girl had finished her wash it was hung on a line above the street, stretching from the second story window of the hardware store to a second story window further down the opposite side of the street. A big double sign announced, "A little Girl Did This Washing in 18 Minutes on a —Washing Machine on Sale at —"

The mother rubbed and rinsed and labored through the noon hour; a striking demonstration for husbands and wives alike. The contest gave the dealer a lot of helpful publicity. In the course of the week some 28 machines were sold at a special price; and the washerwoman got one at actual cost, in addition to pay for her demonstration.

Less elaborate demonstrations of washing machines, electrical lines, interior paint specialties, heaters and ranges, and aluminum ware will, however, be ample to attract feminine customers. One store in a community of 15,000 people holds an annual demonstration week, when half a dozen demonstrations are in progress at once. Refreshments are served to ladies—coffee from the electric percolators, toast from the toasters, biscuits and cookies cooked on the range. Housewives of recognized skill and pleasing personality handle the work.

The "Money Cheerfully Refunded" slogan is always attractive and convincing to women. In the dry goods stores the "cheerful refund" is so usual a practice that only its absence excites comment. The woman thus educated to expect a refund where she is not satisfied with the goods will look for it in all stores. Though there may be few calls for refunds or exchanges, a woman as a rule likes to feel that she is protected by an unqualified guarantee of this sort. The refund guarantee, moreover, strengthens the local merchant in his fight against mail-order competition; and it educates him to possible flaws in the goods he is handling.

Customers, whether men or women, like to feel that the merchant has enough confidence in his wares to stand back of them with an unqualified guarantee. There is no better way of telling the customer that you think your goods are worth the price. Oddly enough, when customers know that their money will be cheerfully refunded, if they want it, they seem less likely to want it. It is a fact that the store where the refund is always made cheerfully has fewer calls for refunds than the store where money is handed back grudgingly.

It is important to impress the women of your community with the wide variety of stock carried in hardware store. One hardware dealer did this by sending out a price list consisting of a narrow strip of paper about a yard long containing specific prices on articles in stock. In order to get the people to read this odd-looking list of about 400 items, he announced at the top that there were exactly ten misspelled words, and that the list, with the ten misspelled words properly corrected, could be redeemed at the store for 10 cents on any dollar purchase. From the long list it was easy to make up a dollar purchase; and the incidental purpose was accomplished of impressing the customer with the wide variety of lines carried in the hardware store.

It is a good general idea to put as many as possible of the small articles in stock where they will be seen. A showing of numerous articles of stock creates the desired impression of a wide variety of articles. Moreover, good interior display helps to sell things. Women like to stray about and look at the goods on display, rather than to ask for things they can't see. It is a good stunt for the hardware dealer to make it easy for them to look.

The ten-cent stores operate pretty well on this plan of showing everything where it can be readily seen and easily examined, and of plainly pricing everything shown. Women are the great buyers in these stores; and it will pay the hardware dealer to take a leaf out of their book.

The hardware store should make use of every opportunity and facility for interior display, and for showing the customer just what it has to sell. Shelf and silent salesman displays can be helped out by narrow counters down the middle of the store. The study of the most efficient use of every inch of interior display space, and of the display devices which will help to utilize such space, is a matter which merits the attention of the wide awake dealer. This is particularly important in catering to women; who are always interested in comprehensive displays.
Victor Lauriston.

One of the things that affords a man the most satisfaction after 25 or 40 years in business, is the fact that he has never defrauded anyone out of a cent.

If you think of your job as just temporary while you are waiting for something else to turn up, you will fall down on the job and nothing worth while will ever turn up.

More Profit to You

by increasing turnover. When you sell goods with an established price which protects your margin of profit—then rapid turnover makes you money. In pushing

K C Baking Powder

Same price for over
35 years

25 ounces for 25¢

(more than a pound and a half for a quarter)

with the consistent quality and price advertising behind it—with the price plainly shown on the label—you can increase turnover and get more profit on your baking powder investment.

The Government Used Millions of Pounds

Let us show you how to increase your baking powder profits by selling K C

Jaques Manufacturing Co.
Chicago

COMMERCIAL TRAVELER

News and Gossip About Michigan Hotels.

Sturgis, March 16—In carrying out my proposed reformation of the Universe, I have evidently run amuck of the manufacturers of evaporated milk. They evidently misunderstand me and once more I will try to make my position clear: There is absolutely nothing wrong with condensed milk. It is pure, nutritious and useful in its way, but it should not be foisted on patrons of feeding establishments as cream. In the private family, with the knowledge of the users, it may be very properly used, but the hotel man who puts it on his table as cream should be urged to place himself right with the users. Oleomargarine is acknowledged by all scientific men to be just as healthy as real butter, and probably is much better, from a sanitary standpoint, than most butter which is sold, but Uncle Sam requires the users to placard his place to that effect.

That is all the comment I desire to offer.

At Chelsea Henry Annemiller has purchased the Crescent Hotel from W. R. French and a visit to the establishment was a revelation to me. The new owner has completely redecorated the entire establishment from the front office to the last guest room. Both lobby and dining room would be a credit to any large town institution, and with the addition of modern plumbing in all rooms it certainly looks like ready money. Meals served are excellent and even at this season of the year his patronage is surprising. A neat bill of fare for Sunday at one dollar is remarkably good.

Forty-four rooms will be placed in commission at the Huron, Ypsilanti, on April 17, and at the same time, Manager George Swanson advises me a substantial reduction in rates will be made. There will be forty odd rooms, without bath, but beautifully furnished at \$1.50 and \$2 per day; about twenty with private bath at \$2.50 and a few extra choice ones at \$3. Work on the additional two stories was not begun until the middle of January, but construction work is practically completed, and but for the installation of a new elevator, all would be ready in a short time. However, their definite announcement of throwing the additional equipment open for public use on April 17 will stand.

T. V. Ashby, one of the owners of a large veneering plant at Jackson, Tenn., a chance acquaintance, told me that in all his travels he had found just three hotels which would lead him away from his regular travel path and they were the Prince George, Toronto; Vendome, at Evansville, Indiana, and the Hotel Elliott, at Sturgis, this State. Quite some testimonial for friend Gerow. One hears very little about a new hotel there now. The excitement seems to be altogether in the "next county."

Rudie Hawks, now room clerk at Hotel Dalton, Jackson, at one time Grand Secretary of the Greeters, was a Coldwater product, and has had a most wonderful experience along hotel lines. The Dalton is fortunate in acquisitions.

Jobe Harrington, for years city clerk at Jackson, bought the Puffer House there, from George Puffer, and has changed it to the Victoria. Mr. Harrington certainly makes a most favorable impression as a landlord and is doing well. Mr. Puffer operates the Victoria catering department.

Con. Gottleber has sold his Hotel Jackson to R. T. Blakeley, formerly of Chicago, who is personally conducting same. The Jackson, formerly the Ruhl House, is modernly equipped and enjoys a good patronage.

Hotel Schuler, at Marshall, formerly the Royal, comes about as near to the old-time American plan establish-

ment as any I know of. Three times a day they serve a most appetizing meal at 50 cents, and with an establishment modernly equipped, one can get by at \$3 per day, including all meals. The preparation of the meals and serving of same cannot be beaten anywhere.

Recently the Grand Rapids Herald gave a well deserved complimentary page write up of the activities of W. R. Duffy, present assistant manager of Hotel Pantlind, covering a period of forty years, twenty-five of which were put in with the Pantlind, starting with the old Morton House. Three generations have registered under his personal observation, and in an interview he mentions, as of yesterday, when the best hotel rooms, with an auxiliary of three square meals a day, cost \$3 only.

In those days fires in rooms cost extra but hot water came only by request; dinner was served at noon in all mid-Western hotels, and wild game and fowl was not considered a luxury.

"People complain about hotel charges" quotes Mr. Duffy, "but they demand and get about five times as much service as they ever used to think of asking. Curiously enough, in view of the vast bill of fare, and prices which seemed most modest to the modern purse, the principal subject of complaint in a hotel, those days, was the food."

The Grim Reaper has gathered in many of the old friends of this veteran hotel man, but such as are left are still dear to him, and he continues to make new ones as he meets with new faces, and he has the faculty of retaining such.

The following scallawags are waxing fat off the cupidity of Western hotel men. Watch out for them:

G. E. Ricaud, worthless check operator. Age not given, but he is six feet in height, heavily built, big head, brown mustache and a neat dresser. He will endeavor either to pass off a check purporting to be issued by the Northwestern Steel & Iron Co., Eau Claire, Wisconsin, or a certified personal check drawn upon the Liberty Trust Co., of New York City. Sometimes uses a credit card of Hotel McAlpine, New York, which is a forgery.

Here is a woman, Ruth V. Shaler, a notorious "skipper," who goes by various aliases resembling Shaler. She is described as about 50 years old, 5 feet and 7 inches in height, weighing 125 pounds, slender build, dark complexion accompanied by a very large mouth. She is represented as a heavy drinker, rolls her own cigarettes, and wears horn rimmed glasses. She has defrauded many hotels and is an artistic worker.

Cooks will observe, by reports from various authorities, that food without mineral salts is food without nourishment. That is why good soup which includes boiled vegetables is so important. The best part of vegetables is boiled out in their preparation, and it is quite customary to drain off this water and throw it away. In soup it preserved. Hence it is important that good soup should be offered at least once a day on the hotel table. In fact soup, properly prepared, may be regarded as a principal part of diet, and contains more of nutritive value than many solid foods.

It is also well to remember that young veal has no food value whatever. If served breaded, the nutritive qualities are all contained in the eggs and cracker crumbs used in its preparation. Veal, at some seasons, is expensive, and offered at many hotels, but plain ice water has more to recommend it, from the standpoint of nutrition than veal.

Here's a good one I heard the other day: A Scotchman and Jew were dining in the hotel cafe, and upon completion of the meal, the waiter laid the check upon the table between the two. After several hours procrastination the Jew excused himself to use the telephone. Calling up Rachel he informed her that he was "quite like-

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

HOTEL KERNS
Largest Hotel in Lansing
30 Rooms With or Without Bath
Popular Priced Cafeteria in Connection
Rates \$1.50 up
E. S. RICHARDSON, Proprietor

Columbia Hotel
KALAMAZOO
Good Place To Tie To



Hotel Whitcomb
AND
Mineral Baths

THE LEADING COMMERCIAL AND RESORT HOTEL OF SOUTHWEST MICHIGAN
Open the Year Around
Natural Saline-Sulphur Waters. Best for Rheumatism, Nervousness, Skin Diseases and Run Down Condition.
J. T. Townsend, Mgr.
ST. JOSEPH MICHIGAN

CODY HOTEL
GRAND RAPIDS
RATES \$1.50 up without bath
\$2.50 up with bath
CAFETERIA IN CONNECTION

In KALAMAZOO, MICHIGAN is the famous
NEW BURDICK in the Very Heart of the City
Fireproof Construction
The Only All New Hotel in the City. Representing a \$1,000,000 Investment
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.

HOTEL BROWNING 150 Fireproof Rooms
GRAND RAPIDS
Corner Sheldon and Oakes;
Facing Union Depot;
Three Blocks Away.
Rooms with bath, single \$2 to \$2.50
Rooms with bath, double \$3 to \$3.50
None Higher.

MORTON HOTEL
GRAND RAPIDS' NEWEST HOTEL
400 Rooms—400 Baths Rates \$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.

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.

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.

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

HOTEL RICKMAN
KALAMAZOO, MICH.
One Block from Union Station
Rates, \$1.50 per day up.
JOHN EHRMAN, Manager

HOTEL HERMITAGE
European
Room and Bath \$1.50 & \$2
JOHN MORAN, Mgr.

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

CODY CAFETERIA
Open at 7 A. M.
TRY OUR BREAKFAST
Eat at the Cafeteria it is Cheaper
FLOYD MATHER, Mgr.

ly not to be home for some time as there was a deadlock in the proceedings."

Another was that of a Jew in a flivver, who drew up before a filling station and asked for a pint of gasoline. "What's the matter, Jakie," asked the affable attendant. "Trying to wean her?"

It isn't always the hotel man knows whether the guest is well satisfied—or rather, it isn't always the hotel man gets direct word and evidence from the guest on that point. When he does get that assurance he naturally much appreciates it. Most people accept good service, good food, etc., as a matter of course, and have nothing to say about it. They lift up their voices only in anguish, when they feel they are not getting all that is coming to them. Or they go to another hotel. However, it is just as well to work on the theory that "a well satisfied guest is our best advertisement."

The Clark Park Hotel is the name of a new 500 room structure which is being built at Detroit, a block from Clark Park, and three blocks from the Detroit river, by David A. Brown, president of the General Necessities Corporation, who announces the hotel will be exclusively for young, unmarried working men. The rooms will be small, with shower baths on each floor, and the rates will be correspondingly modest. On the first floor there will be a lobby, reading and writing rooms, barber shop, billiard room, music room and restaurant.

This structure is to be four stories high, will cost nearly \$1,000,000 for building, site and equipment, and will be ready for occupancy early this summer. It is announced that if this venture proves successful similar establishments will be built in other cities throughout the West.

Charley Postal has been succeeded as manager of Tuller's Eddystone Hotel, at Detroit, by Mrs. Hager. Mr. Postal's plans for the future are unknown. Frank S. Verbeck.

Gabby Gleanings From Grand Rapids.

Grand Rapids, March 16—Lee M. Hutchins, President of the Hazeltine & Perkins Drug Co., is spending a couple of weeks in Porto Rico. He is accompanied by V. H. Tuthill and wife.

If Joseph Brewer takes over the Fourth National Bank building and exercises his option on the adjoining property he will have a 29 foot frontage on Monroe avenue, 206 foot frontage on Pearl street and 100 foot frontage on Campau avenue. This will afford ample room for a large office or exhibition building.

Arthur E. Gregory, formerly sugar buyer for the Judson Grocer Co., is now selling real estate for Charles N. Remington.

The Garfields will pull up stakes at De Land, Florida, March 30 and start on the way homeward.

It is a common saying that every man has his price. Sam Braudy's price is \$60,000.

Geo. A. Pierce has been so fortunate as to pick up a Swiss watch which was manufactured in 1754—172 years ago. It is hand made and winds with a key. Mr. Pierce has a large collection of antiques, but he esteems this watch as the greatest prize in his entire collection.

Ralph C. Gensel, who left Grand Rapids three years ago to become general manager of J. B. Sperry & Co., Port Huron, store, has returned to the city to rejoin the merchandise department of the Friedman-Spring store. Gensel was formerly advertising manager and later engaged in merchandise work at this store.

Detroit—Play Boy, Inc., 12033 Cardoni avenue, has been incorporated to manufacture and job metal specialties, with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,000 paid in in cash.

James R. Hayes Belonged To Another Era.

The passing of Jim Hayes, hotel man, who was landlord of the Wayne in its best days, reminds us that the relationship between hotel proprietors or managers and the public is changing.

Years ago when there was much less travel, hotel men knew many of their guests and there was a personal quality in the service given. Modern hotels are highly efficient, and I have discovered that the men in charge of them are usually easy to meet, obliging and friendly, but they simply cannot form the human contacts that men like Jim Hayes made.

Nor can the modern hotel have the atmosphere of the Wayne. The small dining rooms, carpeted, with high ceilings, fireplaces, heavy curtains and other mid-Victorian trimmings had more character, it seems to me, than modern eating places. Instead of cabaret or an orchestra there would be a pianist, violinist, harpist—quieter music. The waiters were colored men with the ability to smile. The food was of the best.

Jim Hayes was a sportsman, as many of the older hotel men were. Dogs, guns, a game of cards engaged his interest. As a starveling cub reporter I remember that he was gracious to me.

Business men nowadays do not seem inclined to live as he did, counting pleasures and friendships as of more importance than bank balances. The pace is too swift.

Jim Hayes belonged to a mellow era. The passing of conspicuous men of his generation is disconcerting to those of us who are not quite adapted to the coming scheme of things, and even Detroiters who knew him only casually feel that the exit of Jim Hayes marks the slipping away of values we would cling to if we could—Lee J. Smits in Detroit Times.

Make the Muskegon Convention Notable.

Attention is directed to the official programme of the annual convention of the Retail Grocers and General Merchants Association, which is published on page 6 of this week's edition. President Christensen and Secretary Gezon have devoted much time to the selection of appropriate speakers and the presentation of live practical subjects. Judging by the programme, they have succeeded in both undertakings.

All indications lead to the belief that the Muskegon convention will be one of the most successful gatherings ever held by the organization.

The necessity of better organization and greater teamwork on the part of the independent grocer was never more manifest than at the present time. Unless independent grocers work together they will find themselves greatly handicapped by the encroachments of chain stores and food manufacturers whose selling policy is anything but friendly to the regular retailer. The Muskegon convention will afford an excellent opportunity for grocers to look the situation squarely in the face and devise ways and means to

bring about a new era in the work of retail food distribution.

New Officers of Kalamazoo Council.

Kalamazoo, March 16—Harrison Bauer was elected Senior Counselor of Kalamazoo Council, United Commercial Travelers, at the annual meeting held Saturday afternoon. He succeeds A. W. Anderson who goes to the station of Past Senior Counselor.

Other officers elected at this meeting were: Fred Marley, Junior Counselor; William Stockbarger, Conductor; J. A. Beimer, Page, and Edward Aldrich, Sentinel.

Charles Blackwood and three others were elected to represent Kalamazoo Council at the Grand Council meeting and Mr. Blackwood will become a candidate for office in the Grand Council. The other delegates chosen are G. E. Ranney, George E. Kelly and E. A. Welch. Alternates are: C. W. Siple, D. L. Goodrich, Newton Root and C. W. Taylor.

The Kalamazoo Council, with the Ladies' Auxiliary, enjoyed a dinner-dance following the annual meeting. Reservations were made for 150 members and guests.

Colors Favored in Underwear.

High colors continue to be favored by buyers of women's silk underwear, and there is a noticeable tendency on their part also to favor the higher grade merchandise. Makers of the better classes of these garments lay stress on this point, and those who produce both popular-priced and expensive underwear also say that the demand for the latter is the stronger. Some of the business now being taken consists of initial orders, but there is quite a little duplicating going on. Lace-trimmed models are preferred, but there is also a nice business being done in the tailored lines for Spring.

Wide Sheetings Prices Steady.

The uncertainty that appears to surround bleached cottons as a result of the weakening of cotton during the last several weeks will not, it was said yesterday, have any effect on wide sheetings of standard make. Prices on these goods, both bleached and brown, were revised downward about six weeks ago—the drop on the best-known brand amounting to 3 cents a yard on the bleached 10-4 sheetings—and the mills are so well engaged on them that there is no occasion to seek business on the basis of still lower prices. The revisions in prices of sheets, pillow and bolster cases that were made at the same time are also expected to stand for quite a while. Retailers are buying these articles well now, which necessitates duplicating on the part of jobbers as the demand increases.

Fur Demand Is Unsteady.

Aside from a pretty fair business for Spring by specialists in fur neckwear, not much is being done these days, either in the raw or manufactured pelts. Although there are reports to the effect that production is slowly increasing, there is no question that the strike has seriously retarded manufacturing for the time being. The slow movement of Spring coats for women is also holding trade back, as it is hurting the call for trimming furs. Among the skins that were said yesterday to be moving in a fair way are Japanese mink, Chinese weasel, squirrel, fitch and kolinsky, all of which appear to be somewhat scarce in the open market at the moment.

Since organization our experience has been Non-assessable

With one payment per year the company has built up a full legal reserve with total assets on January 1, 1926, of \$704,152.41.

This remarkable growth is due to the following reasons:

1. The company started at the right time,—in 1915, when traffic was light.
2. It started in the country districts where losses were light.
3. Rates were worked out and tested in a careful manner.
4. With state-wide operation, it not only equalizes the risk but brings the service to the automobile driver in any part of the State.
5. The company has never borrowed a dollar but has paid its claims in full and established a full legal reserve.
6. The company collected \$358,317.45 more in premiums in 1925 than its nearest state-wide competitor.
7. The company has passed the experimental stage and is able to stand the shock of serious claims. It specializes in automobile insurance and its officers, adjusters and agents have therefore had ten years of experience to aid you in serious claims.

Call on Local Agent for

Citizens' Mutual Automobile Insurance Co.

Howell, Michigan.

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.

How Some Small Druggists Increased Their Business.

The writer has always been in a receptive mood for schemes that have been productive of business. It took much investigation to produce those that are mentioned below and a great deal of culling was done. Many who were interviewed told of special cut price sales, etc., which was not what was desired. It was not sales that were wanted, but schemes.

A was in a big city in a district where there were many small one-man stores like his own. He opened and closed his store seven days a week, with Sunday's hours slightly shortened. However, he locked the store to go home and get his meals, which was necessary as a health measure. The writer advised him to keep account of his sales by writing down the amount taken in each hour from opening to closing. As soon as his wife went away to visit her mother, he began to experiment. While she was away he had his meals sent in from the restaurant. He decided to change his meal hours when his wife returned and to take others. By doing this, he increased his business fifty dollars a month and worked no more hours a day. He found that previously he had been closing for meals at busy hours and working when there was little or no business.

B. was city druggist who sent letters to all the high schools in the city announcing a drawing exhibition. He stated that a show case in his store would be used to display this work and that the exhibition would last one month. The contest was free to all high school students. They might draw any object they chose, with either pencil or pen.

While there would be no prizes awarded, there would be newspaper men and artists, as well as the public, invited to inspect the drawings, and it was very likely that these whose work was good would receive such prestige as might lead to something better.

All those submitting drawings and sketches were required to deliver them to the store with their names and addresses and call for them after the exhibition.

This is a basic example of the fact that if druggists desire to get people into their stores, they must have their exhibitions in show cases and not in windows, as the latter can be seen without entering the stores. This brought hundreds to see the work.

C. was a country druggist who had a vacant lot opposite his drug store. He had erected on this lot an out of doors speakers' platform. This was for free use of any political party during campaign. It was also free for anyone who cared to make announcements to the public, such as clergymen, or baseball managers. In fact, any announcement of interest to the public could be made. People out of the village might come and announce affairs that were

to take place a hundred miles away if they chose. This was done to bring outsiders into the small village. All applications to use this platform had to be made in person at the drug store. This also was done to bring people into the store.

D. was a small inland druggist who had very little in his village to bring people in from the outside. He made up his mind that if people would travel for miles on Sunday to visit a prize fighter's training camp, they could travel a few miles to hear a great clergyman preach. This village had a young minister who was a born orator. The druggist was eager to get more people into the place and on his street on Sundays and thus increase his business for the day. Why not? It would do the people good, increase the clergyman's prestige, enrich the plate collection, and increase the druggist's business, to have a large crowd pour out of a church a half block away.

Native born sons and daughters usually have a large acquaintance in a rural county, and during the county fair that year Mr. and Mrs. D visited it. They did not walk about the grounds together, but separated. They agreed to meet at the car at leaving time. Strolling about the grounds and buildings, you meet persons as distantly related as tenth cousins. To the people they met, they would talk a little about general matters, but they always told about the great preacher they had in their village and what a treat it was to hear him.

This church had a crowd for all preaching services. Many of them were from larger villages, and some of them found their way into the drug store after the service.

After about two years a larger city church offered this young clergyman a better salary and he accepted it.

E had a wing store. In most small cities there are about six or eight drug stores on the principle business street, a couple near the railroad station, and probably one at each end of the city. Mr. E had his store in the West wing of the city. He had a free employment register where employers could enter their names and addresses when they were looking for help. Thus, males, females, adults, youths, trained or untrained, could be entered on this register free of charge. There was only one side that could register at this bureau—the employers; there was only one side that could consult this register—the employes. No responsibility was assumed by the druggist.

He had no telephone in his store. Both employers and employes had to come personally or send someone to register, or to see if there were any vacant positions. This brought people of all kinds from all parts of the city.

The great feature of this idea was the fact that he did not have a telephone and that all applicants had to come to the store personally. He did not recommend anybody. Masters and servants had to straighten out their own affairs and conform to the laws between themselves.

F conducted a free exchange where anyone could come to the store and write something like this into the register:

"What have you to offer in exchange for a second hand piano? Address—Mary Jones, 134 Elm place."

"What have you to offer in exchange for a used baby carriage?"

The conditions were only two: goods could not be on exhibition at the store, and they were not to be advertised for sale in the register.

This was a big village store.

G was a small country druggist in an inland town. He wrote a letter to every school in the country that on June 10, he would hold a spelling contest in the school house of his village. The conditions were as follows:

100 words of a practical nature were to be given. After the papers were collected ten very hard words would be given. These last ten were to be used only in case of a tie on the first 100.

All applications were to be made in person at the drug store during the month of May.

The contest was open to all children under 15 years of age. They could come from any school in the county, public or private. Those who were not members of any school were admitted.

Prizes were to be awarded at June commencements at the schools where the winners attended. If the winner was not a school child, the prize would be awarded at the school where the contest was to be held.

First Prize -----\$25 in gold
Second Prize -----\$15 in gold
Third Prize -----\$10 in gold

The age limit was kept down because applicants of an older age would come and register by themselves, while younger children would be accompanied by their parents. It was the parents especially who were wanted in the store.

The personal registration at the store was necessary in order to bring people there.

A month to register was allowed to scatter the rush so that it would not all come at one time.

Many teachers complained about personal registration and desired to mail a number of applications at a time. This, however, was not permitted because the druggist was giving \$50 not to part with it, but to bring outsiders to his store.

When anybody offers a free outdoor platform, employment bureau, exchange directory, or art and educational contests, the county weekly papers give it wide publicity free of charge if notified.

Geo. W. Hague, Ph. G.

Spirited Defense of the Meek and Lowly Millionaire.

Reed City, March 16—In the Tradesman of March 10 is an article that is intended as a reflection on millionaires. The writer says "the man who makes his money by speculating is on the same level as the poker player, only the poker player takes his money away from the other gamblers."

Would this same writer say that because a man bought an oil well that developed from almost nothing at all into a gusher of several thousand barrels a day, and because of the practice of strictest economy in connection with the management of the same, he became a millionaire, he is dishonest and in possession of that which rightfully belonged to some one else? Would he say that because Ford and others have

made their millions out of the manufacture of automobiles they have made their money dishonestly?

Would he say that because Thomas A. Edison has made some money out of his many inventions and personally applied hard work that he is not honestly entitled to what he has got.

Of course, I will admit that there are some people who become wealthy and a few of them millionaires by unjust, and perhaps dishonest means, but they are in the minority and do not for long enjoy their ill begotten gains, as a rule, but there are numbers of millionaires who have come into possession of their great fortunes by perfectly fair and honorable means, by inventions, investments and several other procedures which distinguish the far seeing man from the one that cannot see beyond the immediate tomorrow, and that is the class I am in, but no one (outside of me) is at fault because I am in that class.

Opportunities are open to all of us alike, and because one man sees fit to take advantage of a perfectly legitimate and honest opportunity and becomes a millionaire, while I sit idly by tweedling my fingers and thinking about it, is no reason why I am at all justified in jumping on to him and calling him dishonest and a thief and a lot of other unsavory names.

I will venture to say there are no more (if as many) bootlegger customers among the millionaires than there are among any other class of our citizens.

I do not think nor believe that the millionaire is above the law at all. To prove my contention, see what was meted out to Governor McRae, of Indiana, by Judge Anderson, of Indianapolis, and what Arthur C. Rich, of Battle Creek, got at the hands of Judge Collingwood, of Lansing. I will admit for the sake of argument, that all of the judges are not Andersons and Collingwoods, but that is no reflection on the law—the same law is there to be made use of by all who feel justified in its use.

The writer of the above referred to article would have a hard job on his hands to make me believe that because Samuel M. Lemon and the Hon. Frayer Halladay accumulated a little more of this world's goods than some of the rest of us have been able to accumulate, they did it dishonestly or dishonorably.

No one claims or tries to claim that the millionaire is any better than the laborer, but he is just as good if he behaves himself as well.

It is no crime to be rich, neither is it any crime to be poor, but it is very inconvenient at times. My observation of wealthy men is that they are for the most part exceptionally intellectual. Of course, there are some exceptions, but what rule is so hard and fast that there are no exceptions to it.

I do not think there is any class of people in this country who have the bulge on the intelligence of the country, but I do think that there is as much intellect and intelligence among the millionaires as there is among a like number of any other class of people.

My heart often aches with sorrow for the poor and unfortunate, but I scarcely ever feel like cursing any one for their misfortune which so many times is due to mismanagement.
A. Mulholland.

If you cannot keep correctly the accounts of your customers, don't be surprised to see the credit trade going to another store.

Advice is a thing to be asked only when you are willing to take it, and given only when you can't get out of giving it.

Jingle Jangle.

After all we're judged. In our journey through life— By the gray matter under our hoods. And the men who win out. In this strenuous life. Are the ones who deliver the goods.

Little tiny rasins. Little bits of yeast. Little drops of alcohol— Say three quarts at least— Mixed up in a shaker With a cherry red. Unite to make a dying man Turn somersaults in bed.

It's a wonderful thing for the women The popular permanent wave.

Now it's up to some struggling inventor To get out a permanent shave.

Pray let me kiss your hand, said he, With looks of burning love; I can remove my veil, said she, Much easier than my glove.

Of all the sad surprises There's nothing to compare With treading in the darkness On a step that isn't there.

In most stores some sales are lost because the clerks are tired—and often they are tired because of what they do outside of business hours, rather than what they do in business hours.

WHOLESALE DRUG PRICE CURRENT

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

Table listing various drugs and their prices. Categories include Acids, Ammonia, Balsams, Barks, Berries, Extracts, Flowers, Gums, Insecticides, Leaves, Oils, Potassium, Roots, Seeds, and Tinctures. Each item is listed with its quantity and price per unit.

FILM PRICE LIST

EASTMAN N. C. FILM CARTRIDGES Non-Autographic



Table listing film cartridges with columns for No., Size, Net Doz., Ret. Roll, and Exp. Includes items like 127, 117, 120, 105, 116, 101, 118, 124, 124, 130, 122, 125, 123, and 103.

KODAK FILM PACKS 12 Exposures Only

Table listing film packs with columns for No., Inches, Net Doz., Ret. Pack, and Price. Includes items like No. 500, No. 520, No. 516, No. 518, No. 542, No. 522, No. 523, and No. 515.

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



Sell ZIPPER the candy bar hit of the year

the candy bar hit of the year

A.R. WALKER CANDY CORP.

OWOSSO MUSKEGON GRAND RAPIDS KALAMAZOO DETROIT



Decorations losing freshness KEEP THE COLD, SOOT AND DUST OUT Install "AMERICAN WINDUSTITE" all-metal Weather Strips and save on your coal bills, make your house-cleaning easier, get more comfort from your heating plant and protect your furnishings and draperies from the outside dirt, soot and dust. Storm-proof, Dirt-proof, Leak-proof, Rattle-proof. Made and Installed Only by AMERICAN METAL WEATHER STRIP CO. 144 Division Ave., North Citz. Telephone 51-916 Grand Rapids, Mich.

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

DECLINED

Table with 2 columns: Item (e.g., Beef), Price.

Table with 2 columns: Item (e.g., Sugar, Twine), Price.

AMMONIA

Table with 2 columns: Item (e.g., Arctic, 16 oz.), Price.



AXLE GREASE

Table with 2 columns: Item (e.g., 48, 1 lb.), Price.

BAKING POWDERS

Table with 2 columns: Item (e.g., Arctic, 7 oz. tumbler), Price.

BEECH-NUT BRANDS



Table with 2 columns: Item (e.g., Mints, all flavors), Price.



Table with 2 columns: Item (e.g., Breakfast Foods, Cracked Wheat), Price.

Table with 2 columns: Item (e.g., Instant Postum, No. 9), Price.

Table with 2 columns: Item (e.g., Jewell, doz), Price.

Table with 2 columns: Item (e.g., Solid Back, 8 in.), Price.

Table with 2 columns: Item (e.g., Shaker), Price.

Table with 2 columns: Item (e.g., No. 4-0), Price.

Table with 2 columns: Item (e.g., Butter Color, Dandelion), Price.

Table with 2 columns: Item (e.g., Electric Light, 40 lbs.), Price.

Table with 2 columns: Item (e.g., Apples, 3 lb. Standard), Price.

Table with 2 columns: Item (e.g., Apples, No. 10), Price.

Table with 2 columns: Item (e.g., Apples, No. 2), Price.

Table with 2 columns: Item (e.g., Apples, No. 10), Price.

Table with 2 columns: Item (e.g., Apples, No. 2), Price.

Table with 2 columns: Item (e.g., Apples, No. 10), Price.

Table with 2 columns: Item (e.g., Apples, No. 2), Price.

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Table with 2 columns: Item (e.g., Apples, No. 2), Price.

Table with 2 columns: Item (e.g., Apples, No. 10), Price.

Table with 2 columns: Item (e.g., Apples, No. 2), Price.

Table with 2 columns: Item (e.g., Apples, No. 10), Price.

Table with 2 columns: Item (e.g., Beef, 3 1/2 oz. Qua. sll.), Price.

Table with 2 columns: Item (e.g., Beef, 5 oz., B'nut, sll.), Price.

Table with 2 columns: Item (e.g., Beef, No. 1, B'nut, sll.), Price.

Table with 2 columns: Item (e.g., Beef, No. 2, Ex. stan.), Price.

Table with 2 columns: Item (e.g., Beef, No. 3, cut), Price.

Table with 2 columns: Item (e.g., Beef, No. 4, cut), Price.

Table with 2 columns: Item (e.g., Beef, No. 5, cut), Price.

Table with 2 columns: Item (e.g., Beef, No. 6, cut), Price.

Table with 2 columns: Item (e.g., Beef, No. 7, cut), Price.

Table with 2 columns: Item (e.g., Beef, No. 8, cut), Price.

Table with 2 columns: Item (e.g., Beef, No. 9, cut), Price.

Table with 2 columns: Item (e.g., Beef, No. 10, cut), Price.

Table with 2 columns: Item (e.g., Beef, No. 11, cut), Price.

Table with 2 columns: Item (e.g., Beef, No. 12, cut), Price.

Table with 2 columns: Item (e.g., Beef, No. 13, cut), Price.

Table with 2 columns: Item (e.g., Beef, No. 14, cut), Price.

Table with 2 columns: Item (e.g., Beef, No. 15, cut), Price.

Table with 2 columns: Item (e.g., Beef, No. 16, cut), Price.

Table with 2 columns: Item (e.g., Beef, No. 17, cut), Price.

CHEWING GUM

Table with 2 columns: Item (e.g., Adams Black Jack), Price.

COCOA

Table with 2 columns: Item (e.g., Droste's Dutch, 1 lb.), Price.

CHOCOLATE

Table with 2 columns: Item (e.g., Baker, Caracas, 1/8s), Price.

COCOANUT

Table with 2 columns: Item (e.g., 15 lb. case, 1/4s), Price.

CLOTHES LINE

Table with 2 columns: Item (e.g., Hemp, 50 ft.), Price.



COFFE ROASTED BULK

Table with 2 columns: Item (e.g., Rio, Santos), Price.

CATSUP

Table with 2 columns: Item (e.g., B-nut, Small), Price.

CHILI SAUCE

Table with 2 columns: Item (e.g., Snider, 16 oz.), Price.

OYSTER COCKTAIL

Table with 2 columns: Item (e.g., Sniders, 16 oz.), Price.

CHEESE

Table with 2 columns: Item (e.g., Roquefort), Price.

Blue Grass, Baby

Table with 2 columns: Item (e.g., Blue Grass, No. 10), Price.

CIGARS

Table with 2 columns: Item (e.g., G. J. Johnson's Brand), Price.

CONFECTIONERY

Table with 2 columns: Item (e.g., Standard, 17), Price.

Fancy Chocolates

Table with 2 columns: Item (e.g., Bittersweets, Ass'ted), Price.

Gum Drops

Table with 2 columns: Item (e.g., Anise, 16), Price.

Lozenges

Table with 2 columns: Item (e.g., A. A. Pep. Lozenges), Price.

Hard Goods

Table with 2 columns: Item (e.g., Lemon Drops, 19), Price.

Cough Drops

Table with 2 columns: Item (e.g., Putnam's, 1.35), Price.

CONDENSED MILK

Table with 2 columns: Item (e.g., Leader, 4 doz.), Price.

MILK COMPOUND

Table with 2 columns: Item (e.g., Hebe, Tall, 4 doz.), Price.

EVAPORATED MILK

Table with 2 columns: Item (e.g., Quaker, Tall, 4 doz.), Price.

DRIED FRUITS

Table with 2 columns: Item (e.g., Apples, N. Y. Fcy., 50 lb. box), Price.

APRICOTS

Table with 2 columns: Item (e.g., Evaporated, Choice), Price.

LEMONS

Table with 2 columns: Item (e.g., Seeded, bulk), Price.

California Prunes

Table with 2 columns: Item (e.g., 90@100, 25 lb. boxes), Price.

FARINACEOUS GOODS

Table with 2 columns: Item (e.g., Beans, Med. Hand Picked), Price.

MACARONI

Table with 2 columns: Item (e.g., Mueller's Brands, 9 oz. package), Price.

PEARL BARLEY

Table with 2 columns: Item (e.g., Chester, 4.75), Price.

SAGE

Table with 2 columns: Item (e.g., East India, 10), Price.

TAPIOCA

Table with 2 columns: Item (e.g., Pearl, 100 lb. sacks), Price.

FLAVORING EXTRACTS

Table with 2 columns: Item (e.g., Vanilla, 1.50), Price.

UNITED FLAVOR

Table with 2 columns: Item (e.g., Imitation Vanilla, 1 ounce), Price.

FRUIT CANS

Table with 2 columns: Item (e.g., Mason, Half pint), Price.



Table with 2 columns: Item (e.g., Quaker, Tall, 4 doz.), Price.

CREAM OF TARTAR

Table with 2 columns: Item (e.g., 6 lb. boxes), Price.



26 oz., 1 doz. case... 6 00
3 1/4 oz., 4 doz. case... 3 60
One doz. free with 5 cases.

HOSE RADISH
Per doz., 5 oz. 90
JELLY AND PRESERVES
Pure, 30 lb. pails 3 30

JELLY GLASSES
8 oz., per doz. 37
OLEOMARGARINE



Kingnut, 1 lb. 26 1/2
Kingnut, 2 & 5 lb. 26
Van 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

MINCE MEAT
None Such, 4 doz. 6 47
Quaker, 3 doz. case 3 60
Libby, Kegs, wet, lb. 22



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

Almonds, Torregona 30
Brazil, New 25
Peanuts, Sicily 23

Almonds Shelled 70
Good Mutton 14

Peanuts, Spanish, 125 lb. baggs 11 1/2
Filberts 32
Pecans 1 10
Walnuts 55

OLIVES.
Bulk, 5 gal. keg 8 50
Quart Jars, dozen 6 60

PARIS GREEN
1 1/2 s 31
1 s 28
2 s and 5 s 27

PEANUT BUTTER
Bel Car-Mo Brand
24 1 lb. pails 24



8 oz., 2 doz. in case 8 25
5 lb. pails, 6 in crate 12 25
12 2 lb. pails 14 25

PETROLEUM PRODUCTS
Iron Barrels
Perfection Kerosine 12.1
Red Crown Gasoline, Tank Wagon 17.7

Polarine
Iron Barrels.
Light 62.2
Medium 64.2
Heavy 66.2



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

PICKLES
Medium Sour
Barrel, 1600 count 17 00
Half bbls., 800 count 9 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. @ 17

Medium 12 1/2
Poor 10
Pork.
Light hogs 16
Medium hogs 16 1/2

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

Lard
Pure in tierces 16 1/2
60 lb. tubs advance 1/4

Sausages
Bologna 12 1/2
Liver 12
Frankfort 17

Smoked Meats
Hams, Cert., 14-16 lb. 31
Hams, Cert., 16-18 lb. 31

Beef
Boneless, rump 26 00 @ 28 00
Rump, new 27 00 @ 30 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 50
1/2 bbls. 35 lbs. 4 50

Casings
Hogs, per lb. @ 63
Beef, round set 20 @ 30

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

ROLLED OATS
Silver Flake, 12 Fam. 2 25
Quaker, 18 Regular 1 80

RUSKS.
Holland Rusk Co.
Brand
18 roll packages 2 30

SALERATUS
Arm and Hammer 3 75
SAL SODA
Granulated, bbls. 1 80

COD FISH
Middles 15 1/2
Tablets, 1/2 lb. Pure, 19 1/2

Herring
Holland Herring
Mixed, Kegs 1 10
Mixed, half bbls. 9 25

Lake Herring
1/2 bbl., 100 lbs. 6 50
Mackerel
Tubs, 100 lb. fncy fat 24 50

SHOE BLACKENING
1 in 1, Paste, doz. 1 35
E. Z. Combination, dz. 1 35

STOVE POLISH
Blackline, per doz. 1 35
Black Silk Liquid, dz. 1 40

Enamaline Paste, doz. 1 35
Enamaline Liquid, dz. 1 35
E. Z. Liquid, per doz. 1 40

SALT.
Colonial, 24, 2 lb. 98
Colonial, Iodized, 24-2 2 40

Butter Salt, 280 lb. bbl. 4 24
Block, 50 lb. 40
Baker Salt, 280 lb. bbl. 4 10

Worcester
Ivory Salt
Bbls. 30-10 sks. 5 40
Bbls. 60-5 sks. 5 55

SOAP
Am. Family, 100 box 6 30
Export 120 box 4 90

CLEANSERS
Kitchen Klenzer
1 Case, 24 Pints 6 25
1 Case, 12 Quarts 5 50

PRIDE OF KANUCK SYRUP
1 Case, 24 Pints 6 25
1 Case, 12 Quarts 5 50

Washing Powders.
Bon Ami Pd, 3 dz. bx 3 75
Bon Ami Cake, 3 dz. 3 25

SPICES.
Whole Spices.
Allspice, Jamaica @ 16
Cloves, Zanzibar @ 18

Seasoning
Chili Powder, 15c 1 35
Celery Salt, 3 oz. 95

STARCH
Corn
Kingsford, 40 lbs. 11 1/2
Powdered, bags 4 00

CORN SYRUP.
Corn
Blue Karo, No. 1 1/2 2 27
Blue Karo, No. 5, 1 dz. 3 11

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

TABLE SAUCES
Lea & Perrin, large 6 00
Lea & Perrin, small 3 35

TEA.
Japan.
Medium 27 @ 33
Choice 37 @ 46

Gunpowder
Choice 35
Fancy 40
Ceylon
Pekoe, medium 55

English Breakfast
Congou, Medium 28
Congou, Choice 35 @ 38
Congou, Fancy 42 @ 43

Washing Powders.
Bon Ami Pd, 3 dz. bx 3 75
Bon Ami Cake, 3 dz. 3 25

SPICES.
Whole Spices.
Allspice, Jamaica @ 16
Cloves, Zanzibar @ 18

Seasoning
Chili Powder, 15c 1 35
Celery Salt, 3 oz. 95

STARCH
Corn
Kingsford, 40 lbs. 11 1/2
Powdered, bags 4 00

CORN SYRUP.
Corn
Blue Karo, No. 1 1/2 2 27
Blue Karo, No. 5, 1 dz. 3 11

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

TABLE SAUCES
Lea & Perrin, large 6 00
Lea & Perrin, small 3 35

TEA.
Japan.
Medium 27 @ 33
Choice 37 @ 46

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 40
Cotton, 3 ply pails 42

VINEGAR
Cider, 40 Grain 21
White Wine, 80 grain 25
White Wine, 40 grain 19

WICKING
No. 0, per gross 75
No. 1, per gross 1 28

WOODENWARE
Baskets
Bushels, narrow band, wire handles 1 75

Egg Cases.
No. 1, Star Carrier 5 00
No. 2, Star Carrier 10 00

Mop Sticks
Trojan spring 2 00
Eclipse patent spring 2 00

Pails
10 qt. Galvanized 2 50
12 qt. Galvanized 2 75

Traps
Mouse, Wood, 4 holes 60
Mouse, wood, 6 holes 70

Tubs
Large Galvanized 9 25
Medium Galvanized 8 00

Small Galvanized 7 00
Washboards
Banner, Globe 5 50
Brass, single 6 00

Glass, single 6 00
Double Peerless 8 50
Single Peerless 7 50
Northern Queen 5 50
Universal 7 25

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

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

WRAPPING PAPER
Fibre, Manila, white 05 1/2
No. 1 Fibre 08
Butchers Manila 06 1/2

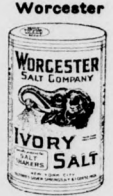
Kraft 07 1/2
Kraft Stripe 09 1/2
YEAST CAKE
Magic, 3 doz. 2 70
Sunlight, 3 doz. 2 74

Sunlight, 1 1/2 doz. 1 35
Yeast Foam, 3 doz. 2 70
Yeast Foam, 1 1/2 doz. 1 35

YEAST-COMPRESSED
Fleischmann, per doz. 24



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



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

AA-Butter 4 00
Plain, 50 lb. blks. 4 50
No. 1 Medium, Bbl. 2 47

Am. Family, 100 box 6 30
Export 120 box 4 90
Blg Four Wh. Na. 100s 3 75

Am. Family, 100 box 6 30
Export 120 box 4 90
Blg Four Wh. Na. 100s 3 75

Am. Family, 100 box 6 30
Export 120 box 4 90
Blg Four Wh. Na. 100s 3 75

Am. Family, 100 box 6 30
Export 120 box 4 90
Blg Four Wh. Na. 100s 3 75

Am. Family, 100 box 6 30
Export 120 box 4 90
Blg Four Wh. Na. 100s 3 75

Am. Family, 100 box 6 30
Export 120 box 4 90
Blg Four Wh. Na. 100s 3 75

Am. Family, 100 box 6 30
Export 120 box 4 90
Blg Four Wh. Na. 100s 3 75

Am. Family, 100 box 6 30
Export 120 box 4 90
Blg Four Wh. Na. 100s 3 75

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, March 4—On this day was held the first meeting of creditors in the matter of Joseph Beay, Bankrupt No. 2856. Bankrupt was present in person and by attorneys Dunham & Cholette. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case was closed and returned to the district court as one without assets.

On this day also was held the first meeting of creditors in the matter of Henry B. Rohloff, doing business as Rohloff Auto Supply Co., Bankrupt No. 2858. The bankrupt was present in person and by attorneys Dilley & Souter. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Thomas J. Whinery was appointed trustee, and the amount of his bond placed by the referee at \$100. The first meeting of creditors then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Jeff Losinger, Bankrupt No. 2860. The bankrupt was present in person and by Corwin & Norcross. Creditors were present in person and by Wicks, Fuller & Starr, attorneys. C. C. Woolridge was appointed trustee and his bond placed by the referee at \$100. Claims were proved and allowed. The bankrupt was sworn and examined by Mr. Starr with a reporter in attendance. The meeting then adjourned without date.

March 5. We have to-day received the schedules, order of reference and adjudication in the matter of Emma Orsinger, Bankrupt No. 2876. The matter has been referred to Charles B. Blair, referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and her occupation is that of running a retail bakery. The schedules show assets of \$5,260.40 of which \$250 is claimed as exempt, with liabilities of \$9,765.13. The first meeting of creditors will be called promptly, and note of the same made herein. The list of creditors of said bankrupt are as follows:

1925 personal tax	\$ 16.85
State and county tax	118.89
City and school tax	unknown
Mrs. Helen Shaw, Grand Rapids	200.00
Mildred Dunneback, Grand Rapids	39.85
Anna Passmore, Grand Rapids	150.00
Triumph Mfg. Co., Cincinnati	50.00
G. R. Store Fixture Co., Grand R.	75.00
Phoenix Sprinkler Co., Grand Rapids	900.00
Association of Commerce, G. R.	12.50
Benjamin Ins. Agcy., Grand Rapids	133.70
Dr. Jas. S. Brotherhood, Grand R.	5.00
Blodgett Hosopital, East Grand R.	7.50
Bruggema & Ludwig, Grand Rap.	105.39
Becker Bros., Grand Rapids	109.41
Blakeslee Bros., Grand Rapids	270.00
Consumers Ice Co., Grand Rapids	26.50
Columbia Candy Co., Grand Rapids	220.10
Dr. Fred Currien, Grand Rapids	15.00
Dr. G. A. Crawford, Grand Rapids	30.50
Central Engraving Co., Grand R.	26.21
Chapman Smith, Chicago	6.43
Decker & Jean, Grand Rapids	46.84
Daane & Witters, Grand Rapids	13.22
Friedman-Spring Co., Grand Rapids	6.45
Easley Milling Co., Plainwell	551.55
Edgewood Dairy, Grand Rapids	68.91
G. R. Screen Co., Grand Rapids	106.57
G. R. Paper Co., Grand Rapids	77.28
G. R. Insurance Agency, Grand R.	21.50
Goodrich & Co., Grand Rapids	40.00
Herrpolsheimer Co., Grand Rapids	669.95
Hendrikse Co., Grand Rapids	3.75
Hartman Foundry, Grand Rapids	21.00
Helmus Bros., Grand Rapids	68.95
Heth & Pittinger, Grand Rapids	208.44
Hilker & Bletsch, Chicago	40.50
Holcomby Mfg. Co., Indianapolis	19.30
L. & L. Jenison, Jenison	54.00
Jennings Mfg. Co., Grand Rapids	4.15
Kelly Ice Cream Co., Grand Rapids	51.20
J. Kos & Co., Grand Rapids	51.42
Kent Storage Co., Grand Rapids	59.57
Peter Mohrhardt, Grand Rapids	39.06
Mills Paper Co., Grand Rapids	65.78
Moler, Clyde, Grand Rapids	49.00
No. American Fibre Products Co., Cleveland	30.00
National Grocer Co., Grand Rapids	65.91
National Candy Co., Grand Rapids	7.20
Producers Fuel Co., Grand Rapids	87.35
Pittsburgh Heater, Pittsburgh	310.00
Reeds Lake Sanitarium, East G. R.	79.15
Rademaker-Dooce Co., Grand Rap.	56.21
Swift & Co., Grand Rapids	10.97
Voigt Milling Co., Grand Rapids	38.30
Whitman & Son, Chicago	13.80
Watson-Higgins, Grand Rapids	7.00
Wolverine Spice Co., Grand Rapids	40.81
Worden Grocer Co., Grand Rapids	88.90
G. R. Water Works, Grand Rapids	30.45
Mich. Bell Tel. Co., Grand Rapids	17.25
A. Anderson, Caledonia	45.86
Ernest Geysels, Grand Rapids	27.00
Liquid Carbonic Co., Chicago	402.58
Blakeslee Bros., Grand Rapids	3,500.00
Chas. Steed, Grand Rapids	50.00

March 5. On this day was held the first meeting of creditors in the matter of Harry A. Stidd, Bankrupt No. 2801. The bankrupt was not present in person, but represented by Dilley & Souter. 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 payment of the bill of attor-

neys for the bankrupt. No objections were made to the discharge of the bankrupt. There were no dividends. The final meeting then adjourned without date and the case will be closed and returned to the district court in due course.

March 6. We have to-day received the schedules, order of reference and adjudication, in the matter of Stephen A. Eddy, Bankrupt No. 2877. The matter has been referred to Charles B. Blair, referee in bankruptcy. The bankrupt is a resident of Sturgis, and his occupation is that of a laborer. The schedules show assets of \$980 of which \$910 is claimed as exempt, with liabilities of \$2,784.36. 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:

Coore Trubey, LaGrange, Ind.	\$130.00
Wm. H. Hudson, Howe, Ind.	25.00
C. Aude Spruer, Shippshewasa, Ind.	450.00
Milton Everhard, Sturgis	783.00
Star Pianoo Co., Sturgis	540.00
Richard Collins, Sturgis	59.00
Long & Miller, Sturgis	44.46
Bike Shop, Sturgis	24.00
Classen Hardware, Sturgis	16.88
Sturgis Gas Co., Sturgis	15.88
Kirby Grocery Co., Sturgis	8.82
Hedricks Grocery Co., Sturgis	11.60
Marshall Furnace Co., Marshall	15.52
Greening Nursery Co., Monroe	5.00
Smith & Bell, Sturgis	37.20
Keight y-Hulbert, Sturgis	30.00
Brown & Kirby, Sturgis	4.00
A. T. Scattergood, Sturgis	8.00
L. H. Myers, Sturgis	50.00
Sturgis Grain Co., Sturgis	28.00
Lou Sumney, Sturgis	33.00
Jack Cornwall, Three Rivers	25.00
Frank McKale, Sturgis	165.00
Ft. Wayne Oil & Supply Co., Fort Wayne	275.00

In the matter of Harry H. Secore, Bankrupt No. 2863, the funds for first meeting have been received and such meeting has been called for March 22.

March 9. We have to-day received the schedules, order of reference and adjudication, in the matter of Joe Josma, Bankrupt No. 2879. 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 laborer. The schedules show assets of \$165, of which \$100 is claimed as exempt, with liabilities of \$1,099.94. 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:

A. H. Prange, Grand Rapids	\$140.66
Oakdale Coal & Wood Co., Grand Rapids	412.05
Peerless Transfer Co., Grand Rapids	13.89
H. M. Johnson Hdwe. Co., Grand Rapids	11.50
Mr. Jager, Grand Rapids	19.13
E. De Vries, Grand Rapids	12.95
G. R. Gravel Co., Grand Rapids	12.63
Opperheimer Co., Grand Rapids	90.00
Mr. K. under, Grand Rapids	100.00
L. Hages, Grand Rapids	12.00
John J. Boer & Son, Grand Haven	9.25
William Verduin, Grand Haven	75.50
Melcher Bros. & Co., Grand Haven	14.95
Baker & Son, Grand Haven	28.40
Louis Osterhaus, Grand Haven	7.03
Oakdale Lumber Co., Grand Rapids	75.00

In the matter of Guss Schrader, Bankrupt No. 2869, the funds for the first meeting have been received and such meeting has been called for March 22.

In the matter of Francis Miltbarger, Bankrupt No. 2874, the funds for the first meeting have been received and such meeting has been called for March 22.

March 1. (Delayed). On this day was held the final meeting of creditors in the matter of Acme Electric Store, Bankrupt No. 2699. The bankrupts were not present or represented. The trustee was present in person. 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 as far as the funds on hand would permit. There will be no dividend. The final meeting then adjourned without date and the case will be closed and returned to the district court in due course.

March 5. (Delayed). On this day was held the final meeting of creditors in the matter of John Carrothers, individually, Bankrupt No. 2625. The bankrupt was not present or represented. The trustee was present in person. Claims were proved and allowed. Bills for administration were proved. An order was made for the payment of expenses as far as the funds on hand would permit. There will be no dividend. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date and the case 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 Daniel R. Rairigh, Bankrupt No. 2586. There were no creditors present or represented. The bankrupt was not present or represented. The trustee was present in person. Claims were proved and al-

lowed. An order was made for the payment of expenses, as far as the funds on hand will permit. There will be no dividend. There were no objections made to the discharge of the bankrupt. The final meeting then adjourned without date and the case will be closed and returned in due course.

On this day also was held the final meeting of creditors in the matter of Sidney Keller, Bankrupt No. 2819. 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. An order was made for the payment of expenses as far as the funds on hand would permit. There will be no dividend. There were no objections to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

March 5. (Delayed). On this day was held the adjourned first meeting of creditors in the matter of Harry E. Fouts, Bankrupt No. 2857. The bankrupt was present in person and by Dorr Kuizema for Cornelius Hoffius. Creditors were present in person and by Wykes & Sherk. The trustee was present in person. The bankrupt was sworn and examined without a reporter. The meeting then adjourned to March 16.

March 8. On this day was held the first meeting of creditors in the matter of Sol Jacobs, Hyman Adelberg, and New York Outlet, a co-partnership, Bankrupt No. 2852. The bankrupts were present in person and by Charles H. Kavanaugh, attorney. Creditors were present in person and by Hilding & Hilding. Claims were proved and allowed. W. M. Cunningham, of Benton Harbor, was elected trustee, and the amount of his

bond placed at \$2,000. The bankrupts were sworn and examined with a reporter in attendance. The testimony to be transcribed. The first meeting then adjourned to March 22.

In the matter of Emma Orsinger, Bankrupt No. 2876, the first meeting of creditors has been called for March 23.

In the matter of Fred J. White, Bankrupt No. 2871, the funds for the first meeting have been received and such meeting has been called for March 23.

In the matter of Charles Aretas Plummer, Bankrupt No. 2875, the first meeting has been called for March 23.

In the matter of Counsel G. Wilson, Bankrupt No. 2765, the trustee has filed his final report and account and a final meeting of creditors has been called for March 24. The trustee's final report and account will be considered, administration expenses paid and a final dividend to general creditors declared and ordered paid.

March 9. We have received the schedules, order of reference and adjudication in the matter of J. A. McPherson, Bankrupt No. 2878. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Paw Paw, and his occupation is that of a laborer. The schedules show assets of \$3,750 of which \$320 is claimed as exempt, with liabilities of \$1,213.87. 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:

O. M. Vaughan, Jr., Covert	\$ 73.50
E. L. Waters, Covert	160.00
Walter Derley, Covert	10.00
N. S. Sink, Covert	50.00
Hubert Baumhardt, Chicago	500.00

\$11,500,000 VIRGINIA PUBLIC SERVICE COMPANY

First Mortgage and Refunding Twenty-Year 5½% Gold Bonds, Series A Due February 1, 1946

Virginia Public Service Company serves principally with electric light and power, 130 communities located in Virginia, having a total population of over 220,000.

The bonds are secured by a direct first mortgage on properties appraised at a depreciated valuation of over ten million dollars, and constitutes a direct lien on the remainder of the merged properties, subject to \$3,400,000 divisional bonds and will be further secured by a pledge of over 91% of the common stock and 58% of the preferred stock of the Newport News and Hampton Railway Gas & Electric Company, and 100% of the Charlottesville and Albermarle Railway Company common stock, the value of which stocks, based upon appraisal of the properties is not less than \$5,801,480.00. These bonds, the divisional bonds, and the bonds of subsidiary companies, aggregating over \$19,000,000, represent less than 78% of the total value of the physical property.

Net earnings are over 2.27 times annual interest requirements on mortgage bonds outstanding.

More than 95% of the net earnings from operations are derived from electric power and light, gas and sources other than street railway.

Price 97 and accrued interest, to yield about 5.75%.

HOWE, SNOW & BERTLES, INC.

(INCORPORATED)

INVESTMENT SECURITIES

Grand Rapids

New York

Chicago

Detroit

The information and statistics that appear herein are not guaranteed, but have been obtained from sources we believe to be accurate.

Methods of Promoting the Seed Season.

The seed season is booming through March, April and May. If you are in a position to sell flower and vegetable seeds, feature them prominently.

If you can start some onions, radishes or other rapid growers, in a hot bed, it is a very good plan to do so.

Later they may be transferred to a window box, and then you have a forceful exhibit.

Nothing is better than the growing plants.

They mean business.

Heap around the window box your seed packages, and the story is complete. This exhibit will sell seeds.

A quick growing vine is good. If you can arrange this on a trellis fastened to a box with earth, you can move the trim in and out of the window at will.

Bank the rear of the window with pots of flowers, and place your seed packages down in front.

Still another exhibit is a window box in which is growing lawn grass. Use this in connection with grass seed.

If you have suitable facilities, you might well go in for potted flowers and plants.

They are decorative around the store, at the fountain, and will add to many a window trim.

Showing a bed of vegetables, partly dug, will attract attention.

The bed is in a window box.

There are several rows of radishes, let us say, and then a row or two being dug up for the table.

The earth is upturned, there is a

trowel half buried, and we see the fresh radishes, their red surfaces in glowing contrast to the dark earth.

And all the time show the seeds.—National Druggist.

Editorial on a Cow.

The cow is a female quadruped with an alto voice and a countenance in which there is no guile. She collaborates with the pump in the production of a liquid called milk, provides the filler for hash, and at last is skinned by those she has benefited as mortals commonly are. The young cow is called a calf, and is used in the manufacture of chicken salad. The cow's tail is mounted aft and has universal joint. It is used to disturb marauding flies, and the tassel on the end has unique educational value. Person who milk cows and come often in contact with the tassel have vocabularies of peculiar and impressive force.

The cow has two stomachs. The one on the ground floor is used as a warehouse and has no other function. When this one is filled the cow retires to a quiet place where her ill manners will occasion no comment, and devotes herself to belching. The raw material thus conveyed for the second time to the interior of her face, is pulverized and delivered to the auxiliary stomach, where it is converted into cow.

The cow has no upper plate. All her teeth are parked in the lower part of her face. This arrangement was perfected by an efficiency expert to keep her from gumming things up.

As a result she bites up and gums down.

The male cow is called a bull and is lassoed along the Colorado, fought sought to the Rio Grande and shot in the vicinity of the Potomac.

A slice of cow is worth 8 cents in the cow, 14 cents in the hands of the packers and \$2.40 in a restaurant that specializes in atmosphere.

New Styles in Small Dresses.

Junior dress lines have been augmented by new models since the early Spring showing. Many of the new models have been especially created for the Easter season, which, according to executives of the United Infants', Children's and Junior Wear League of America, is an important factor in those lines. Dark blue georgette, which is a strong item in dresses for grown women, is also being used extensively now in girls' frocks. A number of the models shown in this material are trimmed with taffeta to match. The slips that are worn with them are also made of taffeta.

Niagara Falls is the theme of an appeal from Secretary Hoover. Surveys by the army engineers show that at certain points the brink of the giant cascade is receding at an alarming rate as the water wears it away, and the contours may be so modified that eventually the stupendous vertical plunge that is the world's cynosure to-day will be simply a grander edition of the rapids in the gorge below the falls. Mr. Hoover says the falls should be preserved "for the sake of the thou-

sands of honeymooners who go there," and the sentimental argument is valid. But the problem confronting the engineers is difficult, indeed. Perhaps by a temporary diversion of the current the edge of the rock can be shod with metal, and much inventive ingenuity will be expended on such a plan. At any rate, the engineers who were not afraid of the sliding banks of the Culebra Cut and the impounding of the Chagres at flood season refuse to let themselves be daunted by a cateract that has already been tamed and harnessed to machinery.

January meant more business for the Panama Canal than any previous month in its history, with the sole exception of December, 1923. The number of ships making the transit in the closing month of 1925 was 479. From a low ebb of about \$2,400,000 for the tolls of the war year 1916, the figures have now risen to more than \$21,000,000 a year, and the gross intake from the start has been in excess of \$119,000,000, or more than a quarter of the whole cost of the waterway. In the meantime there has been a subsidence of the voices that in past years croaked dismal prophecies of failure for the canal, first as an engineering undertaking and then as a profitable commercial enterprise. The best way to answer them was with the serried array of the facts.

We have more patience with the man who fails in trying for something big than with him who is always satisfied with mediocrity.

ANNOUNCEMENT

THE Old National Bank announces the election of Lavant Z. Caukin as vice-president and J. Clinton Bishop as cashier. The new officers have held the positions of vice-president and cashier, respectively, of the Fourth National Bank.

During their many years' association with the Fourth National Bank Messrs. Caukin and Bishop have earned the esteem of this community as able, conscientious and reliable bankers. They have won the confidence of a large circle of business men, and The Old National Bank now welcomes them into its official family and extends a cordial invitation to all their friends and acquaintances to meet them in their new home.

Eugene Richards, former cashier of The Old National Bank, becomes a vice-president.

THE OLD NATIONAL BANK

Monroe at Pearl

Grand Rapids, Michigan

A Bank For Everybody