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MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-third Year

GRAND RAPIDS, WEDNESDAY, APRIL 7, 1926

Number 22 20

This Is Friendship

I LOVE you not only for what you are, but for what I am when I am with you.

I love you not only for what you have made of yourself, but for what you are making of me.

I love you for the part of me that you bring out.

I love you for putting your hand into my heaped-up heart and passing over all the foolish and frivolous and weak things that you can't help dimly seeing there, and for drawing out into the light all the beautiful, radiant belongings that no one else had looked quite far enough to find.

I love you for ignoring the possibilities of the fool and weakling in me, and for laying firm hold on the possibilities of the good in me.

I love you for closing your ears to the discords in me, and for adding to the music in me by worshipful listening.

I love you because you are helping me to make of the lumber of my life not a tavern, but a temple, and of the words of my every day not a reproach but a song.

I love you because you have done more than any creed could have done to make me good, and more than any fate could have done to make me happy. You have done it without a touch, without a word, without a sign.

You have done it just by being yourself. Perhaps that is what being a friend means, after all.

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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.

MICHIGAN TRADESMAN

Forty-third Year

GRAND RAPIDS, WEDNESDAY, APRIL 7, 1926

Number 2220

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.

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in advance.

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

ROBERT D. GRAHAM.

The death of Robert D. Graham brought personal sorrow to innumerable friends all over this country. By long training, he had gained one of the high posts in the banking industry, but he was always the same kindly unaffected man as when he obtained his first humble place as a director of the old Fifth National Bank. People still brought their personal problems to him, when he was head of the Grand Rapids Trust Co. as they used to do when, as a young man, he was discovered to have a warm heart, combined with a singularly shrewd judgment. He had the rare gift of being able to take sides on questions, with firmness, without creating rancor in the hearts of those whom he felt obliged to oppose.

Mr. Graham was scrupulously honest and upright in all his dealings. Not above the average in stature, he had the courage of a lion. Physical or moral fear he did not know. Deceit and subterfuge he despised. He met all issues squarely and fearlessly. He was frank and plain spoken and his attitude on any subject could always be defined, yet he had abundant tact and could ease over a tense situation without giving offense and yet without sacrificing right or truth. Friendships meant much to him. They were prized and jealously guarded. To him a friendship was a sacred trust—at once a pleasure and a responsibility. No man in the domain of finance had more friends or truer ones. He was generous, uniformly kind, and the very essence of true gentility—a true American gentleman.

As his years advanced and his strength failed, instead of giving up or letting down, Mr. Graham drove himself to greater effort, at times overtaxing his physical strength unreasonably in his enthusiasm and desire to "hold up his end," as he had always previously done. He could not gain

his own consent to give up the work he loved so well, and while he weakened physically with increasing years, his spirit to the very end was that of ambitious youth, never hesitating at any obstacle, ever persevering, untiring, enthusiastic and loyal to the very end.

There was one association which illustrated in a noteworthy way his capacity for enthusiastic devotion such as is usually seen only in youth. This was his zeal for the educational institution of which he was a graduate in the days when it was known as the Michigan Agricultural College. Proud of the record of his Alma Mater and jealous for her good name and fame, he gave not only his filial affection to her, but his helpful service to the students during succeeding generations. He did his whole duty as a citizen to the State of his adoption and for whose welfare he battled to the very end of his long life.

To most of us, however, the greatest sorrow comes from the loss of one who was an outstanding success as a friend. He understood men, whether their positions were humble and their knowledge of life limited, or their responsibilities and gifts were large. He despised sham and placed high value upon the rugged virtues of honesty and frankness, wherever he found them. He was spendthrift of his time and talents in aid of a multitude of movements that undertook to make men better and happier. Shall we not say that the heartache and the sense of personal loss, which thousands of people have felt at his death is the clearest of tokens that "he fought the good fight" with joy and eagerness, and that for him "The path of duty was the way to glory."

WHAT IS GOING TO HAPPEN.

Theorists of trade conditions who are given to mulling over "cycles" and other alleged recurrences without any basis in fact are already making forecasts of what they dream will occur during the last half of the year. What has recently excited them is the set of flops in the quotations in the stock market. Some unknown person years ago advanced the theory that the market indicated what was going to happen to trade in general six months afterward. Although there never was any foundation for the theory, its reiteration has not been without effect on certain minds. As a matter of fact, no one can at this time predict the course of business after the middle of the year. That will depend, in great measure, on the crops in this country and, to some extent, on those in countries whose products compete with them. Three months or so from now the outlook in this matter will be somewhat determined. Meanwhile,

there is nothing discouraging in sight. General conditions remain promising. There is very little unemployment in industry and most of what there is is voluntary because of strikes. The actual number of those not employed has also been reduced with the end of the winter. There is as yet no perceptible lull in building construction, taking the country as a whole, and this means a continuance of occupation by those in many trades. Savings deposits have been growing and this means added buying power. These are only a few of the facts in sight on which confidence in the immediate future is based. Long-range prediction is out of the question.

An eighty-year-old descendant of Jacob Arden, who long ago owned a farm in the mid-section of Manhattan Island, has begun a suit to regain the land of her ancestors, now valued at \$400,000,000. For more than a century, at recurring intervals, the Arden heirs have sought to have this land restored, but, like the efforts of the heirs of Aneke Jans, their attempts so far have been in vain. Almost every American family dating back to Colonial times harbors a tradition that all its present-day members would be fabulously rich if their forbears had been wise enough to hold on to their inheritance, overlooking the fact that a vast fortune would have been paid out in taxes necessary to keep possession of the land. But lost inheritances, like pirates' treasures, while often sought, invariably prove as elusive as the pot of gold at the end of the rainbow.

A series of decisions by the Interstate Commerce Commission has done much to discourage the national policy of rail mergers as set forth in the rail act of 1920. Consolidations through holding companies has been stopped. Non-voting stock, the latest device of industrial financing, has been barred. Buying railroads with the proceeds of bond sales is frowned upon. The Van Sweringen efforts in the proposed Nickel Plate consolidation have been checked and checked again. New safeguards for the rights of minority stockholders have been found and promulgated. The trend of the decisions may make it impossible to find enough money to carry out the mergers authorized by Congress. Must there be some such shakeup in the Interstate Commerce Commission as had to come in the Federal Trade Commission before consolidation can proceed?

To link the City of Mexico in an air mail circuit with San Antonio, Chicago and New York should tend to keep the peace between the republics. Whatever makes personal or written communication easier diminishes the

causes of friction between nations. A few years ago the altitude would have been something of an embarrassment to the airmen. The center of the City of Mexico is about 7,400 feet above sea level, but that is inconsiderable to the pilots of 1926, who recently flew over Popocatepetl, which is nearly 18,000 feet high, to photograph the smoking crater. Mexican banditry has not yet attained to the refinements of applied science which would make it possible to intercept the air mails, and eventually we may expect a passenger service which will make a vacation tour in a land of enchantment possible for many who find it takes too long to make the journey by rail or steamship.

Arrant Fraud Perpetrated on South Chicago People.

The Daily Calumet, a newspaper published at South Calumet, Ill., promulgated the following fraudulent advertisement under date of April 1:

The Michigan Food Brokers, Not Inc., have bought the entire stock of the Thomas Canning Co., Grand Rapids, Michigan, an old established firm canning fruit, vegetables and preserves of the finest quality obtainable. They bought the entire stock, which enables them to offer this fine food direct to the public at a saving that has never before been possible anywhere. These canned goods are guaranteed to be newly packed, first quality selected fruit and vegetables and will be sold with the understanding that "Satisfaction Guaranteed or Money Cheerfully Refunded." This is an opportunity of a lifetime to stock up and save a large sum of money.

This stock will be sold direct from the freight cars at 92nd street and the river.

The Michigan Food Brokers have 300 cars to supply the public with and the sale, starting to-day, Thursday April 1, will continue through the spring:

- No. 1 Tomatoes, 6½c
- No. 1 Corn, 7½c
- No. 2 Green Beans, 10c
- No. 2 Michigan syrup plums, 12c
- No. 2 fine quality Peas, 10c
- No. 2 green pickled onions, 10c
- No. 2 red kidney beans, 8c
- Large can Peaches—packed in California, 20c
- No. 2 sweet potatoes, 11c.

Both newspaper and advertiser should be punished under the act which prohibits fraudulent advertising.

The receiver of the Thomas-Daggett Canning Co. has made no carlot sales to the Michigan Food Brokers and has made no sales from stock and warehouse in excess of a single carload.

Some one is being wretchedly victimized.

Creditors Received 23 Per Cent.

The trustee sale of the R. H. Smith Co. general stock, at Conklin, realized \$5,071.38. The expense of liquidation was \$1102.24, leaving \$3,969.14 available for distribution among creditors whose claims aggregated \$17,103.71—23.2 per cent.

THE OLD WAYNE HOTEL.

Precious Memories of the House and Its Landlord.

Written for the Tradesman.

Let's see. Looking back through the telescope of time, it was in the fall of 1889, my first visit to Detroit and Michigan. Thirty-seven years of strife and struggles; thirty-seven years of joys and sorrows, of success and failures. Thirty-seven years of progress and changes. Men and hotels have come and gone, but time has gone on forever.

'Midst the clanging and clamoring of the ferry boat across the Detroit River from Windsor to the Michigan Central depot, then at the foot of Third street, on Jefferson avenue.

The Wayne Hotel, just across the street—a depot hotel, just then cutting its baby teeth, having been in operation only from Christmas day, 1887. But even in the short space of time of its existence its reputation for excellence had reached the seven corners of the world.

Most depot hotels in those days were not what might be termed up to snuff, the great majority of them being of second, third or fourth class in prominence.

In hotel circles, and even in general business circles, the building of the Wayne Hotel was considered a rank and rash business venture, possibly more so at that time from the fact that both retail and wholesale business in Detroit was leaving Jefferson avenue migrating to Woodward and other sections of the city.

But the success which was attained by the Wayne most conclusively demonstrated the promoter had a future vision and foresight of wonderful conception and of Detroit hotel history, up to 1913, the Wayne Hotel was an outstanding success.

The venture was directed at the hands of the Ledyard estate, an influential and active family of that city. If we are correct in our data, one H. B. Ledyard, was the prime mover. He was at the time, we believe, President of the Michigan Central Railway system. Whether or not, there was direct money from the interests of the railroad in the Wayne venture we do not know, but are inclined to believe not.

That the success of the Wayne would have been as great under any other guiding hand than the late James R. Hayes none of us can say. Yet we who knew this man best, we who for years watched his progress and at most times success, are quite ready to acknowledge that there was a remarkable individuality about James R. Hayes most men were not blessed with.

One of my great regrets in attempting this series of reviews is that Mr. Hayes was not spared to read them. Much of the data needed in this attempt was "checked" by Mr. Hayes, and only a few days before his passing on, the writer received one of those delightful letters from him, so characteristic of the man to a fellow man. He was greatly interested in this attempted series and had given the writer much valuable information.

I'll not further attempt to eulogize James R. Hayes while living, only to

say that he was a friend worth having. At some future writing I may cover some of the incidents in life between the departed and the writer. His being called to the Great Beyond at this time is a cause for sadness to all who knew him, his patrons and friends, his hotel associates.

I recall very distinctly my first visit to the Wayne and Detroit. A strapping youth, not yet at voting age; with some minor hotel experience down in good old New York State, even to having worked at some very good up-state hotels, and having been a guest at one or two of the better hotels down on the Great White Way of the great throbbing city of New York.

But as I look back I realize what a "greeny" I was. The Wayne was

was one at the Steele House at St. Er than hens teeth" all through Michigan. Even in the Wayne Hotel at that time there were but few, compared to the number of rooms there, over 200; and even some of the rooms at that strictly up-to-date house of that age were equipped with "wash bowl and pitcher," although many did have what was termed running hot and cold water.

Mr. Hayes took me through that wonderful institution. He was alive in every department; I marveled at this: such a kitchen I had never seen; such a dining room had never been my privilege to be served in; and such foods! To me it was the pink of perfection. It was really then the last word in hotels.

The Time-Lock of The Gate

Seventy-seven years to-day,
One "mile-post" further on the way
Toward the sea whose peaceful crest
Reflects the glow from out the "west"
While forging on in quest of worth
Not measured by the gold of earth,
That something that may rightly claim
To having not quite lived in vain.

Seventy-seven fleeting years
In which to find and lose the fears
Which once by having right of way
Meant automatic slavery
To mere negotiations, and thus bound
For long until at last I found
The peace of mind that's only known
To those who reap what truth has sown.

Seventy-seven years to-day
Though classical as numbers they
Express no less, but maybe more
Than what they all have placed in store
To meet what'er may be the need
For which the length'ning shadows plead,
The rest near due in kind so sweet
That waits in nature's blest retreat.

Seventy-seven years to-day,
But O, how brief has been their stay,—
And though their mem'ries seem to cast
Their vain regrets upon the past,
With conscience clear here's heart and hand
To whate'er may be at command
Of the all-things and trusting wait
The time-lock of its mystic gate.

L. B. Mitchell.

Hart, March 13.

a revelation. It was the first time I had ever privileged myself to enjoy the comforts of an exclusive room with private bath. Possibly not out of place to say right here that rooms thus equipped were few and far between. At that time probably outside of Detroit and Grand Rapids, possibly Jackson, there were not a dozen hotels in the whole State having rooms with private baths. And even in the larger cities the number of rooms to the average hotel would be probably one to every 50 without baths. To bear this assertion out, if you will read the Tradesman, issue of Jan. 16, 1926, you will find where Editor Stowe gave a recital of trying to find a room with bath some years after 1889, at Hudson and St. Johns, and while there Johns, such an equipment was "scarce-

Some years later, I worked at a minor position at the Wayne. Had just had my "eye teeth" cut at trying to conduct a smaller up-state Michigan hotel and went to Jim Hayes with my heart on my sleeve, broken and discouraged. He extended a helping hand and later was influential in getting me a very good position at another hotel. Twenty years after, I presided at a banquet at the Wayne Hotel as toastmaster, and James R. Hayes was a guest; it was one of the great pleasures of my life to tell my story of help from that wonderful man when I needed it so badly.

The final ending of the Wayne was a pathetic incident in Detroit hotel history. When the interests of the Michigan Central Railroad decided to build a new depot where the present

magnificent structure now stands, the handwriting on the wall was easily read; even Mr. Hayes realized that the ending of great success was coming. But he fought on and on for several years, but finally had to give up the matter as hopeless.

Possibly had the removal of the depot come in any other way than it did, matters might have been different. About July 1, 1914, was to be time of changing locations of depots. Then on the night of December 15, 1913, without a moment's warning, fire broke out in the old structure, and by 9 o'clock in the morning of the following day, trains were arriving and departing from the newer building out Michigan avenue, though the same was nowhere near completed.

It is not pleasant to write of events at the Wayne from that moment. But it shows how just a little affair can change the complexion of a hotel. The second night after the fire, the house count had diminished from what was generally considered a "peak" to less than one-third accommodations sold. During several following summers, due to boat landing being made near the Wayne, the hotel recovered some of its prestige and success, but the business never arrived again anywhere near the former days. Mr. Hayes hung on for several years, made many changes, built a large pavilion, which met a very profitable situation for a few months during summer season, but the dear old Wayne Hotel had to close its doors, with about thirty years to its credit as having been conducted as one of the best depot hotels in the United States. The building stands there to-day, windows broken, side walls begrimed with smoke and moss, a broken monument in brick and mortar of happy days, of successful days. Mice and bats now occupy rooms of state at one time or another habituated by presidents and statesmen, by many a weary traveler seeking rest and comforts from an inn. Long may the memory of the Wayne Hotel, the hotel itself and James R. Hayes, live with us who think and think kindly of those who served and served well.

Detroit in 1889 had but few electric street cars; with the exception of more prominent streets, the one manned "hoss cars" were in operation. Most prominent in Detroit in those days were the "tower lights," rising many hundred feet, some of them into the skies, casting a rather brilliant light for some distance. They did not prove a success, however, owing to high cost of upkeep on them, due to winds and storms. I believe the last of them was discarded somewhere along about 1905 to 1910.

Woodward avenue was just coming into its own as a retail district, Jefferson avenue having held claim to this for many years previous. Grand Circus Park, was way up town. Fort street was a strictly high-class residential avenue, but just beginning to turn into business propositions, largely due to the coming of the Pere Marquette depot, a few blocks from down town. River traffic was very prominent.

As a whole, the city of Detroit was not a bustling city in the minds of

those who knew it best. Its manufacturing was good, and it had a great many wholesale houses of all kinds; most of these were along Jefferson avenue and the water fronts. As a railroad center it stood well in the commercial world; many people passed through Detroit, but not so many stopped over as in later years.

In 1889, the hotels in Detroit were about as follows: Belmont, Grand River avenue; Brunswick, Grand River avenue; Bagley (later named the Morgan) Grand River avenue; Goodman (now the Griswold) upper Griswold avenue; Franklin, one block off Woodward avenue; Library Park, on Library Park Place, one of the few temperance houses of the country; Grand Union, near the Michigan Central depot; the Oxford; the Randolph, near city hall, a wonderful old German place, known for its wonderful foods; the Russell House, the then show place and leading hotel of the city, the Wayne, which was in prominence just as important as the Russell; the Victoria. Possibly there were other smaller hotels, which I do not have data on at this time.

The old original Griswold, which had been a great success, stood where the Union Trust building now does and was torn down in 1887. I have heard it remarked, that the going out of existence of the old Griswold had much to do with the creation of the Wayne. However, the Russell had come into existence but a few years prior to the outgoing of the old Griswold, and cut in on the patronage there. But at the best the old Griswold had served well for many years and was always considered a high-class institution. So far as I have been able to learn, what is now the Griswold Hotel had no connection with the old Griswold, adopting the name, changing from Goodman, due to the prestige of the good name of the dismantled hotel.

The Cadillac Hotel, standing where the now Book-Cadillac stands so majestically, received its first guest in 1890. This hotel, as most readers know, was considered one of the better hotels of the Middle West, if not all the country. In the meantime the Hotel Normandie was in course of construction and opened in April, 1891. This hotel also was considered a real necessity in hotel life for Detroit. It was of the better class from its inception; its early success was possibly not as great as the Cadillac, yet it kept going, always high-class for many years, when its proprietors met reverses and it was somewhat impaired in reputation and success. Later, under the guidance of the present owner and proprietor, George Fulwell, the Normandie came back into its own and to-day stands exceedingly well for one of the older hotels of the city. The St. Clair Hotel, on Gratiot avenue, built by the Brush estate, came into existence soon after this. This hotel was distinctive, first, because it was the first so-called fireproof hotel of Detroit; second, because it catered largely to permanent patronage, family trade so to speak; it however, enjoyed a very good transient patronage, mostly up-state folks. Reno G. Hoag.

SUCCESSFUL SALESMEN.

George A. Hudson, Michigan Representative For Haskins Bros.

George A. Hudson was born in Bay City, July 24, 1885. Both parents were of English descent. His parents soon removed to Big Rapids, where he lived until 8 years old. They then removed to Mt. Pleasant, where George graduated from the public schools. His first espousal of business was as clerk in the general store of Carr & Granger, where he remained four years. He then engaged in the grocery business in company with J. Hart under the style of Hart & Hudson. A year later he bought out his partner and continued the business two years longer on his own account, when he sold out to accept a position as Western Michigan representative for the Columbia Conserve Co., of Indianapolis. This necessitated his removal to Grand Rapids, which he made his headquarters for several years. Two years later he transferred himself to Dodson & Browne, of St. Louis, covering Cleveland, Detroit and Grand Rapids territory. Three years later he engaged to handle Palm Olive soap in Michigan and Indiana and North and South Dakota. Four years later he made a final change to Haskins Bros., of Soo City, Iowa, with whom he has just started on his ninth year. He covers Michigan with great thoroughness and resides in Detroit.

Mr. Hudson was married in 1904 to Miss Minnie F. Deming, of Cass City. They reside at 1416 Hazelwood avenue. Mr. Hudson is a Mason, including the Red Cross degree.

Five years ago Mr. Hudson joined the Detroit Association of Manufacturers Representatives, composed exclusively of men who handle staple grocery lines. He is now serving his second year as President.

Charity Ball To Be Given By Kalamazoo Travelers

Kalamazoo, April 6—The seventh annual charity ball for the benefit of Pretty Lake Vacation Camp will be held Friday night, April 16, under the auspices of Kalamazoo Council, United Commercial Travelers. The dance will be held at the Masonic temple.

The committee in charge of plans for the party this year is composed of J. A. Verhage, H. A. Bauer, J. J. McGuire, A. W. Anderson, and W. A. Stockbarger. In past years the Pretty Lake benefit dances have been very successful and the council hopes to make the 1926 party the largest held thus far.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Roosevelt Die Works, Detroit. Flint Saturday Evening Ledger Publishing Co., Flint. E. B. Badger & Sons, Detroit. Builders' Commercial Agency, Detroit. National Cable & Mfg. Co., Niles. George C. Leitch Co., Detroit.

Astounding.

Eli Riemer is a patient at the local hospital with a broken leg, as a result of a fall at his home. Fifty years ago the same limb was amputated.

Don't Say Bread

— Say

HOLSUM

WORDEN GROCER COMPANY

THE PROMPT SHIPPERS

A BIG WINNER

QUAKER COFFEE
HOT FROM THE POT
SATISFIES

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

Makes customers repeat

WORDEN GROCER COMPANY

Wholesalers for Fifty-seven Years

Ottawa at Weston

Grand Rapids

The Michigan Trust Company Receiver

MOVEMENTS OF MERCHANTS.

Bessemer—The C. Hansen Lumber Co. succeeds Cornelius Hansen in business.

Shepherd—J. A. Sadler succeeds W. F. Best in the grocery and bazaar business.

Conklin—Edward Willard succeeds C. H. Baldus in the grocery and meat business.

Detroit—The A. J. Chestnut Lumber Co. has engaged in the wholesale business.

Cadillac George E. Lantzinger succeeds L. C. Schalow in the grocery, tea and coffee business.

Grand Rapids—The Martin Stores Corporation, has increased its stock from \$150,000 to \$200,000.

Detroit—A. Posselius & Co., 1440 Gratiot avenue, has changed its name to the Posselius Furniture Co.

Ann Arbor—The Ann Arbor Dairy Corporation has increased its capital stock from \$51,000 to \$102,000.

Detroit—The Munger-Guthrie-Brand Lumber Co. succeeds the Munger-Guthrie Lumber Co. in business.

Caledonia—Harold Koster has purchased the general stock of the I. A. Barnum estate, R. F. D. from here.

Detroit—The Scheiwe Coal & Coke Co., 6356 Mack avenue, has changed its name to the Scheiwe Coal & Ice Co.

Detroit—The Cadillac Bedding Co., 260 East High street, has changed its name to the Cadillac Cotton Products Co.

Detroit—The M. H. Hussey Lumber Co., 3472 Hart avenue, has increased its capital stock from \$250,000 to \$300,000.

Bruce Crossing—The Settler's Co-Operative Trading Co. has increased its capital stock from \$15,000 to \$50,000.

Reed City—H. C. Starr, formerly engaged in trade at Homer, has opened Starr's Variety Store in the Montague building.

Lawrence—George Riley, proprietor of the Dixie Inn for the past three years, has closed it and removed to Battle Creek.

Cedar Springs—E. G. Storey has sold his stock of groceries to Ray Elkins, who will continue the business at the same location.

Bay City—The Kolb-Cerola Co. has changed its name to the Kolb-Beverage Co. and decreased its capital stock from \$100,000 to \$50,000.

Grand Rapids—The Roseberry-Henry Electric Co., 507 Monroe avenue, N. W., has increased its capital stock from \$10,000 to \$100,000.

Reed City—Charles Hill, who recently sold his Butcher Boy Market, has re-engaged in the meat business in the Holgren building, under his own name.

Milan—Mr. Draper is the name of the new proprietor of the newly remodeled and refurnished Stimpson hotel which opened for business April 1.

Colon—Charles Crawford, recently of Schoolcraft, has purchased the brick store building, cigar, tobacco and billiard business of J. F. Haack, taking immediate possession.

Benton Harbor—The Warner Auto Accessories Co. has decreased its capital stock from \$100,000 and 10,000 shares no par value to \$100,000 and 8,000 shares no par value.

St. Johns—A. C. Martin, proprietor of the Steel hotel, has remodeled and refurnished the dining room on the second floor and opened it to the public for the first time in ten years.

Lansing—The Hager & Cover Lumber Co., 217 East Shiawassee street, has been incorporated with an authorized capital stock of \$350,000, \$1,200 of which has been subscribed and paid in in cash.

St. Louis—The department store conducted by the Michigan Buyers, has been purchased by the Economy Department Store Co. of Mt. Pleasant, who will conduct department stores in both places.

Lansing—Ralph W. Meanwell, who has been associated with J. H. Burton, of Burton's Walkover Boot Shop for the past 14 years, has been admitted to partnership and the business will be continued under the same style.

Big Rapids—Jake Hangstafer, 61 years of age, meat dealer for the past 25 years, dropped dead at his home, April 4, as a result of heart disease. Mr. Hangstafer is survived by a daughter, Mrs. Frank M. Dee, of Detroit.

Kalamazoo—The Music Shop, South Burdick street, has made a voluntary assignment for the benefit of its creditors. P. J. Redmond has been named receiver. The business is owned jointly by Lansing and Kalamazoo capital.

Detroit—The Flasher Service Co., 4222 Woodward avenue, electric signs, has merged its business into a stock company under the same style with an authorized capital stock of \$200,000, all of which has been subscribed and paid in in property.

Detroit—The Bonny Tot Shop, 8915 Linwood avenue, has been incorporated to deal in children's wearing apparel, with an authorized capital stock of 500 shares at \$10 per share, all of which has been subscribed and paid in, \$400 in cash and \$4,600 in property.

Highland Park—Walter A. Carroll, Inc., 14053 Woodward avenue, has been incorporated to deal in pianos, phonographs, radios, etc., with an authorized capital stock of \$50,000, \$35,000 of which has been subscribed and paid in, \$15,000 in cash and \$20,000 in property.

Muskegon—Peter A. Miller has merged his meat business into a stock company under the style of Miller Markets, Inc., 135 West Western avenue, to conduct a wholesale and retail business in meats, fish, coffees, canned goods, etc., with an authorized capital stock of \$100,000, of which amount \$51,000 has been subscribed, \$10,620.29 paid in in cash and \$38,379.71 in property.

Manufacturing Matters.

Jackson—The Walcott Lathe Co. has changed its name to the Walcott Machine Co.

St. Clair—The Amboy Manufacturing Co. succeeds the Comet Coaster Wagon Co.

Detroit—The Detroit Stove Works,

6900 East Jefferson avenue, has changed its name to the Detroit-Michigan Stove Co.

St. Clair—The St. Clair Stamping Co., 7th and Frances streets, has been incorporated with an authorized capital stock of \$25,000, \$18,000 of which has been subscribed and paid in in cash.

Detroit—The Wilcke-Armstrong Co., 3199 Monroe avenue, has changed its name to the Justrite Carburetor Co. and its capitalization from \$50,000 and 30,000 shares no par value to 45,000 shares no par value.

Detroit—William A. DeLee, Inc., 4829 Woodward avenue, manufacturers' agent, has been incorporated with an authorized capital stock of \$30,000, of which amount \$9,000 has been subscribed, \$312.79 paid in in cash and \$8,187.21 in property.

Detroit—The Detroit Tire Pont-Valve Co., with business offices at 709 Pontiac Bank building, Pontiac, has been incorporated to manufacture and sell auto accessories and other devices, with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in property.

Muskegon—The Muskegon Wood Products Corporation, Nims street, has been incorporated to manufacture and deal in wood products at wholesale and retail, with an authorized capital stock of \$200,000, of which amount \$185,000 has been subscribed, \$30,000 paid in in cash and \$95,000 in property.

Gabby Gleanings From Grand Rapids.

Grand Rapids, April 6—Richard Warner, Jr., (Colonial Salt Co.) has returned from California, where he put in five weeks in search of recreation and health. He succeeded in capturing both and comes back to his work with renewed hope and energy.

G. R. Clark, buyer for the Worden Grocer Co., who was seriously injured by being struck by an automobile about four months ago, has gone to Centerville, Penn., to remain until he is completely recovered. Mr. Clark was connected with the company twelve years at Kalamazoo, three years at Battle Creek and a year and a half at Grand Rapids.

John H. Millar (National Candy Co.) writes Gabby as follows: "I note Mr. White states in the Tradesman that Charles Hoffman died many years ago. I happen to know that he is very much alive and still resides at 1411 East Fulton street at 87 years of age. I remember back as far as 1879 when Mr. Hoffman was in the bakery and lunch business on Monroe avenue. He still owns the building. The bakery was in the basement and Charles Jandorf, previous to going into business for himself, was a baker in the employ of Mr. Hoffman, Herrick & Randall, Charles Hoffman and Bemis Bros. conducted adjacent stores on Monroe avenue in those early days."

J. H. Gingrich, formerly manager of the Blizzard Sales Co. here, now President and General Manager of the Joseph Dick Manufacturing Co., Canton, Ohio, was a Grand Rapids visitor several days last week.

Louis I. Koster (Edson, Moore & Co.) celebrated his 70th birthday at his commodious home in Grand Haven March 28. L. J. expected to have a houseful, but he found to his dismay that he had even more friends than he thought he had. The next time he undertakes to celebrate a natal anniversary he will hire a hall or postpone the celebration until the weather will permit him to hold it on the shore of Lake Michigan, where all who

wish to pay him homage can get a glimpse of his beaming countenance.

Grand Rapids Council will hold their annual memorial service Sunday April 11, at 3 p. m. in the council rooms, Rowe Hotel.

The Salesmen's Club of Grand Rapids, at their weekly luncheon Saturday at Pantlind Hotel, will be addressed by Chas. F. Cornelius, of the Wolverine Brass Co., on "The Elimination of Waste."

A Northern Michigan banker asked a Pullman porter the amount of his average tip. The negro replied that the average amount was \$1. The banker handed him a dollar. The porter caressed the silver coin affectionately and said: "Yessuh, boss, but you is de fust puhson what has come up to de average."

Congressional Attempt To Date Canned Goods.

A bill was introduced in Congress last week that will give the canners and packers great concern, especially the packers of fruits and vegetables that are often carried over from year to year. It contains a requirement that all cans, pots and containers of food products, hermetically sealed, shall have the date on which such container was sealed conspicuously marked thereon. It was introduced in the House by Representative Hammer, of North Carolina. The bill would amend the pure food law.

Under the terms of this measure failure to date the can would constitute misbranding. No legislation of this kind has been attempted for many years, and no bill containing this one particular requirement has been offered, although this, with other requirements, have been suggested to the House Agricultural Committee, but no favorable action taken. The Representative contends that no food product required to be hermetically sealed is wholesome and suitable for food for more than twelve or eighteen months, and while he expects the packers to oppose this proposed legislation, he does not understand why they should do so if they do not have in cold storage food products which have been there for several years.

This bill has arisen before, both in Congress and the State Legislatures, but the packers have always been able to kill it.

Matrimonial Joke Victim Is Still Hearing From It.

Hood River, Ore., April 2—Clint Mooney, of Hood River, was the victim in 1924 of a practical joker, who put a matrimonial note in a box of Mr. Mooney's apples. Mr. Mooney is still hearing from it. The note in the apple box depicted Mr. Mooney as a wealthy orchardist, who had a fine farm, a handsome home and four automobiles, with nothing lacking but a wife to make him happy. The apples went to England and the story was printed widely in that country. As a result Mr. Mooney got three cablegrams in one day from English spinners and one week's mail brought him 500 letters from lonely women in England and Scotland. The letters, at this late date, are still coming in, but apparently the story has been printed recently in some American publications, for most of the letters are now from this country. Mr. Mooney is decidedly not in the matrimonial market. For one thing he is happily married already and has a family of children.

Essential Features of the Grocery Staples.

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

Tea—Market has had a quiet week. The holiday had something to do with this and another factor is the belief on most buyers' part that prices are too high. Buyers are buying it in a very conservative way. No change has occurred during the week. India teas are steady and Ceylons are firm. Java teas are bound to decline shortly, and it is possible to find shading here and there in everything but the finest grades. Other grades of tea are unchanged.

Coffee—The market has shown but little animation during the past week. The holiday is partly responsible for first hands dullness. The market, however, on Rio and Santos coffee, green and in a large way, has not shown very much change during the past week, possibly in the whole list there is a small fraction lower owing to weak news from Brazil. Milds show no change for the week. The jobbing market for roasted coffee is about unchanged, with a fair demand.

Canned Fruits—The fruit situation is in favorable shape and from surface indications it is apparent that there will be a close clean-up of all California packs before new crop. As it is, pears are the only item which it is fairly easy to buy. Peaches are being sought in all grades and sizes and as they made money for buyers they are favored for 1926 offerings. Pineapple has been a consistently good seller all along. Berries are scarce. One of the unsettled items is fallen apples, which have been affected by the overabundance of fresh fruit.

Cannd Vegetables—Peas, corn, tomatoes and string beans are four of the biggest sellers at retail, especially through the chain stores. The market on full standard packs has been fairly stable of late, so much so that there is a growing enquiry for large blocks for later outlets. Much of this demand is unsatisfied, since the buyer and seller fail to get together on the price. The former no longer can write out his own sales ticket among the larger packers, and as the smaller canners are eliminated the trend is toward a healthier undertone and more confidence, and the possibility of trading in futures increases.

Canned Fish—The packers of tuna fish opened new prices during the week on a rather high basis, which the trade will not accept without protest. Buying since the naming of prices has been rather light, in the belief that the packers would have to come down. Pink salmon is more active than it was a week ago, with an upward tendency in prices. Red Alaska salmon is unchanged and quiet. Prices, however, are firm. There has been no change in any other line of canned fish.

Dried Fruits—Shortages are quite general, as there is a free exchange of spot merchandise in the way of inter-trading. Stocks are scattered as to assortment and source. No one is heavily burdened; on the contrary,

after a long period of liquidation, merchants are getting short of some sizes or grades and pick up for their needs as the market offers the most striking bargains. Goods in transit are not heavy; local offerings certainly are at their lightest since 1925 crops were first delivered; consumption is well up to normal, while Coast markets on all dried fruits are much firmer. Relatively higher and more strongly controlled than those in jobbing centers. These conditions, and others of lesser importance, all tend to indicate a better market during the second quarter of the year than in the first. Already buyers are going to the Coast for raisins and with better domestic conditions and support from Europe prunes are next in line for improvement. Apricots and peaches remain firm under the influence of light stocks in all positions.

Beans and Peas—The trade in dried beans has been very sluggish during the past week. The situation is easy throughout the entire list, as it is in dried peas.

Cheese—The market has been steady during the entire week, with a fair demand.

Nuts—Brazil nuts are becoming the headliner. New crop is coming in more freely and as there was a light carryover it is going right out into consuming channels. Summer and fall outlets are not being extensively considered, but there is enough demand for transient outlets to absorb arrivals without an accumulation. Walnuts are cheap, even for the better types. The shortage of almonds is felt in all varieties. Filbert stocks have been picked over and good quality nuts are scarce and are commanding premiums over other descriptions.

Provisions—In primary markets hogs have strengthened a little, owing to the shrinkage in the supply. No material advance occurred and none that affected the jobbing market for hog products, all of which remain unchanged for the week. Beef products are steady in all markets, with a light demand.

Salt Fish—Lent is over, with everybody reporting a good demand for mackerel. Mackerel has been cheap this year and abundant, and the quality has been good. The result is that retailers that were on the job and gave this fish a hand, sold a good many. The supply of mackerel shows a considerable diminution owing to the active Lenten trade, without, however, any particular change in prices.

Rice—Southern markets are developing a stronger undertone because of a withdrawal of stocks at former prices since millers think that rice quotations will advance before long. Growing conditions have been unfavorable and with moderate to light supplies of carryover sentiment is completely changing. The spot market has not altered, but remains dull. Offerings are light. Foreign rice is also without change.

Syrup and Molasses—Molasses has had an uneventful week. High grade grocery molasses is wanted. There is a good, active demand, without any

change. The demand will undoubtedly ease off very shortly. As to syrups, compound syrup is steady, but quiet. Sugar syrup is unchanged without incident. The output is rather light. Prices are steady to firm.

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	-----	\$3.25
125s	-----	3.25
138s-150s	-----	3.00
198s-224s	-----	2.50

Asparagus—65c for large bunch of California.

Bananas 7½¢@8c per lb.

Beans—Michigan jobbers are quoting new crop as follows:

C. H. Pea Beans	-----	\$4.35
Light Red Kidney	-----	9.25
Dark Red Kidney	-----	9.00
Brown Swede	-----	6.50
Cranberry Beans	-----	7.50

Brussel's Sprouts—Florida, 40c per quart.

Butter—Early in the week the market for butter eased off and declined a small fraction, and after going steadily for a few days, it did the same thing again. At the present time the market is strong and higher and rather unsettled. Holders are anxious to sell, but buyers are indifferent, which is the usual result. The above applies to fine creamery butter. Other grades show no change, but they are weak in sympathy with fine grades. Holders sell fresh packed at 40c and prints at 42c. They pay 25c for packing stock.

Cabbage—\$5.50 per crate for new from Texas.

Carrots—New from Texas, \$2.25 per bu.

Cauliflower—California, \$2@2.25 per crate of 9 to 14 heads.

Celery—California washed jumbo, 75c.

Chalotts—\$1 per doz.

Cocoanuts—\$1 per doz.

Cucumbers—\$2.75 per doz. for hot house stock from Illinois and Indiana.

Eggs—The egg market is very sensitive, due to the reaching of the period of greatest production. There have been some small fluctuations in eggs during the week, but most of them have been downward. In spite of some heavy receipts there is a very active demand for fine fresh eggs and the market is taking everything that comes at full prices. Lower grades remain unchanged. Local dealers pay 26¢@27c for strictly fresh and hold candled stock at 28¢@29c.

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	-----	\$5.50
California Iceberg, 5s	-----	5.50

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

Seedlings, 50c cheaper.

Floridas are in ample supply on the following basis:

126	-----	\$5.50
150	-----	5.75
176	-----	6.00
200	-----	6.00
250	-----	6.00

Parsley—\$1 per doz. bunches for jumbo

Peppers—Green, from Florida, \$1 per doz.

Potatoes—Buyers are paying \$2.75@3 per bushel. The market is very firm.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls	-----	30c
Light fowls	-----	25c
Springers, 4 lbs. and up	-----	30c
Turkey (fancy) young	-----	39c
Turkey (Old Toms)	-----	32c
Ducks (White Pekins)	-----	26c
Geese	-----	15c

Radishes—90c per doz. for home grown hot house; 60c for Arkansas White Top.

Spinach—\$1.25 per bu. for Texas.

Sweet Potatoes—Delaware kiln dried \$3.25 per hamper.

Tangerines—\$4.50 per box of any size.

Tomatoes—California \$1.75 per 6 lb. basket.

Veal Calves—Wilson & Co. pay as follows:

Fancy	-----	16½c
Good	-----	14½c
Medium	-----	13½c
Poor	-----	9c

Fewer Georgia Peaches This Year.

Georgia and North Carolina may still have a fairly good crop of peaches notwithstanding the widespread injury resulting from the freeze of March 14, according to reports to the Department of Agriculture from producing sections. Reports from Georgia growers indicate that from 40 to 45 per cent. of the peach blooms were killed by the freeze. Temperatures in the peach section are reported to have been down to from 18 to 24 degrees. The Hiley variety of peaches was apparently injured the most, as 65 to 75 per cent. of the blooms are reported to have been killed. Elbertas are reported to have lost 50 to 60 per cent. of the blooms and Georgia Belles 35 to 40 per cent. Carmen and other varieties appear to have suffered only slight injury. The greatest damage occurred in the main central belt of Georgia including Houston, Peach, Macon and Jones counties, where about 90 per cent. of the trees were in bloom.

IN THE REALM OF RASCALITY.

Cheats and Frauds Which Merchants Should Avoid.

Be on the lookout for a group of three men who solicit advertisements for a souvenir booklet in behalf of the Letter Carriers Association. Having cleaned up more than \$1,000 in Flint, they moved to Saginaw and secured the permission of the local Letter Carriers Association to help them raise some money for their fund. Their scheme is to call upon the unsuspecting merchant, business or professional men and tell them they represent the Letter Carriers Association and would like to aid the Carriers convention fund or sick fund—in fact, they used the many different excuses for the donations. The business man, thinking he would help out his letter carrier, would give a check for an advertisement. The only trouble with the proposition is that this scheme is against the Postal Laws. The men receive 50 per cent. of the proceeds and several other perquisites. They were chased out of Saginaw, due to a warning by the Credit Bureau sent to all its members, but will be working in the future in every city in Michigan, Ohio and Indiana. Do not give any money to these solicitors.

The Beacon Knitting Mills of New York City has been ordered by the Federal Trade Commission to discontinue certain practices held to constitute unfair methods of competition. The Commission found it advertised its business under various slogans which purported that it was manufacturer of the goods it sells, whereas it does not own a manufacturing establishment, 30 per cent. of the goods coming from knitting mills and 70 per cent. from home knitters. Respondent was ordered to cease using the words "knitting mills" or words of like import in its name or of representing that it was a manufacturer, when such was not the case.

One of the favorite "indoor sports" in the producing end of the ready-to-wear trade nowadays, and especially this season, is the "gypping" of consumers who go to the showrooms to buy garments at wholesale prices. Although direct-to-consumer selling has been fought against by the retail trade for years, it was further said to have become so widespread that on an average Saturday—the big day for this type of selling—some of the manufacturers who indulge in the practice do a larger business with consumers than many of the less important retailers do themselves.

The further assertion is made that several manufacturers are deliberately angling for consumer business in different ways, one of the simplest of which is to have employees or some friend or relative of members of the firm pass out cards to various acquaintances and with the suggestion that they will be properly taken care of if they buy of the firm named. The success of this plan, as well as the others that are used, is apparent from the number of consumers seen on

Tax Exempt in Michigan

\$125,000

THE PARKER INN

ALBION, MICHIGAN

First (Closed) Mortgage Sinking Fund 6% Gold Bonds

Dated February 1, 1926

Due February 1, 1936

Interest payable semi-annually February 1 and August 1 without deduction for normal Federal Income Tax up to two per cent. Principal and interest payable at the office of The Michigan Trust Company, Grand Rapids, Mich. Coupon bonds in denomination of \$1,000 and \$500. Registerable as to principal. Redeemable as whole or part upon sixty days' notice on any interest date at 102½ and interest.

In the opinion of Counsel these bonds will, upon completion of the building and based upon appraisals by two officers of The Michigan Trust Company, be **LEGAL FOR SAVINGS BANKS** in Michigan.

THE MICHIGAN TRUST COMPANY, GRAND RAPIDS, MICH., TRUSTEE

Mr. Harry B. Barker has summarized his accompanying letter as follows:

PROPERTY: The Parker Inn is located on Michigan Avenue, at Monroe Street, in the city of Albion, within a short distance of the business district, theatres, New York Central Railway, interurban lines, and two block from Albion College. The property consists of 132 feet fronting on Michigan Avenue and approximately 214.5 feet on Monroe Street, together with a new, modern, fireproof four-story hotel of 72 rooms, designed to meet the present day requirements. Albion is a rapidly growing industrial city, beautifully situated on the Kalamazoo River, 20 miles west of Detroit, located on the main state highway between Detroit and Chicago.

SECURITY: These bonds will be secured in the opinion of Counsel by a first (closed) mortgage on the land, hotel building, and furnishings owned by the Albion Community Hotel Corporation. The total value of the property to be mortgaged and pledged, based on appraisals by the H. L. Stevens Co. of Chicago, Mr. John L. Biyd and Mr. Commodore P. Linn of Albion, are as follows:

Building	\$233,208.50
Land	25,000.00
Furnishings	40,000.00
Total	\$298,208.50

MANAGEMENT: The Parker Inn will be managed by the Wiggins Hotel Company, which has been engaged in the successful operation of hotels for a number of years and is now operating hotels in Pennsylvania, Ohio and Florida. The policy of the Wiggins Hotel Company is to spare no expense or effort in maintaining its equipment and hotel in highest condition.

EARNINGS: The average annual earnings of the hotel as estimated by Mr. Wiggins, of Wiggins Hotel Company, available for interest charges and sinking fund amounts to \$33,700.00, or more than four and one-half times the maximum interest requirements on these bonds.

SINKING FUND: The indenture securing this issue will provide for a sinking fund to commence operating February 1, 1928, and thereafter to retire not less than \$55,000 of this issue prior to maturity.

EQUITY: This issue of bonds will be followed by \$175,000 of 7% Cumulative Preferred Stock and 1750 shares No Par Value Common Stock, which have been purchased for cash by the stockholders of the Albion Community Hotel Corporation.

PURPOSE OF THE ISSUE: The purpose of this issue is to provide for the completion, furnishing and equipping of the hotel and working capital.

LEGALITY: All legal matters pertaining to this issue are under the supervision of Travis, Merrick, Warner & Johnson, Grand Rapids, Michigan, for the bankers, and Mr. Adrian F. Cooper, of Albion, Michigan, for the company.

We offer these bonds when, as, and if issued, subject to the approval of the Counsel.

Price 100 and Accrued Interest, to Yield 6%

LINK, PETTER & COMPANY

Investment Bankers

Michigan Trust Bldg.

Grand Rapids, Michigan

The statements made above are not guaranteed, but are based on reports and other information which we believe to be entirely reliable, being the data upon which we have acted in purchasing these securities for our own account.

Saturdays in the showrooms of the manufacturers who go in for this class of business.

According to the informant of the Tradesman, there are three very bad features about the increase in this type of selling. The first is that it hurts the retailers, the second is that hundreds of consumers are annually being sold garments "at wholesale" at retail prices or higher, and the third is that, in many cases, the Government derives no benefit from income taxes on such sales because no book record is kept of them.

So far as the consumer is concerned unless he or she is "on the inside," no better than the full retail price can be obtained by purchasing direct from the manufacturer, unless the latter makes a business of selling his entire output direct to the wearer. In fact, it is said in some houses, the models and others who wait on consumer customers are given bonuses for all sales they make at prices above the regular retail figures.

This department has repeatedly warned its readers not to have any dealings with the Steber Machine Co., of Utica, N. Y. A recent issue of the Utica Herald contains the following information:

The Steber Machine Co. by Frank G. McLoughlin, president, has filed a petition in bankruptcy in the office of the clerk of the United States District Court here. Assets are given at \$59,937.63 and liabilities at \$48,641.13. There are not preferred creditors.

These assets are given as \$59,937.63, among them are: Personal property office equipment, \$2,830.76, accounts receivable, \$3,339.31; installments accounts in sale of knitting machines, about 465 in number, \$17,425.76; policies of insurance, \$530.66; deposits of money in bank, \$2,140.46; balance in machinery, deposits of money in bank, \$2,140.46.

The company has in the last five years entered into contracts with knitters in the United States and Canada to furnish yarn to the knitters and pay for socks knit in sums from \$2 to \$2.25 per dozen. There are about 12,000 of these contracts outstanding.

Men may preach against wildcat investments and the Tradesman print all the preachments, but the public appears to be just as eager to-day as it ever was to try to make \$2 by planting \$1 in worthless soil. A spinster lived on the outskirts of a little Michigan town. Her house was one of those little Colonial affairs, painted white, with a picket fence around it and with plenty of lawn, trees and flowers. This spinster had an income of about \$2,700 a year from an investment of something like \$48,000 left her by her parents. It was all the money she needed. The income gave her plenty for her own needs and a little besides for charity.

Came one day a well-dressed, smooth talking man who told her that her income was too small, and then proceeded to convince her that her capital could easily and safely earn \$5,000 a year. There were many talks, and the spinster, often lonely, was glad to have the suave stranger call. Maybe he touched her heart by his gallantries.

Anyway, she sold her gilt-edged stock and bought from this stranger a bunch of gayly printed stock certificates in a patent breadmaking concern. This elderly spinster is now living around among her relatives, seeking temporary asylums from those who are happier when she leaves them than when she arrives. That might be called a typical case.

What that poor old lady should have done was to have consulted her minister, a neighboring lawyer or the President of the local bank. Or she might have referred the matter to the United States Attorney of her district. If she had done this and taken the advice she would have undoubtedly received she would not have lost her money, and very likely her suave visitor would now be behind the bars of a jail, a place where he deserves to be.

Cheaper To Steal Automobile.

It is a more serious offense under the Michigan statutes to steal any old kind of a horse than the most valuable automobile. Prof. John Barker Waite, of the University of Michigan Law School, mentions this fact in an article in the March number of the Michigan State Bar Journal on "Incongruities in the Statutes Regarding Punishments." One who steals an automobile can be convicted under the general larceny statute, section 15298 Compiled Laws. The maximum penalty is five years in prison, if the value of the stolen car is more than \$25. If the taker does not intend to steal it, but merely "unlawfully and without authority, takes possession and drives it away," he is liable to 10 years in the penitentiary, Section 15430 Compiled Laws. For stealing a horse, regardless of value, the maximum penalty is 15 years. If one is convicted of larceny of an automobile even the five year maximum depends on it being worth more than \$25. Prof. Waite cites other incongruities in the statutes. These are suggested for consideration by the special commission for revision of the criminal statutes authorized at the recent special session of the Legislature.

Call For Scarfs Quite Notable.

Higher grade scarfs have met with an active pre-Easter call from practically all sections of the country, according to leading wholesalers of this merchandise. Present coat and dress styles are such as to indicate a continued vogue for the scarf as an accessory, it was added. Novelty patterns of wide variety in hand-blocked merchandise dominate in the better merchandise, while regulation printed effects are available in the cheaper goods. Color is rampant in all of the scarfs, the vivid and the softer pastel tones being well to the fore.

SWORN STATEMENT FURNISHED THE POSTOFFICE DEPARTMENT.

Statement of the ownership, management, circulation, etc., of the Michigan Tradesman, published weekly at Grand Rapids, Michigan, required by the Act of Aug. 24, 1912.

State of Michigan, } ss.
County of Kent,

Before me, a notary public in and for the State and county aforesaid, personally appeared Ernest A. Stowe, who, having been duly sworn according to law,

deposes and says that he is the business manager of the Michigan Tradesman and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Editor—E. A. Stowe, Grand Rapids.
Managing Editor—E. A. Stowe, Grand Rapids.
Business Manager—E. A. Stowe, Grand Rapids.
Publisher—Tradesman Company, Grand Rapids.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of the stockholders owning or holding 1 per cent. or more of the total amount of stock.)

E. A. Stowe, Grand Rapids.
F. E. Stowe, Grand Rapids.
F. A. Wiles, Grand Rapids.

3. That the known bondholders, mortgages, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities, are: NONE.

4. That the two paragraphs next above, giving the names of owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

E. A. Stowe, Business Manager.
Sworn to and subscribed before me this 5th day of April, 1926.
(SEAL) Florence E. Stowe.
Notary Public in and for Kent Co., Mich.
(My commission expires Jan. 26, 1927.)

\$1,650,000 Grand Rapids Show Case Co.

Grand Rapids, Mich.

Fifteen Year 6%
Sinking Fund Gold
Debentures

Due April 1, 1941

Direct obligation of the Company whose total assets, less depreciation, are valued at over \$7,000,000. Current Assets as of November 30, 1925 are in excess of thirteen times current liabilities. For the four years and eleven months, ended November 30, 1925 average annual net income, as certified by independent auditors, after Federal Taxes (computed at current year rates—13%) but before depreciation and interest paid and after adjustment of officers' bonuses to new basis, was about 6¾ times total annual interest charges on this issue.

Price 99½ To Yield 6.05%

Howe, Snow & BERTLES INC.

Investment Securities
GRAND RAPIDS

New York Chicago Detroit

All Aboard For MUSKEGON

The annual convention of the Retail Grocers and General Merchants Association of Michigan will be held next week—April 13, 14 and 15—at Occidental Hotel, Muskegon.

Of course, all of the members will be there, but also we wish to invite all other merchants of the State to join.

This is to be a practical convention, with short, snappy talks and those who are acquainted with President Christensen know that the business sessions will not drag when he presides.

Following are a few of the subjects which are on the program:

"Collective Advertising", by J. E. Pease, Kalamazoo.

"Operation of a Meat Market", by I. M. Hoagland, Chicago.

"Salesmanship in a Retail Store," by Glenn E. DeNise, Muskegon.

"What is the Quality Service Plan for Michigan?" John Boonstra, Muskegon.

Other speakers will be J. C. Beukema and David Chinblom.

The Muskegon Committee has planned a wonderful program of entertainment and the Occidental Hotel is prepared to house us comfortably.

"We are all set."

Don't forget to bring your wife.

PAUL GEZON, Sec'y.

THE POTASH MONOPOLY.

Again the Department of Commerce has made one of its discoveries concerning foreign monopolies. This time it has come in the form of a "survey" made by the Chemical Division of the department, and it relates to potash. Nothing new is disclosed and no suggestion is made as to how things may be changed. There is no pretense that any interest in this country has been or is injured by the existing potash combination, nor is there any evidence that any complaint has been made by users of potash in this country. The facts have long been known to everybody concerned. Before the war Germany had a monopoly in potash salts, which are mainly used as an ingredient of fertilizers. When France recovered Alsace she became a factor because of the existence of potash beds in that province. At one time it looked as though there would be cut-throat competition between the German and French potash owners. This was averted by an agreement between the two, each being allotted a certain percentage of production and sales. This country is the best customer for the product. But the monopoly thus formed instead of following the American theory of charging "all that the traffic will bear," determined that the best way for all concerned was to try and increase the use of potash by keeping down the price to a fair level. This has been done to the apparent satisfaction of all concerned. No one complains about the price fixed, which is conceded to be reasonable. It is possible to produce potash in this country but at a cost which is prohibitive. To shut out the foreign product by a prohibitive duty would be to put an added tax on the farmers of the country and increase the cost of the foodstuffs they produce. This is why nobody in the Department of Commerce has any suggestion to make regarding the potash situation.

WOOLS AND WOOLENS.

Viewing the wool situation as a whole, it looks like a trial of endurance between the holders of the article and those who make use of it. Auction sales have been held in London and in Australia, New Zealand and elsewhere; but nowhere has there been what might be called an unrestricted sale. Holders have not been willing to let wools go at offered bids unless these came up to the levels they had fixed. In a few instances certain wanted varieties have recently brought 3 or 4 cents a pound more than they did a month ago, and much has been made of this circumstance. This is the case with regard to some of the New South Wales offering. South American wools have shown a disposition to go lower. From Uruguay, for instance, the American Minister, U. Grant Smith, sent word to the Department of Commerce that the impression prevails, with the crop about half disposed of, "there will shortly be a slowing down in the process of liquidation, with consequent lower prices on all grades." In this country there has been some buying, in Wyoming, Utah, Nevada and Arizona, of wool before shearing at from 30 to 34 cents, which

means about \$1 clean landed cost in Boston. The goods market continues to be without special feature. Clothing manufacturers will start their men on the road this week and their orders for fabrics for Fall will depend on the responses from the retail clothiers. The latter, in turn, will be governed somewhat by their sales for Spring, some of which are still to come. Women's wear fabrics are still a little slow and some choice lines of them may not be shown for a fortnight or so. Coatings of pile fabrics are expected to take well again.

COTTON AND COTTON GOODS.

One day last week reports came in of a snowstorm and cold weather in Texas and over other portions of the cotton-growing district. The first effect was to send cotton prices up 10 or a dozen points. This was on the theory that the crop for this year would be hurt by the weather. Second thoughts followed, however, as it was reasoned out that the cold weather would have the tendency to kill the boll weevil and that the moisture would be of great benefit to the soil. Thereupon quotations went down again to about their former level. That most of those interested expect cheaper cotton a few months from now is generally conceded. It is for this reason that spinners are buying warily and only for needs just ahead and, for the same reason, that buyers of cotton goods are doing the same. Much was made earlier in the season of the fact that considerable of last year's crop was stained. It appears, however, that some of the Southern mills have been using a process for bleaching such cotton and making it a clear white. This is done at a cost of 2 cents per pound, while the stained cotton has been selling at 7 cents per pound less than the white. There continues to be an easing up in the prices of printcloths and the heavier cottons like duck and denims. Not much business has followed the reductions, buyers being inclined to wait as long as possible before ordering. A backward season has kept down wash goods sales. Prints and rayon mixtures, however, continue to do well. Knit underwear for Spring is making some headway, but hosiery remains rather dormant.

Forty-four per cent. of the world's nitrate needs will be met this year by the fixation of atmospheric nitrogen. This statement of capital significance was made before the Princeton Chemical Club by Dr. Frederick G. Cottrell, chairman of the Fixed Nitrogen Research Laboratory at Washington. It points toward the end of international struggles over possession of nitrate fields. A time will unquestionably come when the nation which has nitrate under its soil—for use in fertilizers and explosives—will have little advantage over those which command no such resources. Practical synthesis of petroleum—or invention of a substitute—might remove the cause for even this "next war" which, according to predictions, will be fought over oil. If the world can only wait a while, science may save it a great deal of trouble.

BUSINESS MORTALITY.

Business mortality in March was comparatively heavy. The number of failures reported by Dun was 1,984, an increase of 183 over February. This increase is usually looked for because February is a short month. But there was also an increase of 125 over March, 1925, which is not a good indication. The redeeming circumstance in a way was the reduction in the amount of liabilities, which were about \$3,500,000 less than in the February failures and also in those of March, 1925. The average amount of liabilities per failure last month was nearly \$15,500. When a few of the larger insolvencies are taken out, the average for the bulk of the March failures would probably show somewhere around \$7,500. It is mostly the smaller concerns with insufficient capital which are finding the going hard, especially now when credits are being more closely scanned than ever before. This is borne out by the statistics for the first quarter of this year, when the failures, 6,081 in number, were the largest since 1922, while the liabilities were the smallest for the period since 1920. During last year the failures in each three months' period varied from 4,663 to 5,969 and the liabilities ranged from \$101,994,451 to \$128,481,780. The first quarter of this year shows total liabilities in failures of \$108,460,339. All of which goes to show that, while things are not as well as they might be, they are not so depressing either. But they still show a big increase in failures over those of the pre-war period.

THE DRY GOODS SITUATION.

Storms of snow and cold rains over many states served to check buying in advance for Easter, thus postponing the season for extensive store purchases. In the primary markets, while the warmer weather helped to stimulate sales somewhat, it failed to do so to the extent that some hoped for, partly because there was not enough of it nor sufficient time in the few days to accomplish this. So, with the knowledge that needed requirements have not been met and with the usual optimism of business men, store managers are looking forward to the next three or four weeks to making good their expectations. In the garment lines there is every reason to believe that wardrobes are as scanty as are the stocks in the hands of retailers and that replenishment of seasonal goods must soon take place. But the character of the buying continues to be disappointing. Not only are the retailers confining their purchases to immediate needs and taking little more than used to be considered samples, but the jobbers have stopped ordering case lots or other quantity amounts and are calling for mere dribbles instead. A stirring up of consumer buying, such as is expected with warmer weather, will be calculated to put more life into business all along the line.

BACILLI GOOD AND BAD.

A curious lawsuit has been decided in London. Litigants have often contended for the possession of children or domestic animals; this seems to be

the first battle to establish ownership in a bacillus. The plaintiff doctor contended that a bacillus which he had found and tamed and brought to heel before the World War, so that it has become an important agent in the manufacture of high explosives, has been used by the defendant unlawfully for industrial purposes. The plaintiff won.

But the contest, aside from the question of proprietorship in an organism that is only microscopically discernable, raises the whole question of the uses and values of bacilli.

Bacteria of certain kinds, feeding nitrogen to plants, help cereals, fruits and flowers to grow. Bacteria are needful to cheese and impart characteristic flavors to certain sorts of American and Danish butters. Oxidizing bacteria are essential to vinegar and other products. When we think of the mischief done by bacteria, or bacilli, in the communication of disease it is fair to the infinitesimal creatures to point out that at the same time they have their beneficial uses; they are not utterly malignant and depraved.

LAST WORD FOR MUSKEGON.

It is to be hoped that the attendance at the annual convention of the Retail Grocers and General Merchants Association of Michigan, to be held at Muskegon next week, will be largely augmented over the record of any previous year. The programme arranged is unusually attractive and sufficiently varied to meet the requirements of all classes of merchants embraced in the scope of the organization.

There is but one reason why the Muskegon convention should not be as well attended as the hardware convention held in Grand Rapids—and that is the lack of inclination to attend such meetings by grocers and general merchants generally. There is no valid reason why a thousand merchants should not take part in deliberations especially planned for them exclusively and designed to give expression to the needs, necessities and requirements of their business.

The entertainment features provided for the visitors are ample to justify all who attend arranging to be present both evenings of the convention.

If any grocer who is not affiliated with the State association would like to be heard on the controversy between Paul Gezon and the Cheek-Neal Coffee Co., described at some length on another page, the columns of the Tradesman are at his disposal. The point at issue is a vital one. It does not concern the right of the manufacturer to select his own distributing agents. That much is cheerfully conceded. After he has once made his decision and it happens to be in favor of the independent grocer, he has no right to violate his own agreement and reverse himself by selling the chains on any terms whatever. If this is not a reasonable conclusion to reach in the premises the Tradesman is utterly unable to define what constitutes fairness in trade and equity in business transactions.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

It was my good fortune, more than forty years ago, to have been a member of the editorial staff of the old Daily Eagle, which brought me into close personal relations with Albert Baxter, then managing editor of the paper and afterwards the author of Baxter's History of Grand Rapids; and among the pleasantest memories of those early days are the historic controversies which were settled every afternoon on the arrival of Thomas B. Church, Prof. Franklin Everett, Sluman S. Bailey, Julius Houseman, Thomas D. Gilbert, Noyes L. Avery, Wm. N. Cook and other congenial spirits who gathered at the Eagle office as soon as the paper had gone on the press and threshed over in detail the events of Grand Rapids in the early '40s, '50s and '60s. I was an interested listener at these daily discussions and, being the unofficial secretary of the gathering, I took copious notes of the facts established by this coterie of pioneers—all of whom have since gone to their reward—which have been of great value to me ever since.

Notwithstanding this precious memorandum, which I cherish as one of my most valued possessions, I was somewhat dismayed a few days ago when my long time friend, "At." White, called at my office and suggested that I dig up my notes on Wealthy street and reproduce them in the Tradesman. I recognized in Mr. White a veritable antiquarian who probably has more facts concerning the early history of Grand Rapids stored away in his cranium than any other man now living. Considering his remarkable memory and the long and useful life he has led in this community, I approach my task with fear and trembling, because I realize that any lapse on my part will be noted and probably commented upon by the Nestor of the printing trade and editorial fraternity of Grand Rapids.

There are not many people now living who clearly remember that Wealthy street, seventy years ago, began at Division street and, as an ordinary country road, practically stopped at Madison avenue; that the nearest important city houses in the vicinity were the Damon Hatch house on the North side of Cherry street, second door West of College avenue; the old Nelson homestead on Cherry street, now occupied by an apartment house; the Holbrook homestead midway between Lake avenue and Cherry street on what is now the West side of East street, and "Sanford's Folly," that fine old colonial structure at the Southwest corner of Cherry street and Paris avenue, at present occupied by Lewis T. Wilmarth and family.

In those days, there was a sort of cowpath from Jefferson avenue East to Madison avenue, carrying the line of Wealthy street to a sandy roadway which wound its way from Cherry street and College avenue, South-easterly through shrub oaks to about the corner of Union avenue and Sherman street and so on to what is now

called Kalamazoo avenue. This was through tracts of land originally entered at the Government land office by E. R. Murray and V. L. Bradford—territory almost wholly covered with hazel bushes, elder and other undergrowth, with Dunham's Pond—located about where East and Dunham streets are—as a famous skating place in winter and a resort for ducks and frogs in summer.

All the territory East of Madison avenue and South of Cherry street was farm land, with the Boynton farm, the Kellogg farm, the Mortimer Smith farm, the Bostwick, the Holbrook, Abel and Mills farms as notable properties.

Judge Jefferson Morrison's farm was South of Cherry street along the East side of Jefferson avenue and extending to Wealthy street. It was Judge Morrison who gave the name of his wife "Wealthy" (Davis) Morrison to our beautiful thoroughfare. Squire Abel's farm extended from Cherry street to Wealthy street along the East side of South Lafayette avenue.

In 1858 a much-traveled route from "down town" out to Wealthy street left Fulton street at Sheldon avenue and passed diagonally across from Sheldon street at Island street to the corner of Oaks street and Lagrave avenue, thence diagonally to the corner of Jefferson avenue and cherry street, up the latter street to College avenue and then out the bush road that twisted its way to the junction with the old Kalamazoo road. The only houses still standing which were on that route seventy years ago are the old Damon Hatch homestead, subsequently sold by J. D. Utley to Charles B. Judd; the Francis Gilbert home (later known as the Morris home) subsequently occupied by D. D. Cody and Charles B. Kelsey; the Morrison home, the small brick house on the South side of Cherry street, two or three doors East of Jefferson avenue, the frame house at the Southwest corner of Cherry street and Jefferson avenue and the brick residence of W. N. Cook on Lagrave avenue—a house which Mr. Cook built and in which he and his wife raised a family and lived for nearly sixty years.

An interesting feature of this route from Fulton street diagonally to Cherry street was the presence of a bridge over a small stream which passed from Jefferson avenue at State street across Lagrave avenue just where fire engine house No. 1 is now located, the bridge being where the back end of the engine house now stands.

Standing at Henry avenue and Cherry street or at Diamond avenue and Cherry street, seventy years ago, one could see, looking Southward, naught but farm houses, barns, rail fences, fields of growing crops, meadows with wood lots plentifully interspersed. It was, in truth, a rural picture much as those we see nowadays in the farming districts, except that the woodlots were not only plentiful, but they abounded with real timber—beech, maple, elm, hickory, walnut, oak, cherry, butternut and pine.

Yes, pine trees, great fellows three and four feet through at the butt and

straight as arrows, with trunks that would cut four fifteen foot logs, were quite common South of Wealthy street a mile or so, while only three miles to the South one might see a solid wall of such pine as a sort of barricade enclosing all of Paris township.

Indians were plentiful in these days—real greasy, lazy, shiftless red men who, coming from Gunn Lake and the Thornapple river district twice each year to Indian payment weeks at Grand Rapids, were picturesque, but not wholly agreeable. Loaded with baskets made by the squaws, filled with berries or nuts, gathered by the squaws; with ponies carrying the camp equipments, packed and led or ridden by the squaws, these indolent braves (?) would walk as they pleased by road, cowpath or through the fields and, reaching town, would beg, get drunk and take things not their own, lying around the corners of Market and Louis avenues or down on Island No. 1, about where Campau avenue now is, until ordered by the authorities to get out.

With such reminiscences fresh in your mind, look up and down Wealthy street; look to the North and to the South and try to realize the change that has taken place in seventy years; see the beautiful Sigsbee street school building and fancy yourself with a neckyoke across your shoulders carrying maple sap to be boiled in a sugar bush that was located where the school house now stands; picture the presence of a pile of four foot beech and maple wood, corded up in two tiers, each one over 300 feet long, near what is now James avenue and Logan street. Then look at the spacious homes, well furnished and surrounded by beautifully kept lawns and gardens; think of the sewer system, the lighting system, the water system, the fire protection, the police protection, our public library, our scientific museum, our schools and churches, our paved streets and street car system. And then give a thought to our taxes.

By the way, we cannot eat our cake and have it. Our taxes are all right, take them by and wide. We are better, our children are better and our children's children will be better because of the city we have helped to build and are still helping to build.

The city of Grand Rapids has not yet reached its growth. There are plenty of young people here who will live to see Grand Rapids a city of 250,000 inhabitants.

Seventy years ago there was not a single mercantile establishment Southeast of Fulton and Division streets. Look at Wealthy street today, with its trim stores, well filled with seasonable goods. There is every reason why it should become a great business thoroughfare. It passes through the very best part of our city. It has a village of several thousand people at its extreme East end; it is tapped at that end by Lake avenue, the prettiest suburban roadway in Michigan.

Wealthy street, already strong, already active and already harmonious, must by the very nature of things become metropolitan in its aspect and it rests with the people of Wealthy

street to take the initiative which shall develop a comprehensive civic plan that shall be not only metropolitan but beautiful, so that fifty years from now the people of all Grand Rapids may point with pride to the foresight, the civic pride and neighborhood harmony of the people of to-day who have, in less than seventy years made Wealthy street what she is and who are on the right track for future development. E. A. Stowe.

What an Idea Can Do.

She was a clerk in a department store; he a bookkeeper. She noticed the heavy demand for colored and decorated candles. And she loved to sell them for she herself was an artist.

One day an idea came to her. That night she told it to her husband. He bought a gross of cheap candles on the strength of it. She purchased some crimson, dark green and gold wax.

Far into the night they dipped their cheap candles into the brilliant coating. When they had cooled she decorated them artistically with the gold wax. Together they sold them at a good profit.

To-day they have a large factory all their own—and doing nicely, thank you.

Style Trends Favor Knitwear.

Style trends are beginning to indicate a return to the vogue of women's sweaters, and developments are being watched with interest by leading factors in the knitted outerwear trade. For one thing, blouse effects have been sponsored by the Parisian couturiers, leading to the belief that the reaction here will be an increased vogue for stylish sweaters and separate skirts during the Summer. It is pointed out, however, that a major style trend does not develop overnight, and the wholesalers are willing to adopt a "watchful waiting" attitude in connection with style developments which tend to improve the demand for knitted outerwear.

Leather Belts Selling Well.

Although leather belts for women continue to sell well here, the demand for them has not yet reached the proportions that style trends indicate for next month. At present there is a strong demand for white belts from the Pacific Coast, according to reports received by the United Belt League of America from its members, and this is regarded as a sign that white belts will be a big item for the late Spring and Summer trade in the East and Middle West. It is also predicted that combinations of black and white in kid belts will play important parts in early Summer business.

The woman took off her hat, threw it on the table, and dropping into an easy chair, lighted a cigarette. She had been to a political meeting, and proceeded to regale her husband with her views. "We are going to sweep the country, James," she said airily. "Excellent," said her long-suffering husband. "Nothing could be better. I hope you'll start with the sitting room."

If you get along without reading your trade paper, it is despite that neglect, not on account of it.

SHOE MARKET

The Last Half of This Year.

There has been much discussion recently at general trade conferences and in print concerning business conditions. The consensus of opinion points to a strong and healthy tone to business for the first half of the year. Then there are those who more or less guardedly hint of a recession in the last half of 1926.

One way of slowing up business and progress generally, is by talking the country into a pessimistic frame of mind. "While in some cases in recent years recessions have been due to basic causes, such as over-expansion or inflation, in many instances a slowing up process has developed solely because of a National state of mind. It is as though men were like sheep—ready to follow a few "bell-wether" leaders of some importance who happen from their angle to be in a position where it is necessary for them to retrench, and who preach it on platform and in the presses.

Facts should be weighed in forming any conclusions as to the future. History shows that business has consistently enjoyed an average of seven good years for every three years of slow business. The country has gone through the period of deflation and post-war lean years, and basically, business is distinctly on the up grade.

There isn't a thing in sight at this time on which to base a conclusion that business will not or cannot be as good as during the second half of 1926 as it is expected to be during the first half. In individual instances it is possible that there might be some degree of over-optimism in going ahead too fast through the first half which would provide the necessity of slowing up or liquidating excess inventories during the second half. This is a condition that always has existed. A business well conducted during the present is always safeguarded for the future.

"The Shoe Retailer" decries all pessimistic thoughts concerning the future which are interjected after a recital of the splendid prospects of the present. What we need is a uniform planning and steadying of business procedure which will guard against over-buying or expansion when times are good. If skill and wisdom are exercised at all times, and with the house thoroughly in order there will be less chance for grief in the future. Too much optimism for the present is as bad as pessimism of the future.

Distrustful gossip is harmful. We can make all of 1926 a good year if we believe it will be and can be, and act accordingly. We hear much of the wisdom of "putting one's house in order." The real thing to do is to have one's house in order and keeping it in that condition.

No one can combat the fact that progress and smooth sailing in general business is based on employment and the size of the National pay roll. These two factors are in the best shape they have ever been in since the boom days of the war period. People are earning and spending more than ever before. This might be disquieting but for another fact: The savings of the

people are growing as they never have before. There can be nothing to fear for the last half of 1926 while people are employed and a surplus over their daily needs is being piled up in the savings banks.—Shoe Retailer.

New Items in Silverware.

New items in silverware being featured here are low holders for the decorative long princess candles. These holders, of silver-ware hollow ware, are not more than three inches high, but the candles used in them are slender and are twenty-four inches long. The combination of the two affords a unique decorative touch, according to the wholesalers. To be used with them are flower or fruit bowls with applied ornamental border, the three making up a console set. The candle holders are priced to be retailed at about \$6 per pair, while the bowls retail from \$3.98 to \$8. The bowls are available in oval or round shapes. Staple sugar and bon bon dishes are also numbered among the goods which have a good call at present.

Sheer Glove Silk Garments.

One of the leading makers of silk underwear for women is having considerable success with a novelty it has just brought out in the form of sheer glove silk undergarments. The new garments are said to possess all the good wearing qualities of glove silk, but to be as comfortable to wear in warm weather as crepe. One of the objections to glove silk underwear heretofore has been that it was rather heavy for warm weather wear. The new lines, delivery of which will begin early in April, include all the modern types of underwear, as well as night-gowns. They are offered in all the leading pastel shades and at prices permitting them to be retailed from \$3 up for vests to \$8.50 for beautifully trimmed "step-in."

New Slenderizing Stocking.

A chiffon stocking put on the market recently has a novel heel reinforcement, which is composed of two triangular gores. These gores diverge at the base of the heel and gradually extend upward until the points reach some three inches above the ankles. By diverging in this manner a "V" shape is formed that gives a flattering effect for it is becoming to both slim and fleshy ankles alike, molding the one and slenderizing the other. The stocking is made in all pastel shades and other colors which blend well with street costumes. It retails at \$3 per pair.

Cape Coat in Larger Cities.

The cape coat style continues to be a dominating one in the better-grade merchandise. Its vogue is being exploited in both silk and twill coats, and wholesalers believe that it is likely to continue well into the Summer. It is held to be a fact, however, that while the style has taken rather well in the larger cities of the country it has not been so favorably received in the smaller retail centers. This is pointed out by resident buyers, who say that only a small percentage of their orders from the smaller stores out of town are for the cape coat style.

Hides, Pelts and Furs.

Green, No. 1	07
Green, No. 2	06
Cured, No. 1	08
Cured, No. 2	07
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

Not all of to-day's employes can become employers to-morrow, but those who fail to move upward and onward can rarely with justice blame anyone but themselves.

MAIL US YOUR ORDER TODAY

Our Stock Is Complete

Polish
Laces
Insoles
Fixtures

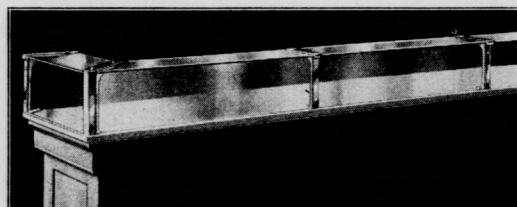
Leather
Rubber Heel
Nails
Tools

WE CAN SUPPLY
YOUR EVERY WANT

BEN KRAUSE
Company

Grand Rapids, Michigan

Glass Counter Guards



Practical counter protection can be had at very low prices. Let us quote you on your requirements.

We also build
SHOW CASES
and
STORE
FIXTURES.

Write for our catalogue.

SAGINAW SHOW CASE COMPANY, Ltd.
SAGINAW, W. S. MICHIGAN

Are You Making this Mistake?

A survey of shoe retailers in Michigan last week shows some merchants:

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

SIXTEEN CHILDREN.

Story of a Family Who Worked Together.

It occurred while I was standing on the corner of two through traffic streets waiting for a safe opportunity to pass over. A man in line, with a load of wood heard something drop and looking behind saw that quite a heavy billet of wood had fallen from his load. He smiled and his face expressed the thought, "Well, it is only one stick and I guess I will go on." A lady with an umbrella and a package was the first to pass over when the traffic was opened and she deliberately adjusted her things in one hand and picked of the billet of wood with the other and carried it to the edge of the curb. Looking up at me she said, "Just the other day a block of wood in the road damaged my automobile and since then I have made it a duty whenever opportunity was given to remove such obstructions from the line of traffic." The thoughtlessness and carelessness of multitudes of people were illustrated by this neglect of the woodman. If these lessons are not taught in the home, in the school or on the playground, a lot of people will go through life carelessly and continuously placing obstacles in the way of other people, regardless of the rights of men. It was a mere roadside incident, but still carried with it a lesson that it will do no harm to pass along.

Another incident occurred day before yesterday that touched my heart and I am going to share it with the readers of the Tradesman. I was standing on the corner of our leading thoroughfare in DeLand where the railroad crosses and on one corner a man, evidently with his family, installed a stand of vegetables, fruits and products of the farm and is doing a thriving business. I love to stand there and watch the ways of people as they come up for purchases and the way they are received. While I was amusing myself watching the traffic, a gentleman well groomed and evidently well satisfied with himself and the world, sauntered out of the College Arms, our leading hotel, and hesitated a moment looking in several directions for something which might interest him and his eye caught a bunch of bananas among the products for sale at the stand. It was a bunch of beautiful, well ripened fruit. He crossed over and while I did not hear the conversation I guessed that he asked the salesman for just a single fruit to eat at once and he was told to take his choice and he selected very carefully an individual fruit and stepped back upon the sidewalk near me and deliberately removed the enclosing peel and enjoyed to the full a very perfect fruit with a self satisfied air. He dropped the banana skin upon the sidewalk and took his handkerchief and brushed his lips, placing it back in his pocket and looked for other entertaining things which might contribute to his enjoyment. A little old lady came along bent over and dependent upon a cane to help her. I stepped forward, asking if I could assist her crossing the street and she thank-

ed me and upon reaching our side of the thoroughfare she spied the banana peel and stepped up toward the gentleman and with her cane carefully removed the banana skin from the sidewalk and placed it in the gutter. The gentleman looked at her, lifting his hat, and said, "Madam, I accept the reproof, it comes to me somewhat late in life, but if a boy doesn't learn he must expect to have his feelings hurt sometime after he has gray hairs." The little lady looked up at him, smiled and said, "I did not intend it, sir, as a reproof, but about a year ago I stepped on a banana peel and slipped to the sidewalk, inflicting an injury which has made me lame for life and I have since then, whenever an opportunity was offered, tried to prevent accidents of that character by removing from the sidewalk anything of this kind that might inflict an injury upon some other person. It was only a roadside incident, but it carried a lesson with it that I feel is worth repeating and, perhaps, may suggest to some reader who has been thoughtless in these matters an opportunity for reform. It is unfortunate that many of these lessons which when they are not learned in childhood afterward lead to a hurt and a feeling of remorse, are not made of greater import in the lessons taught in the home, in the school and on the playground.

This incident occurred, as I said, on a corner where there is a fruit stand. Almost every day for a number of weeks I have sauntered by this place as a part of my diversion because the family in charge of the fruit and vegetable stand exhibited to me many entertaining features which were a delight to observe. I made bold the other day to step up to the man who was evidently in charge and asked him some simple questions about his venture in merchandising and found him very pleasant and communicative and between customers perfectly willing with the utmost frankness not only to answer my questions but to give further information that he thought might be entertaining. He said that he was born in Arkansas and lived his childhood days in that State in a country town and became acquainted with a girl from Missouri. I didn't ask if she came down to Arkansas in the capacity of a teacher or saleswoman, but evidently these two people fell in love with each other and were married and started the building up of a home and a family. The children came along rapidly and they found the opportunities were not sufficient to enable them to care for the growing family as they would like to and the migrated to Greeley, Colorado. For some years they grew things from the soil and did something in the way of bartering and got along fairly well, but the increasing numbers of the family created greater responsibilities and the climate did not seem to quite agree with the family and perhaps with a little longing for the old home associates the family went back to Arkansas. The State did not look so good to them as they expected and the opportunities were unsatisfactory and they again returned to Colorado and spent some years there following which they again turned Eastward and

gradually took their way through several states and landed in Florida. They stayed upon a farm a few miles from DeLand, near a little town called Umatilla, and here they grew vegetables and farm products for sale, but by this time the family had approached such numbers and the obligations upon father and mother to give these children proper educational facilities made a greater draft upon their income than could be satisfied, so again the father turned to barter to increase his exchequer and add to the satisfactions of their domestic life. In answer to my questions about the family he said he had eleven sons and five daughters and the youngest was six years old. In sauntering about his roadside place of business I had noticed quite a lot of young people who looked as if they belonged to the same family and now I understood something of the situation. I said to him, "You all seem to be interested in this trade game and seem to work together very nicely, comfortably and satisfactorily." I got my reply from both father and mother who happened to be at the stand together, that it was necessary for them all to take a part in earning the funds to carry out the family ideas of domestic obligation. I was glad to see a mother, perhaps fifty years old or more, so bright, happy and healthy and taking such an interest in the doings of her husband and family of children. I said, "You must have been very happy in your domestic life in spite of the great responsibilities that have come in connection with this unusual family." They both smiled and replied that they got along very well together and they felt keenly the obligation that was upon them in connection with the growing family. I said, "Evidently your principal thought lies in your desire to give your children a good education." The father replied promptly, "Yes, we want them all to have as good an education as can be given them in the schools and colleges and we shall not be satisfied if we do not give them something more and better than that. I asked promptly, "What is better than that?" To which he responded, "Inculcating in every child a spirit of righteousness that shall be ingrained in their humanity." I listened to bits of conversation between the members of the family and one time a boy full grown said, "Dad, I am having a little controversy with the truckman and we don't agree on figures." The reply came quickly and decisively, "Son, do what is right between man and man and you will have nothing to regret." I might mention many bits of conversation between the members of this family which gave me joy and added to my appreciation of what a domestic life may mean with such terrible responsibilities which come in connection with such an unusual household. A sense of pride arose in my heart that we could have such object lessons presented to us in such a graphic way as to illustrate the possibilities in American life for the development of manhood and womanhood that shall carry on from generation to generation bringing the keenest satisfactions and blessings to life.

Charles W. Garfield.




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FINANCIAL

Bond Values Not Affected By Stock Declines.

Sensational declines in stock market prices during the past month, carrying prices of many issues down from 10 to 50 per cent., has caused investors all over the country to consider carefully the character of their holdings. They have begun to ask what it is all about and to wonder if business is going to be as bad this year as the stock market would have us believe. The fact that high-grade bonds have not been materially affected by these proceedings has added to their confusion.

There seems to be little doubt in the minds of those who have made a close study of the situation that stock prices had been inflated to levels totally unwarranted and that the break in values which has recently taken place is more or less in the nature of a correction of the situation as it existed around the first of the year.

Bond prices, likewise, had risen to high levels, and now the question is asked if they, too, had not been inflated and, if so, are they not in danger of undergoing the same corrective process? Opinion of the best banking authorities in the financial district is that bond prices have not been inflated but have advanced to their high levels as a result of the good demand, the cheapness of money and the satisfactory business conditions.

Thousands of present-day investors are comparatively newcomers in the security purchasing field, and as such have had no opportunity to compare bond prices of to-day with those existing twenty or thirty years ago. Whereas stock prices at their recent peaks represented the highest levels ever attained, the same could not have been said of bond prices. In fact, they were considerably below the high of all time.

In 1901 3 per cent. bonds of the State of New York sold as high as 104, to yield approximately 2.55 per cent.; American Bell Telephone 4s sold as high as 101½, to yield about 3.75 per cent., and New York Central & Hudson River Railroad 3½s sold at 109 to yield about 3.20 per cent. The yield on high-grade municipal bonds in 1901 ranged between 2.55 and 3.25 per cent., while high-grade rails sold on a basis of from 3.20 to 3.50 and good public utilities from 3.75 to 5 per cent.

One of the largest bond houses in Wall Street recently said of the municipal bond situation:

"The highest point of municipals during the last twenty-five years was in February, 1901, when the average rate on bonds of a selected list of large representative cities of the country was 3.08 per cent. This was before there was any income tax in this country. Bonds of the same cities to-day yield on an average about 1 per cent. more, which on a ten-year 4 per cent. bond means a difference in price of between 8 and 9 per cent. and on a twenty-year bond between 13 and 14 per cent.

"Ten years later, in 1911, the average yield was still under 4 per cent., while in 1916 it had not advanced beyond that figure. Since the period of

the highest yields, in 1921, the return on municipals has been gradually going down, and who shall say that, income tax or no income tax, history might not tend to repeat itself and again bring about in this country some day yields on municipal bonds approximating those of 1921? Indeed, there are many well-posted people who feel that, having been through a long period of gradually increasing yields, we are now in a period of gradually decreasing yields."

The above is believed to be sound judgment, and the same conditions should hold with other high-grade bonds as well as municipals. It should always be remembered, however, that speculative bonds are apt to fluctuate back and forth with the trend of business.

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Unfavorable Excess of Imports Over Exports.

Imports into this country have exceeded exports so far this year and fears that we may be changing from a so-called "favorable" to an "unfavorable" trade balance have been depressing influences in the market although not the principle force working for a decline.

So long as more goods have moved away from our shores than have flown into this country, we have long accepted the situation as normal and in the best interest of trade but now that the tide has turned at least temporarily must we conclude that industry is going to pot here?

The question has aroused O. K. Davis, Secretary of the National Foreign Trade.

"As a matter of fact," Mr. Davis says, "while exports vitally stimulate American production, the fact that they are largely being paid out of the proceeds of foreign loans greatly impairs their permanent value to our balance sheet, while a constant flow of necessary imports, more than 80 per cent. of which are non-competitive with American products, tends to strengthen and develop trade throughout the world, and has a particularly helpful effect on Europe, where we look today for a market for the bulk of our manufactured goods.

"Last year we exported \$169,000,000 more gold than we imported and consequently last year's excesses of merchandise exports was not paid for in gold. It was paid for almost wholly by money we lent abroad for that purpose an operation of great prospective benefit but not fairly describable as a completely 'favorable' international transaction."

In illustrating the findings of the National Foreign Trade Council that organization's spokesman to-day referred to our experiences with Cuba.

Our billion dollar investment in Cuba "has aided in increasing our exports to Cuba by over 800 per cent. in the past twenty-three years and has opened vast opportunities for our trade expansion," declares Mr. Davis. "So in just the same way our corresponding growth in foreign trade throughout the world can be and is being made responsive to our loan policy. The requirement is to make our loans abroad an integral part of our foreign

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GRAND RAPIDS, MICH.

trade system, and to abandon the popular fallacy that our progress is determined solely by speciously 'favorable' balances of trade."

The whole point is that our notions about trade balances grew up at a time when we were a debtor nation, but now we are a creditor nation. The world owes us very much more than we ever owed it and the obligations to us must be paid through shipment of goods, gold or the performance of services.

Obviously our debtors cannot pay us in gold since most of the metal in the world already is in our own vaults. Their payments eventually will be made in a variety of ways but it is plain to most economists that a substantial portion of the balance must be met through shipments of commodities. In general these incoming goods do not compete with our commodities and in selling to us our best customers are increasing their own purchasing power. It is by no means certain that our trade balance has turned permanently to an excess of merchandise of imports but surely the increased volume of imports should be viewed in the light of new conditions.

Paul Willard Garrett.

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Substantially Improved Condition in General Stock Market.

It is now six weeks since the peak of the Coolidge bull market was reached and except for feeble rallies here and there the bear movement in stocks continues unabated.

From their high points in mid-February stocks of virtually every description have fallen persistently and to date the decline has brought no substantial upturn. Downward movements so precipitous as the one we now are witnessing do not occur often. The stock market averages for industrial issues stand 19 points under the best level of the year but that does not reflect the real extent of recession. Some stocks have lost 100 points in this movement, others have dropped 75 points and many now are available 50 points cheaper than they were a few weeks ago. Liquidation has been wide but these pronounced declines would not have been accomplished without the assistance of active bear selling.

That no considerable or sustained rally has come in the face of persistent short selling is a testimonial to the growing confidence of the bear party that we are definitely in a declining market.

These traders reckon that even now prices are high on any basis of computation other than the Coolidge bull market itself and that if the trend has turned we must expect prices to work still lower before an upward direction finally is resumed. Consequently these big bear traders have been perfectly content to extend their lines and to take advantage of the rallies in many instances to sell more stock.

Since nothing on the horizon has changed much, either for the better or worse, the bears cling to the belief that they held six weeks ago and see no reason to cover their positions by purchasing stocks of which they are

short. That is why the rallies have been feeble.

Whether the declining movement in stocks is near an end or is destined to continue, the makings of a good rally are now in the state of preparation if history offers any precedent.

In all bear markets several zones are reached on the way down at which persons short of stock begin to anticipate the end of drastic recession and decide to cover their positions. That decision made simultaneously by a substantial membership of the bear party usually starts a movement to buy stocks. The longer bears postpone their determination to cover in the present market the sharper will be the rally when it comes.

A rally of that description would of course be a technical affair and what might happen then will depend upon the development of the spring trade and signs of future business.

Paul Willard Garrett.

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German Business and Finance Under Dawes.

In the interesting monthly bulletin of the Chase National Bank of the City of New York, Dr. Benjamin M. Anderson, economist for that institution, reviews the developments in Germany since the adoption of the Dawes plan and the conclusions that he draws give reason for confidence in the future of that country.

That current conditions in German industry and finance present a "definitely encouraging picture when one understands the causes which have produced it" is the belief of this authority.

"Business, to be sure," he continues, "is depressed, unemployment is great, and bankruptcies are numerous, but this is the aftermath of an acute financial crisis which culminated in the autumn of 1925, through which Germany has passed in orderly, disciplined fashion. The depression appears to have touched bottom. The March 1 figures for unemployment show a trifling advance over the February 15 figures, and the average of commodity prices, which dropped from 132 in August, 1925, to 117.6 in early March, 1926, has risen slightly to 117.8 on March 17, 1926.

"Merchandise inventories in Germany are now reported to be unusually low. Interest rates have eased off greatly since the rest of the crisis, and the Berlin Bourse has had a substantial rally from the low prices of last December."

A desperate shortage in capital during a part of 1924 and 1925 made somewhat more difficult the process of improvement but evidence is at hand that Germany actually has accomplished much in her industrial and financial reconstruction.

In the Chase bulletin several achievements under the Dawes plan are named and these accomplishments are recorded below:

1. Germany has achieved currency stabilization.
2. Her budget has been balanced.
3. There has been a scrupulous and exact performance of all Germany's obligations to make reparation payments to date.

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Serving as executor and trustee of an estate today is a business in itself.

Tax problems, inventory problems, security problems, real estate problems, insurance problems, often legal problems, are presented, and their solution determines how successfully the wishes of the testator will be carried out.

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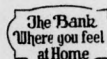


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4. German railways are on a financially sound basis, and have made substantial profits.

5. Conditions of living among the German people have been greatly improved.

6. Germany has had a strong industrial revival.

7. The crisis has been passed without a panic and apparently reached in March, 1926 the trough of depression which inevitably follows a panic.

Paul Willard Garrett.
[Copyrighted, 1926]

American Women Favor the Retention of Prohibition.

Grandville, April 6—The "drys" and "wets" in Congress are making an exhibition of themselves not creditable to an assembly elected by the people to legislate for the best interests of the country.

Need we wonder at the number of bootleggers and law violators when men of confessed superiority over the common herd get down on their knees to the ghost of a dead and gone saloon?

As if there was any question as to the position of the American people with regard to the enforcement of the Volstead law. That enactment was a godsend to the Nation. The prayers of women and the tears of children went up from thousand of homes to make the legislators do their duty, the states doing theirs to put on the statute book a law outlawing the saloon forever in these American States.

That outlawry has been pronounced by both men and women of sufficient brain power to know that they were doing when they voted for prohibition. And yet there are members of Congress actually pleading for the return of the liquor traffic, with all its damning effects upon the American home.

Mark these men well. A new Congress will be elected this fall and every man in the present House and Senate who has suggested a "modification of the Volstead act" should be black-balled.

That act was not meant for a political football. It has not been until now, when congressmen seek to make capital out of the seeming discontent throughout the Nation over the non-enforcement of the act. That non-enforcement is not nearly as bad as the whisky lovers try to make out and the law will become more perfect as time passes.

Leading newspapers of the country are firing editorials at "Volsteadism," hoping, no doubt, to make capital for themselves. It is a base use of their positions as public educators and will lead to some unhappy results perhaps, but the repeal or least modification of that act, never.

Leading Democrats seem to see a chance for a comeback through the agitation of this question. Other Democrats call a halt and blush for shame at the acts of their colleagues. It cannot be made a party question unless politicians choose to make it so. When they do there will come to their vision an eye-opener that will shake them out of their boots.

Prohibition has come to stay in America. How do I know?

The answer is easy. For every man who casts a ballot there is a woman who will do the same. Make prohibition a party issue and ninety-nine out of every hundred women will unhesitatingly cast a ballot for the law to ostracize saloons and every imitation in the line of light wine and beer. The women of America have been the chief sufferers from saloonism, and now that they are armed with the ballot whiskeys have no more chance of coming back than has Kaiser Bill of becoming President of the United States.

Fifty or more representatives and eight senators have expressed a desire to emasculate the Volstead law. What

a cleaning out there is going to be in Congress this coming fall. Mr. Hill, of Maryland (a Republican by the way) has said that "the time has come to unite on the specific method for modification of the prohibition law."

This is meant to be the entering wedge for a complete repeal of Volsteadism and a return to saloon rule. Are we ready for the question? A modification of prohibition means its utter downfall. The splendid womanhood of America are becoming aroused as never before and they will be ready to meet the issue of whisky or temperance when these modificationists bring it to the front.

It cannot be doubted but that a majority of men are determined that prohibition shall succeed; these, together with nine-tenths of the women, are surely majority sufficient to keep the Volstead act in place for all time.

Members of Congress who are stirring this mess to boiling point are digging their political graves. The drys will not hesitate to submit their case to the arbitrament of the ballot box. The straw ballots carried on under wet campaigners is of no significance whatever. In fact, it will only serve to bring out the real sentiment when the time to act arrives.

Never since the days of the Declaration of Independence has there been such a determination, though silent it may seem, to establish National prohibition on a firm foundation. Men who have their party good at stake will hesitate before pronouncing for the wets. Did there come up a National party with a wet plank in its platform its annihilation at the polls would be too easy.

In New York there are Democrats who are simple enough to imagine they could win out in a presidential campaign on this issue of temperance or light wine and beer. The wisest Democrats will never be caught in a trap of that kind. The Volstead act was of a non-partisan nature and temperance agitation will never so far forget the facts and make a National campaign on that one issue which has the almost solid vote of our women in favor of straightout prohibition.

The eyes of the world are upon America on this question of prohibition. Sir Matthew Nathan, former governor of Queensland, Australia, in passing through here on his way to England, viewed prohibition as a "splendid thing to have dared," and he hoped it would be given a thorough trial here. The best hopes of the world are with us in our tryout of prohibition and the temperance men and women of America will see that they are not disappointed. Old Timer.

Money at Work.

Think back and remember how many times you appear at the window of a theater or a movie and compare that with the number of times you deposit money at a savings bank.

Many people who think they have not enough money to save spend a considerable sum in small dribs and never suspect the total that leaks out.

While amusement may be very agreeable, it is also pleasant to build up an estate bringing financial peace of mind and personal independence.

Check up on yourself and your family and see if the total amount of money spent for small pleasures compares favorably, in your judgment, with the money you set aside for investment during the same period.

A wholesome amount of amusement is a pleasant and necessary part of living, too much slows up creative energy and depletes the pocketbook.

Which do you prefer amusement or independence?

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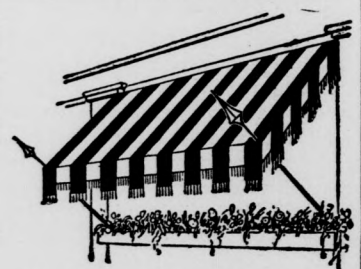
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References: Any Bank or Chamber of Commerce of Battle Creek, Mich., or this paper.

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What Is a Mutual Company?

Insurance in any form is a "social device for making accumulations to meet uncertain losses." It is essentially mutual because all such accumulations are the contributions of policyholders.

A strictly mutual company, however, is one that operates without a capital stock, and is owned and controlled by its members. Some of the small farm companies are merely associations of individuals; but the great majority of mutual companies are incorporated under the laws of their home states, and are subject to the regulations of such states.

Mutual insurance is the oldest form of insurance in the world. The Philadelphia Contributionship, the first American company, was organized by Benjamin Franklin and his associates, and is still actively engaged in business. There are some 3,200 mutual insurance companies in the United States, many of which are farm mutuals, the others being mutuals operating a single trade or industry, and companies writing a general line of business.

The principle underlying the mutual system, and which differentiates it from the stock system, is this:

Reduction of insurance cost by a reduction of the losses.

This is accomplished through careful selection of members and risks, frequent inspection of property covered and good faith on the part of the company and its members. The stock company sells indemnity just as another company sells sugar or steel, and its chief interest lies in getting a profit. The mutual company furnishes indemnity; but its chief interest lies in reducing the cost by reducing the losses.

It is a mistaken idea that failures among mutual companies have been usually heavy. On the contrary, the best figures obtainable show that less than 25 per cent. of the mutual companies organized in this country have retired from business, while the record for stock companies is nearly 80 per cent.

Price-Cutting is Peanut Salesmanship.

The price-cutter is worse than a criminal.

He is a fool.

He not only pulls down the standing of his goods; he not only pulls down his competitors, he pulls down himself and his whole trade. He scuttles the ship in which he himself is afloat.

Nothing is so easy as to cut prices; and nothing is so hard as to get them back when once they have been pulled down.

Any child can throw a glass of water on the floor, but all the wisest scientists in the world can't pick that water up.

Who gets the benefit of price-cutting?

Nobody.

The man who sells makes no net profit; and the man who buys soon finds himself getting an inferior article.

No manufacturer can permanently keep up the standard of his goods if the price is persistently cut. Pretty soon he is compelled to use cheaper

materials, and to cut down the wages of his workers.

The man who cuts prices puts up the sign: "This way to the junk heap!"

He admits his own failure as a salesman. He admits he has been defeated according to the Marquis of Queensbury rules of business. He admits he cannot win by fighting fair.

He brands himself as a hitter-below-the-belt.

If the business world were dominated by price-cutters, there would be no business at all.

Price-cutting, in fact, is not business any more than smallpox is health.

Whenever you see this sign on a price-cutter's store—"Going Out of Business"—you may be sure it is a lie. How can he go out of business when he never was in?

The Worst Fire Risk in Business.

Retail merchants of every classification are beginning to realize that unless a fire is controlled at the very start, heavy losses are sure to occur through interruption of their business. Losses that are fatal, in almost half of the recorded fires. Losses that insurance alone cannot repay.

On the average, there are six department store fires a day in this country. The leading inside causes of these fires are stated, in order of resulting damage, as matches—smoking; stoves, furnaces, boilers and their pipes; electricity; defective chimneys and rubbish and litter—all except electricity being strictly preventable.

The hazard introduced by smoking customers is harder to control than the disregard by employees of rules against the heedless use of matches and smoking. The public is slow to understand that the cost of fire insurance is included in the price of all goods they buy, and that insurance costs depend upon how many fires they want to start—or help prevent.

Closets under stairways have always been recognized as a source of fire danger. They are likely to become a "catch all." Often they are not for the storage of materials in current use but simply for the disposition of materials which someone wants to get quickly out of sight. Many building codes have recognized this danger by prohibiting the use of under-stairway spaces for closets or storage purposes. A recent fire in Norristown, Pennsylvania started in a closet beneath a stairway, an arrangement that is now prohibited by the Norristown building code. Inspector Howard Simpson of Norristown, said that this fire would have been of minor consequences had the partitions been erected in the present day and in accord with the new regulations of the Norristown building code. The partitions were not of fire resistive material and the fire spread rapidly. Sound fire safety principles of building construction are well known and need only to be applied to prevent many fires.

If you will display your goods temptingly and conveniently and put prices out in plain sight, you will profit by hundreds of extra sales. And it is usually on extra sales that your store gets ahead.

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WRITE FOR FURTHER PARTICULARS.

IMMORTALITY OF IDEALISM.

It Finds Expression in Every Walk of Life.

There came to my desk the other day an appeal for the recognition of the birthday of Thomas Jefferson. It may not be amiss if I call to your mind that on July 4, 1926, will occur the 115th anniversary of the signing of the Declaration of Independence. The celebration of the birthday of Thomas Jefferson next month is in line with this. It was because of the suggestions aroused by that letter that I am discussing the subject, "The Immortality of Idealism."

There are a great many people in the world who laugh at idealists. They talk about idealism as though it were some unreal thing. It is quite true, of course, that idealism may cover a multitude of weaknesses, as well as a multitude of virtues. Idealism is the dream of the man or the woman. It is the dream of the leaders of human kind. It is hope in a thousand ways. It may translate itself into art, music, government or law. Then, of course, it becomes a real and tangible thing. It does not take any deep reasoning to discover that before any real progress can be made in the development of life that someone must dream of it; someone must hope for it; someone may have to sacrifice for it. It may mean the way of a cross, but it is this intangible reality that lifts the human spirit from its crassness and gives it the wings of the morning. No worthwhile achievement has ever taken place that has not been the product of the dream, the sacrifice, the hope of someone who was deeply convinced of the worth-while-ness of the dream.

It is true that we live in a real world, but it is also true that we live in an ideal world. It is true, of course, that we perform our daily toil for the compensation which we receive; but it is also true that closely associated with the tangible things of our lives there are the intangible realities affecting us in a thousand ways. The young man or the young woman of more or less limited means plans a marriage and a home. The probabilities are that it may be a very simple marriage and they will start life together in a very modest home. They dream, however, of a cottage with vine-clad arbors and all the beauty which nature can give to such a surrounding. The young man from simple rustic surroundings dreams of the life of service to human kind. He sees himself walking the paths of service benefiting his fellow men. He may dream of service in some foreign land where he hopes to build for himself a spiritual influence which time cannot destroy. All the fine idealism of the Master is his as he looks out upon the task which he is claiming as his own. He follows the gleam; the star is bright over his head and the call is imperative; but when actually upon the road he finds it rough and instead of co-operation he meets opposition, and if he succeeds in building an influence worthwhile, he looks back and finds that it has been over the highway of indifference, crassness and the common vulgarities of the

race. Few men who translate idealism into reality receive much appreciation during the time. When George Washington was elected Commander in Chief of the Colonial Army by the Continental Congress, people were dreaming of a new Republic in this part of the world which should be free from the tyranny of taxation without representation. That was at least the plea. Who would not have dreamed of the splendors of a Republic had he been in the shoes of George Washington?

Then came the translation of the ideal into the real. Washington could dream, but he had to face the realities before him. He had to whip an army into shape out of raw material. He had to face the ambitious schemes and disloyalty of various officers in the Colonial Army. He had to go through the bitter experience of seeing his friend, Benedict Arnold, become a traitor to the cause. He had to face the anathemas which were heaped upon him by those whose ambitions exceeded their judgment. Slowly and patiently for eight years he managed the cause of the Revolution, bringing it to a culmination at Yorktown. Then came the task of cementing the colonies into a strong and stable union. Others dreamed with him. It seemed impossible that the dream could come true. Six long years were spent in wrangling and finally there emerged the Constitution of the Republic. Washington was elected the first President. His dream of a representative government along with that of Hamilton and Adams and thousands of others slowly and surely took form. But the dream or the idealism of Washington and thousands of patriots like him never was fully translated into reality until General Lee surrendered at Appomattox in 1865 and there was demonstrated to the world that the Federal Union must be stronger than any one of its units.

The idealisms of mankind, however, are its only hope. When once humanity ceases to dream and ceases to believe in the things unseen as the most important, then immortality ceases as a living experience in the life of the race. Every contribution that has ever been made to human welfare or otherwise has come from the dream of some strong man or woman.

In the centuries long gone by there was a young man working at a carpenter's bench beside his father. His little country had lost its liberty in forgotten generations. It had settled into the commonplace and had largely accepted the crass standards of might and power which had been imposed upon it. He did not dream of a revolution against the might and power of the Roman world whose will was the supreme authority everywhere, but he did dream of the reincarnation of the idealisms of the prophets of his race, and into those idealisms he incorporated a new spirit—a spirit of love that was as broad as the universe itself and deeper than the sea. It was almost an impossible dream, but he believed that, in proportion, as it could be translated into the living experiences of man and woman, it would uproot social con-

trol and autocratic power and transform humanity into the Sons and Daughters of God. That was the basis of his idealism. For that dream he suffered and died upon a cross. Centuries later the Great Napoleon of France, after his own downfall, made this comment: "Alexander, Rome and myself founded our kingdoms by might and power and they have fallen, but Jesus of Nazareth founded a kingdom on the basis of love and good will and it has stood the test." Isn't it strange? But it is no stranger than the universal fact that science has discovered in regard to the great animals of the past ages, the animals whose might and strength could triumph over all others have gradually given way and the animals of gentle nature have been those to survive. In the long run the little rabbit survives and the dinosaur perishes; and so the dream of the young carpenter of Nazareth still lives. That dream has been translated into customs, into law, into institutions. Not infrequently has the idealism been prostrated to ignoble ends. Not infrequently has it produced institutions which cease to represent it, but the immortality of the idealism is established in the life of human kind and will not down. The dream of the Carpenter of Nazareth embodied in the teachings of the gospel constitute a contribution to the religious life of the world, which in its power is greater to-day than ever before and in the midst of selfishness and the dark emerges its light giving hope a new luster and life a transcendent meaning.

On July 4, this year, there will be celebrated the 115th anniversary of the signing of the Declaration of Independence. We speak of the Declaration of Independence as having been written by Thomas Jefferson. The words did come from his pen. When I was a student at the University of Virginia one afternoon I went to Monticello. About three miles distant on a beautiful hillside overlooking the wide stretches and beauties of that valley stands the historic home of Jefferson, one of the old classic centers of American colonial life. It is not typically colonial, for most of the homes were poorer than this; it is typically magnificent as a colonial home. It is in some respects more magnificent than Mt. Vernon, the home of George Washington. Thomas Jefferson is one of the great outstanding characters of the American Revolutionary period. He was an idealist. A great many people said that he was too much of a dreamer. I have always sympathized with that criticism when I read his ideas of what the American navy should be. He did dream of a people's government. He did dream of the power of the state in the hands and in the hearts of the people. For one, I shall always be glad that he did refuse to wear slippers with silver buckles upon them and that he shocked the aristocracy of the colonies when on the day of his inaugural he rode his horse to the place of taking the oath of office, dismounted and tied the horse himself; and that on that day he wore some plain leather slippers with leather shoe strings which were contrary to the established social custom. He did

make possible our American customs of dress and he helped to do away with slippers with silver buckles and velvet coats and knee breeches for men. Those were the influences that were at work during those times. Jefferson was twice elected President of the United States. His record is a good one. He was the author of the Louisiana Purchase which added the vast domain of the Mississippi valley to America. He had been Secretary of State in Washington's Cabinet. He had been Governor of Virginia. He had represented the United States at the Court in France.

But the afternoon that we were at Monticello there was one thing which interested us more than anything else. It was the tombstone of Thomas Jefferson. He is buried in a little garden not far distant from his own mansion. The tombstone is a plain marble shaft some seven or eight feet in height. He gave the directions for the epitaph that is upon it. These are the words: "Here lies the body of Thomas Jefferson, the author of the Declaration, the Statute of Virginia for Religious Freedom and the founder of the University of Virginia." Only those three things are upon his tombstone. They were the dreams and hopes and idealisms of the man's life. He believed in the Statute of Virginia for Religious Freedom as a principle which should always obtain in order that all the liberties of man might be preserved for future generations. He had studied the course of history where ecclesiastical power had always been used to forge chains about the human mind. He believed in freedom and he wanted those chains forever removed from the minds and lives of the citizenship of America. He dreamed of a public system of education that would be so wrought out as to reach every man, woman and child of the colonies, and in his own State of Virginia to reach its consummation in the University whose doors should always be opened in welcome to every aspiring boy. That was the dream. It was not his dream to be governor, to be president, or to occupy high official position, but to immortalize his idealism in generations which were to follow.

It was the same dream you find in the Declaration of Independence. Jefferson was not alone in drafting the Declaration of Independence. In a very deep sense he was only an amanuensis. He was simply putting on paper that which already existed in the minds and hearts of thousands of people in the colonies. The Declaration of Independence is nothing more nor less than a summing up of idealisms and hopes which had been in the process of development for generations. In the first place, hundreds of the colonists, especially those of New England, were the product of the Puritan revolution in England. They had inherited the genius and the hope of the followers of Oliver Cromwell. Hundreds of others were from the middle and lower classes. They had come to the new world because to them it was a new day, a new chance, a new hope. They were getting away from the social customs which narrowed their lives and held them to certain fixed standards in England.

Hundreds of others were the products of the struggle that went on in France for generations between the Huegenots and the established church. They were the liberty loving men. They were the products of the Protestant reformation. They had been driven from their homes and their descendants finally reached America with all these traditions for liberty and hopes for liberty back of them. Hundreds of others had come from the North of Ireland where their fathers and mothers had struggled against the tyrannies of the king. Into their lives there were the traditions of tyranny. Into their lives there were also the traditions and hopes of liberty in a new world and under new conditions. The people of Mecklenburg, county of North Carolina, drafted a declaration of independence in advance of the one drafted in Philadelphia by the pen of Jefferson. In all the colonies there were new dreams, new hopes, new ideals, new philosophies.

It was because of these things that Thomas Jefferson was able to write the immortal document, known to us as the Declaration of Independence. The Declaration of Independence simply represents the grievances and the traditions which the colonists were seeking to escape and the hopes that the colonists had for the future of its own citizenship in a possible new state.

We hold these truths to be self-evident that all men are created equal and are endowed by their Creator with certain inalienable rights, such as life, liberty and the pursuit of happiness, and that to attain these, governments are instituted among men deriving their just powers from the consent of the governed. Others in past centuries had feebly hoped for some such thing. I can conceive of Jesus of Nazareth thinking of some such thing. I can conceive of other great teachers of humankind arriving at some such conclusion, but here for the first time there was a great challenge to every throne and to practically every government of the world. Practically every great government of the world had come down the ages maintaining the tradition that authority and power comes from above. The king had divine rights. No king is recognized with a divine right in the Declaration of Independence. A government gets its power from the consent of the governed. That was the challenge; that was the hope; that was the idealism. One hundred and fifty years have passed. It is coming to be the common possession of the world; the idealism is becoming immortal in its relation to the development of the civilized life of humanity. You probably read in the papers the other day that the morganatic wife of Prince Carol of Rumania was suing him on the ground that as a royal prince he had no prerogatives that any other man did not share. It is a long distance between these ideas. There are centuries of warfare and also struggles between the two ideas of the divine right of kings and a government based on the consent of the governed.

There is the real world in which we live. There is also the ideal world in

which we live. The ideal world is constantly challenging customs and not infrequently is overthrowing institutions. We must, of course, keep our bearings. We must, of course, meet the duties of the day. It is not necessarily true that every dream is a practical one. It is not necessarily true that every harem scarum notion is a wonderful contribution to the progress of humanity. It is true, however, that the finest hopes and the finest idealisms of the human spirit must be reckoned with, and in these fine hopes and in these fine idealisms humanity immortalizes itself. Many the fields we reap and the secrets we divine. We sink where the dim pearls sleep and soar where the planets shine, while the race with its restless heart doth creep toward the far gray limit line. The treasures we have won are naught; the treasures to win are all; the prize that the seeker sought is held, then let fall, for the prize well grasped is not worth a thought when the un-grasped gives a call. Thus we move on. The little bark in which we ride must be steered by ourselves. Most of the time it should be kept in charted seas, but there are unexplored bays and rivers and seas, and they are just as real and just as necessary to our immortality as the others.

The ideal of a fine friendship which bridges the chasms and the selfish attitudes of life; the ideal of home and children where love is enthroned and gentle courtesy practiced by all; the ideal of perfect conduct constantly drawing us; the ideal of a state in which the rights and liberties of all are fairly considered; the ideal of justice and brotherhood in the dealings of the race—these things in their relation to the restless spirit of man in giving a chance for courage, achievement and the way of the cross are the influences which immortalize and give meaning to life in terms not bounded by the food we eat, the clothing we wear or the material possessions of life.

J. E. Kirby.

Michigan Won First Honors in the Big Parade.

St. Petersburg, March 27—This communication will arrive somewhat late, for already the news has been flashed over the wires of the tremendous conquest in artistic and decorative achievements the State of Michigan so ably carried off in taking first prize in the grand parade which was the climax of the Festival of States activities which took place the afternoon of Friday, March 26.

This Festival of States is the great event and gala occasion of the whole season for the Sunshine City and it takes on the complexion of a huge celebration, consisting of parades, dances, concerts, pageants, fireworks and boat races.

The beauty and merits of this parade exceeded the highest expectations of the critical thousands of spectators, representing, as they did, almost every corner of the country. Every available space along the line of march was crowded to the limit.

Over a hundred gorgeously decorated floats, together with ten bands and drum corps, made up the entire line of march. "Michigan wins first honors in the big parade" are the bold black headlines on the front page of the local dailies.

To appreciate the credit due in gaining first place in such a contest one should have witnessed this grand spectacle.

It has been the writer's privilege to witness a number of these spectacular pageants, including the Tournament of Roses of California, also celebration of San Jacinto day in San Antonio Texas; and nothing, unless it might be the famous features of the New Orleans Mardi Gras, could eclipse this impressive and instructive showing of art and splendor which moved along the city's main thoroughfares.

With a float unique in its design, and which was cleverly characterized as combining both beauty and an exceedingly appropriate idea, Michigan was awarded first honors, with Illinois second, and Maine third.

Upon this float, the main coloring effect and background of which was green and white, was a life sized apple tree, covered with beautiful blossoms and the effect was so striking as to at once remind one of "The shade of the old apple tree" and the delightful reminiscences attending it.

Six beautiful girls tossed apples to the crowds as the float moved along, while a large gander, a Michigander, conspicuously adorned the front as an ornament.

The Illinois float was a beautiful display featuring corn as the principal crop of the State. Yellow dent corn on the cob decorated the float and girls were dressed as ears of corn and a striking effect was made by the combination of colors.

Maine's float captured the third prize and represented the attractions the Pine Tree State holds for summer tourists; but to your humble scribe who viewed this spectacle from a point of vantage on the side lines, assisted by the comments of the crowd, he would emphatically declare or in a more familiar phrase tell the world, that Maine can hold out no more alluring charms or fascinations in fishing, boating, hunting, camp life and recreation to the summer tourist than can the Wolverine State; and that the banners of Michigan could have as gracefully and becomingly adorned the summer playground float as they did in taking the lead in representing products of orchard and vineyard.

The floats, outside of the prize winners, deserving of special mention would embrace the entire list. New York, representing the Statue of Liberty, was an imposing sight; Wisconsin portraying the milk, butter and cheese industry was a work of art.

Georgia peaches life size came in for their share of admiration. The Battle of Monmouth and the soldiers of '76 carried New Jersey's banners. California was a masterpiece of decorative art.

A most strikingly unique display and one that caught the favorable comment of the crowd was that of Vermont, showing a typical Green Mountain farm scene.

The parade was divided in four parts representing the state tourists' societies, civic organizations, municipalities and commercial organizations. Not only the high artistic work of decorating but the splendid and orderly manner in which this pageant was conducted met with nothing but the highest and most favorable comment from the crowds of sightseers.

But now the season is rapidly drawing to a close. News has filtered through from the North that the robins and bluebirds have returned and that gentle spring time is very much in evidence. Ticket offices are busy making schedules for reservations. Many shops, stores, hotels and real estate offices are preparing to close up altogether. A frequent question you hear on the street is, When are you going home? Tent cities are rapidly being depopulated and, unlike the Arabs of old who folded their tents and quietly stole away, they hurriedly gather up their traps, step on the gas and speedily snort away; and if there is any contagion in the atmosphere more prevalent and universal than spring fever, it is a longing for the old home town.

C. W. Hoyle.

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Second Vice-President—F. E. Mills, Lansing.
Secretary-Treasurer—H. J. Mulrine, Battle Creek.
Manager—Jason E. Hammond, Lansing.

Healthy Business Assured For Next Four Months.

The recent violent declines in the stock market, if taken as a barometer of actual business conditions, will almost certainly be misleading.

In my opinion these declines are a very natural reaction to over-speculation last Fall, when many stocks were advanced to ridiculously high figures not at all warranted by business conditions.

Fundamental conditions are very healthy and substantially on a parity with last year at this time.

We read of the tremendous production records of the United States Steel Corporation. The Gary Mills, near Chicago, have bettered the world's record for production at one plant during the present month. We know that textile machinery in the country is more fully employed to-day than it was a year ago at this time. We know that there are no abnormal accumulations of stocks, either in the hands of manufacturers or distributors. We know that labor is fully employed. We know that in the textile world, at least, wholesale distribution so far this year is in excess of the corresponding period a year ago. We know that retail distribution is well ahead of a year ago for the first two months of this year. If Marshall Field & Company's retail business is a barometer of conditions throughout the country generally, retail distribution for the month of March, notwithstanding the unfavorable weather, is well ahead of a year ago.

We know that money can be had at reasonable interest rates by all who are entitled to credit.

With all of these known factors it seems to me that a good healthy business for this country is an assured fact for the next three or four months at least. By this I mean a business that will be as great in volume as that which was done during the first half of 1925.

I think it is a little too early to make predictions for the Fall season with any degree of certainty, because crop conditions and the European situation will undoubtedly play an important part in Fall business, but given crops substantially equal to those of 1925, I can see every reason why merchants are justified in expecting a business for the remainder of the year equal to that of 1925.

James Simpson.

He Ought To Eat at Home.

William Scheiderer, who conducted a restaurant here the past summer, has sold his stock and closed out the business, as it did not agree with him.

It may take more backbone to resist the temptation to make an important though unwise purchase, but it takes more brains to resist the temptations to little needless purchases.

SUCCESSFUL SALESMAN.

Louis J. Koster, Representing Edson, Moore & Co.

There are two prominent characteristics in the genuine German—he is never in a hurry and he always manages to get there on time. It is not the old story of the tortoise and the hare, for the son or the grandson of the Fatherland does not take all day to do nothing, any more than his American brother; but he does take his needed time for the work he intends to do; and, when he begins, there is no rest until the work is done. The German is yet to be found who runs to catch a train, and the train is yet to be located which ever left a German passenger.

This idea of being on time began with the subject of this sketch in Detroit, March 28, 1856, at which place and time he promptly announced his own safe arrival. Born of German parentage, the child when he had reached the proper age, was sent, naturally, to a German school; natur-



Louis J. Koster.
(as he looked thirty years ago)

ally, because the parent, foreign born, had a firm belief that children are not fit to govern until they have learned to obey—a feature not extensively encouraged and practiced in the American home and not too often in the school. So, then, from an early school-time—a period coming earlier with the German child than with us—until he was 12 years old, he came under the rigid discipline of the German schoolmaster—a discipline which cannot be too much encouraged—and then became enrolled as a pupil of the Detroit public schools. Four years brought him to the end of public school life, and then, with a year at a commercial college, he bade good-bye to schoolbooks and entered upon the study of law.

A digression may be of service here. The idea is firmly grounded in many minds that the study of the schools—especially the public schools—unfits the pupil for the real work of life. It germinates and fosters the thought that the pupil is above work and that the common lot of earning a living by

the sweat of the brow is a decree not referring to him. With that thought this instance does not agree. After his school was over, for three years, he followed the study of the law; but, finding then that the profession was not equal to the demands which adverse circumstances required of him, without a thought of compromising himself by his action he closed his law books, left the law office and went to work in the retail dry goods store of Anthony Kirschner, in Detroit.

That was the turning point in his life. The work pleased him and he kept on with it. After a year with Kirschner, he entered the wholesale notion establishment of Gillis & Sprague and was with them for six months. At the end of that time, he entered the ranks of Allan Sheldon & Co., a wholesale dry goods house, and was their entry clerk for a year and a half. At that time Edson, Moore & Co. were on the lookout for a man of his make-up, and in the fall of 1879, he became one of the force of that well-known Detroit house. He entered as entry clerk and kept at it for two years. Then they wanted a house salesman; he was ready for the place, took it, and filled it for two years. Then the firm wanted a good man on the road and sent him out. That was a date worth remembering—a pleasant milestone for the young man to pass—and he passed it October 11, 1883. There is where he is now and, if he is as satisfied with the position as the house is with him, his customers will have the pleasure of giving him orders for a good many years.

This record ought to stop here, but a sentence or two more will only brighten the narrative. It is always considered the proper thing in the course of the interview to give the victim a chance to "let himself out." The opportunity was given, but was not improved. Here was a rare avis who evidently needed a little encouragement.

"After forty-three years on the road, it is needless to ask who the salesman is who sells the most goods for Edson, Moore & Co.?"

"It may be so," was the reply, "but in that case it will be proper for me to state that I am not the man;" and in that case, it is proper to say that the chance to tell a good fat one has never, in this office, been more handsomely or more promptly refused.

Mr. Koster was married in the spring of 1889 to Miss Agnes S. Stark, of Grand Haven, and one child—a daughter now grown to womanhood—blesses their wedded life and their commodious home in Grand Haven, which is located on the best residence street and in the midst of the district set apart as the abode of the idle rich.

Mr. Koster is a member and trustee of the Presbyterian church. He is a Master Mason and a member of several other fraternal and benevolent organizations.

He is always first and foremost in every movement for the public good, whether it originates in his home town or in the distressed regions of the Old World. Like all other Grand Haven men, he is loyal to the city of his adoption, ardently claiming that the

Sand Hill City possesses the only open harbor on Lake Michigan, and that no other location this side of the Pearly Gates has any attraction for him.

It will be noted that Mr. Koster is now well started on his forty-fourth year with his present house—a record few men are permitted to make and enjoy in this world of change and turmoil.

Handsome in appearance, gentlemanly in manner, loyal to his house, faithful to his customers, proud of his wife and daughter, pleased with his position and prospects, Mr. Koster has every reason to regard his career with satisfaction and his future with composure.

Underwear Sales Are Light.

Not for a long time has less business been done in the underwear trade than has been the case this week. The combination of ginning over 16,000,000 bales of cotton and a large planting of the new crop has made buyers of heavyweights retire from the field temporarily in anticipation of lower prices. While it is not known to be a fact, it was said yesterday that any business now passing in merchandise for Fall deliveries is probably being taken at confidential figures. With the exception of nainsooks, the supply of which is said to be short, the continuance of unseasonable weather has put a definite check on sales of Spring underwear for the time being. Lightweight ribbed goods and balbriggans are not moving at all at the moment, but a few days of sustained warm weather is expected to stir them up considerably.

New Clasps For the Hair.

A spring clasp for both bobbed and long hair, designed to "stay fast," is being placed on the market by a Massachusetts company. Any loose arrangement of the hair may be held in place by the device, puffs or marcel fasteners, or long hair held down at the back of the neck. The clasp is made in two sections, giving a double spring effect, the front being of celluloid, while the back is a clip which springs into place, and holds without a catch. The clasp may also be used to hold scarfs in place, without wearing or ripping the fabric. It is offered either plain or decorated with rhinestones and is priced to retail at 25 and 50 cents.

For Quality, Price and Style

Weiner Cap Company

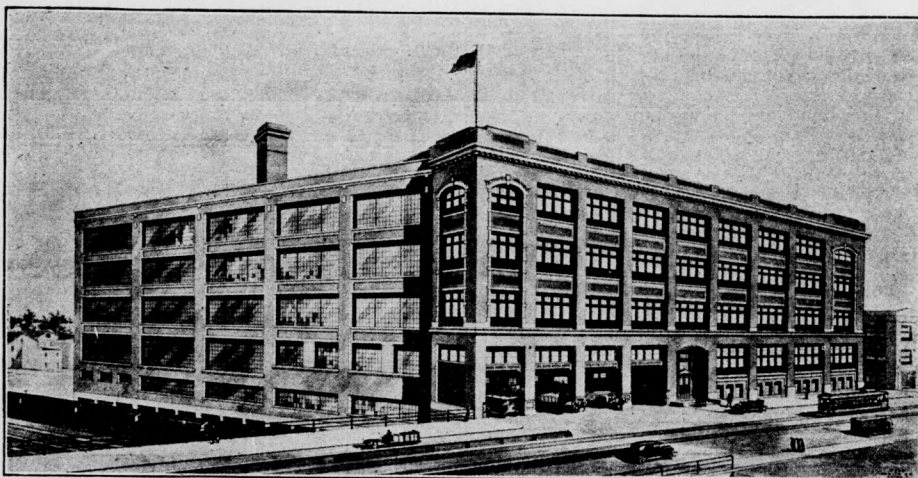
Grand Rapids, Michigan



TRIM AND TASTY

Ask Your Jobber

CRESCENT GARTER CO.
515 Broadway, New York City



EDSON, MOORE & CO., 1702 - 1720 FORT ST. W., DETROIT, MICH.

EDSON, MOORE & CO.

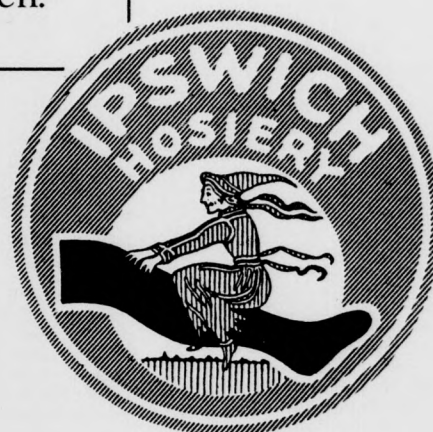
ties up with this
famous trade mark

*Now Exclusive Distributors in Michigan,
with Service Stock of Ipswich Hosiery*

EVERY Ipswich merchant in Michigan benefits by this alliance. As our exclusive Michigan distributors, Edson, Moore & Co. are now able to make prompt deliveries from a complete Service Stock of Ipswich Hosiery on hand in their modern warehouse at 1702-1720 Fort St. W., Detroit.

The splendid facilities of Edson, Moore are at your disposal for such service as you have the right to expect on this nationally advertised line of hosiery.

You can get your Ipswich sales helps and display material direct from them.



The trade mark of the flying witch has been a mark of quality in medium-priced hosiery since 1822. It's seen today on Ipswich Hosiery Shop signs all over the United States, as well as in the advertising pages of *The Ladies' Home Journal*, *Life* and *The Saturday Evening Post*.

Hook up with Ipswich for nice profits on a quick-turning, full line.

IPSWICH *DeLuxe* HOSIERY

IPSWICH MILLS, Ipswich, Mass.



LAWRENCE & Co., Sole Selling Agents

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.

Significance of April in American History.

Grandville, April 6—The month of April is a landmark in United States history.

Wars and rumors of wars have found their inception in this month when spring has taken the place of the rigors of winter and all nature is opening to the sunshine of approaching summer.

The first memorable event occurred on the 19th of the month, down in Massachusetts, not far out of Boston, when the detested redcoats marched into the country to overawe those minute men who were organizing for the war which seemed inevitable.

Lexington and Concord bridge will ever be remembered as the spots where the first patriot blood of the Revolution was shed. As the blood of the martyrs was the seed of the church, so the blood of the Lexington minute men was the seed of a great revolution, lasting eight years, at the end of which time a new Nation was born into the world's family of states, to be ever after known as the United States of America, and since that date the U. S. A. has held a prominent place on the map of the world.

The first blood of that memorable struggle for political liberty was shed on the 19th day of April—thus began the Revolutionary war.

At a later date we come to the momentous April when seven thousand South Carolinians bombarded Fort Sumpter in Charleston harbor. About 4 o'clock on the morning of April 12, 1861, the guns from numerous batteries planted by rebel hands for the purpose of subverting the American Union, began to belch fire across the bay, their aim being the destruction of Fort Sumpter, behind whose walls Major Anderson and eighty men were defendants.

It required a battle of two days to subdue the little band of Union heroes, and then, with colors flying, the major and his men marched out to the strains of Union music and were given free passage to New York.

Thus opened the Great Rebellion than which was never a greater in the history of our world.

"Fort Sumpter has fallen!"

That was the shrill cry that sent the blood of patriots coursing through their veins with unwonted rapidity. Lincoln's call for troops followed, and the North rose as one man to volunteer for the defense of the flag and the perpetuity of the American Union.

It was another April day when volunteer soldiers from Massachusetts, descendants of those who fought and fell on that other day in the long ago, were assailed in the streets of Baltimore by an armed and angry disunion mob. It was the 19th of April that the first blood of the Civil War was shed, the anniversary of the opening guns of the Revolution.

April then is more to be blessed by American prayers than any other month in the calendar. Down to then there had been two wars started in this month. The blood of American patriots have consecrated the month as has no other month been consecrated in our history.

Later came the war precipitated by the kaiser and our participation in the same. Congress declaring that a state of war existed between the United States and Germany. This too came in April 1917, thus making the third war we had opened in this truly wonderful month of April.

We may conclude, then, that April is America's war month. Not only this, but in one sense a peace month as well, since the Rebellion of '61 came to an end by the surrender of Lee in April. Later the assassination of the

Nation's President, bringing a sad conclusion of hostilities, and the martyrdom of the world's greatest man.

Would it be out of place to erect a monument at Washington to the month of April as being the sponsor for more incidents in American history than any other month in the calendar?

As a Nation we are yet in our infancy. Even so we have won the attention, if not the gratitude, of foreign countries, much of this coming to us under the shine and cloud of beautiful even though sad-eyed April.

It is said that March winds and April showers bring forth May flowers. This is undoubtedly true. April also brings the birds (what few have escaped the doom pronounced by state), and the re-opening of brighter days after a siege of winter.

Never were happier days than those of April to the young folks of the backwoods who had enjoyed, after a fashion, the bleak winter snows and winds under the shadow and sighing of the pines. Birds were plentiful back in those early lumbering days. Nobody thought it necessary to stock up with poison sprays for the purpose of killing the birds.

Truth to tell, there were so many birds there was no room for vicious insects to prey upon the farmer's crops. April ushered in the wild life from farther South, and health and prosperity reigned. The coming of the Colorado beetle was about the beginning of our troubles with insect life.

It was some time before Paris green was discovered to be the only medicine that saved potatoes from the striped bug, and since that day different poisons have been brought into service in order to save crops, from cabbages to apples, from the destructive forces of insectdom.

The month of April usually sees the administration of many of these poison sprays. A battle month, a month long prominent in American history, a month given over to insect killing as well as man killing in war, we may well say that April is the most wonderful month of all the twelve.

Old Timer.

Woman Finds Novel Means to Attract Attention.

That the modern maid is more ingenious than the girl of other days is generally assumed. She has to be, to make her way in the work-a-day world. It has been said that woman's wit is on the decline, although the ranks of the defenders who say that the girl of the present generation is possessed of much gray matter, are rapidly filling. A convert was gained recently when a young husband got a taste of this ready waggery after he had scoffed at his wife's statement that she was constantly annoyed at the unwelcome attentions bestowed upon her by the men passing in the streets.

Waxing indignant at the insinuations that she was not as popular as she had made herself out to be, the young woman wagered with her husband that in a walk of several blocks, she would attract the attention of the majority of the passers-by.

The husband, trailing behind, was amazed at the number of looks given his wife as the walk progressed. Person after person turned to stare after the trim figure of the young woman. Filled with curiosity, the man drew up to the woman, unobserved, and received a decided shock. At each passing person the girl was impishly sticking out her tongue.

If you think you do not need to inform yourself regarding laws governing buying and selling, you are probably due for a big surprise some day.

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**

Sold From Coast to Coast

Putnam's

MALTY (AA) MILKIES

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

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.

MEAT DEALER

The Human Body and Meat We Eat.

It is becoming more usual all the time for young boys and young girls to learn something about their bodies and the effect of food on these bodies. Opportunities are much greater now than fifty years ago to learn these things. Development of science as applied to foods has made available more facts, and fostering of higher branches of knowledge in a more general way has helped to bring the modern condition about. The average thinking person of to-day is not satisfied to be told that a thing is so, but wants to know why it is so and all about it. The things he or she wants to learn are made available, not only in schools, but through periodical magazines, daily newspapers, public lectures, by radio and other ways. The knowledge obtained in this way is none the less valuable, since it is imparted by men or women high in the technical and scientific world. In the old days comparatively little was known by the average person about the construction of food or its adaptability to the human system, and it was then, as it is now and always has been, fortunate that Nature guided in what was eaten. In some instances, in many instances, in fact, either the guiding hand of Nature was not obeyed or was not understood, and food was partaken of that proved injurious. In the main, however, the craving of the body, as directed by Nature, was the only guide to health, though, fortunately, a very reliable one in most instances. To-day most every high school boy or girl knows that the body is made up of basic elements, usually in combination, such as oxygen, hydrogen, nitrogen, carbon, calcium, potassium, sodium and so on. These are known to be absolutely essential to health. It is also known that these basic elements are being cast off from the body all the time and must be replaced, chiefly through food. It has also been found that substances (which have been named vitamins) are found in meats and other foods upon which our very lives depend, and yet these substances are too elusive to isolate, generally speaking. No food contains the essentials here referred to so nearly similar in quantities to the human body as meat. Little conversion in the body is necessary, beyond disintegration and direct absorption. Meat is easily digestible and withal a very good food.

Hot House Lambs.

There is probably no kind of meat that is more appropriate for timely discussion than hot house lamb. Lamb is often thought of and spoken of as the luxury meat and hot house lamb is the most delectable of all lamb. They get their name from the practice of raising them for late Winter and early Spring trade, and are produced with considerable care because of the cold weather. As a food product this meat is comparable to hot house strawberries, tomatoes and such things. Not unlike other out-of-season foods, hot house lambs come relatively high. The best bring as high as forty cents a pound wholesale and sometimes more. They are always young and tender

and the meat is decidedly tasteful. It is hard to conceive of any kind of meat more delicious than that from this class of the ovine specie, due both to the inherent palatability of all lamb and mutton and the special epicurean qualities of this particular kind. Milk from its mother furnishes the sole food supply and the hot sunshine never has an opportunity to exercise its power to make meat less white than it naturally is. First-class hotels and restaurants use the bulk of the supply, although a great many are handled by meat markets located in sections where people of wealth live. Some steamship lines also supply this luxury to their customers on the high seas. It is felt that if more retailers of meats canvassed their trade they would find at least a moderate demand, for the palates of the average person is tickled as effectively by luxuries as those of the rich. It is not unusual during the past few years to find turkeys retailing around sixty cents a pound at Thanksgiving and Christmas when they are sold in a big way and there is no reason to believe that an extra dollar or two would not be spent by housewives now and then for hot house lambs. It is hard to really waste money on good food, considering the general satisfaction derived from its use. It seems far more sensible to give the folks at home a real treat now and then, even though it costs a little more than usual than to spend the same amount or more for external pleasures that really do not give benefit.

Surplus Elk Sent East.

A remarkable feat in transportation of wild animals was recently accomplished in the shipment of 388 elk from the National Bison Range, Montana, to a large game preserve at Middleboro, Mass. The elk were purchased by the Elk Breeding and Grazing Association, which paid all costs of corralling, dehorning, loading and transporting.

The sale of these elk solves a perplexing problem which the Biological Survey of the United States Department of Agriculture has faced for some time in the disposing of surplus animals. The elk were crowding the buffalo on the Bison Range, for which this reservation is primarily maintained.

The work of capturing the elk proved to be arduous, even for the experienced cowpunchers engaged for the purpose. The bulls are vicious and fleet, and it was necessary to drive them into small corrals, where they could be roped and tied to posts so that their antlers could be sawed off to prevent injuries in transit. They are also slow and stubborn when being loaded into cars.

The 3,000 mile shipment was in electrically lighted express cars, and the animals arrived without serious loss. Game experts believe that the herd will thrive in the New England climate and multiply.

The idea of service has so permeated the entire structure of the retail business that a Rip Van Winkle awaking from a fifty years sleep would think that shopkeepers were in business for the good of humanity rather than for personal profit.



A good seller
A splendid repeater

HOLLAND RUSK

AMERICA'S FINEST TOAST

Place your order today

All jobbers

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Holland, Michigan

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236

Phones

Automatic
4451

WHOLESALE FIELD

SEEDS

Distributors of PINE TREE Brand

ALFRED J. BROWN SEED COMPANY

25-29 Campau Street

GRAND RAPIDS, MICHIGAN

NOT A BIT TOO EARLY

It is awfully easy to delay making reservations for your convention—remembering that it does not occur until June. But it is not a bit too early to write your local chairman now.

Sit down and send him that letter, "Count me in for the N. A. R. G. Convention, June 21-24, Rochester." You'll find new business ideas and recreative fun when you go.



FLEISCHMANN'S YEAST
The Fleischmann Company
SERVICE

THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

All kinds of Glass for Building Purposes

501-511 IONIA AVE., S. W.

GRAND RAPIDS, MICHIGAN

EGGS EGGS EGGS

Ship Us Your Current Receipts

FRESH EGGS and PACKING STOCK BUTTER

We Pay Full Grand Rapids Market Day of Arrival. Get in Touch With Us by Phone or Wire On Any Round Lots You Have to Offer.

ASK FOR QUOTATIONS ON

FUL-O-PEP CHICK FEEDS

KENT GROCER COMPANY

WHOLESALE DISTRIBUTORS
GRAND RAPIDS, MICH.

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.

A Practical Experience With a Spring Stove Sale.

Written for the Tradesman.

A small town hardware dealer gave me the other day some light on a practical experience he had one year with a spring stove sale. His narrative ran about like this:

"Right after Christmas one year we decided to have a spring range exhibit. During January, February and March we close at 6 p. m., and in the course of some of these long winter evenings we mapped out our campaign.

"At that time we had handled our line of ranges just one year, and during that year had sold 41 ranges. We wrote each of these 41 users and asked for a testimonial, if the user could give us one; adding that if there were any complaints, we would be glad to do all in our power to satisfactorily adjust them.

"We received fifteen replies, and just one complaint. We found that the lady who had the complaint to register had told all the neighbors, and some of our competitors, but had never said a word to us.

"Right now I'll tell you how we adjusted this complaint. We did not write the manufacturers and put them to a lot of expense. I went myself to the lady's house, and, before I got through, convinced her that the range was all right. I did the very things with the range that she claimed she could not do; and as soon as this was done I invited her to the store to pick out a new range. She had lost all confidence in the one she had, and it would never have suited her, even after my demonstration. The range taken out was sent to the house of a member of the firm, and put into use.

"There were two reasons why the range was sent there instead of to the store. First, using the range showed there was nothing whatever the matter with it. Second, the range, still for sale, would sell better there than at the store.

"With these fifteen testimonials (and they were fine ones) to work on, we got out a 16 page pamphlet, exclusive of covers. In this we gave the fifteen testimonials, and also the names of the forty-one people using our range. On the back cover we placed a general advertisement, but confined it to goods on which we had the exclusive agency. In the pamphlet we showed cuts of the range, and pointed out special features. In explaining these cuts we referred to the testimonials. Any letter that mentioned any special feature, such as fuel saving, quick reservoir heating, etc., we used to emphasize the point we wanted to make. We had 1,000 of these pamphlets printed.

"Next we got out a 2-page letter on a mimeograph, the expense being very small. This letter was an invitation to attend this big special sale and demonstration; incidentally pointing out the good features of our ranges,

and announcing we would give free with each range sold during the week and \$8 set of aluminum ware. Special attention was called to the serving free each day of three-minute biscuits and coffee.

"The next step was to get the newspaper advertising in shape. First we wrote the stove manufacturer for copies of advertisements other customers had used with success, and on receiving these we decided on a whole-page advertisement. On a piece of white cardboard just the size of the newspaper we laid off the advertisement. If the printer sees you understand just what you want, you will get a much better lay-out. This advertisement we ran in the local weekly papers. By using the same advertisement in each paper we got a considerable reduction on account of saving in typesetting.

"We had 1,000 copies of this advertisement run off, and the week before the sale we sent a man each afternoon through the streets to put them into the motor cars of farmers and others, also tacking them to poles and other places around town.

"The week before the sale we mailed 700 letters containing one of the mimeograph letters and a pamphlet, using 2 cent postage, as in our experience 1 cent postage doesn't pay.

"When we first planned this sale we intended to confine it to ranges, lighting rods and hay carriers. We wrote the silo manufacturer for a man to help us and explain his line; also the grinder manufacturers. The last two days of the week we advertised tools sharpened free.

"Thursday was the big day of the sale, and we certainly had a crowd. It was impossible to get them all into the store. But we took advantage of that to pull the 'layer cake stunt on the sidewalk outside.

"We had a fine sponge cake recipe, and we took one of the cakes, cooked on our range, and put it on the sidewalk with a plank on top, and had half a dozen of the stoutest folk in the crowd stand on the plank. Then we took off the plank, and, presto! that cake stood up as light as a feather. That stunt got us a lot of publicity. We had the newspaper reporters and a photographer there for the occasion.

"We had a lot of the famous cake cooked on our ranges for that Thursday, and handed out a piece to everyone; along with a copy of the recipe. Also we had photograph postcards of the scene outside, with the six people standing on the plank; and we handed out these to anyone of mature age who left his or her address.

"The range sale lasted through the entire week. All told, we sold in the course of the week thirty-seven ranges, or nearly as many as we sold the entire year previous. We sold one silo, several tool grinders and quite a few other special items advertised, including a lot of roofing. Then our salespeople got pretty well posted in regard to silo talk and grinder selling points, through having the experts with them.

"Apart from these direct results, there was a big fillip to regular sales. Moreover, we got a splendid prospect

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting
Goods and
Fishing Tackle

BROWN & SEHLER COMPANY

"HOME OF SUNBEAM GOODS"

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes & Mackinaws

Sheep lined and

Blanket - Lined Coats

GRAND RAPIDS, MICHIGAN



Write for Circular

FOSTER, STEVENS & COMPANY

Grand Rapids, Michigan

GIBSON REFRIGERATORS

Our Sample line is now on our floor. We invite your inspection of this wonderful line. Can be sold on very easy terms. Also some good used boxes.

G. R. STORE FIXTURE CO.

Automatic 67143

list to follow up during the season, and which as the result proved, made a substantial difference with our year's sales. And finally, we got the advertising. The cash expenses, apart from the extra preparatory work of the staff in getting up advertising matter, amounted to about \$125; but the direct profits on extra sales made during the week more than covered this. Finally, we got our line of ranges firmly entrenched with the public, so that they're going stronger and stronger every year."

Victor Lauriston.

Good Buying as Important as Good Selling.

Written for the Tradesman.

While the selling end of the retail business has always received much attention, less thought has been given to the buying end. Yet successful buy-manship is an essential preliminary to successful salesmanship. A good share of the profits honestly earned by aggressive selling methods are often lost before they are won, by poor buying.

The admiring expression, "He is a good buyer," heard time and again in reference to this or that successful merchant, is a signal tribute to the importance of this often neglected department of retailing. The fact is coming to be more and more recognized that goods well bought are half sold.

Good buying, indeed, consists, in the first place, in a thorough knowledge of selling possibilities. The man who is intimately acquainted with the peculiarities, prejudices and preferences of his customers is well equipped in this branch of merchandising. To know what people want, in order to have it in stock when they want it, is an essential part of good retail management.

Yet, even to-day, a great share of retail buying is pure guesswork—and poor guesswork at that. The traveler bustles in.

"Nothing doing to-day," peremptorily remarks the retailer.

"Come on, now, old sport, be good to a fellow, won't you? I've been turned down ten thousand times already on this trip and if you nip me, why, I'll just grab that pestle and massacre you. You can take a dozen of So-and-So, can't you?"

"Oh, I guess so. And—let's see"—a moment of puzzled thought—"I think I am almost out of Blank's Bitters. Put me down for half a dozen. And—"

I've heard merchants do their buying in just that hit and miss fashion; but I've never heard of such merchants making money at it.

There are several requisites of good buying. They include:

As intimate as possible a knowledge of the local field and its requirements.

As thorough as possible a knowledge of the goods available.

Prices right at the merchant's finger ends.

A good, efficient "want system," posted right to the minute.

The ability to say "No" when necessary.

Knowledge of the local field is acquired chiefly by experience. Some merchants learn much more quickly than others. The man who makes it

a point to know his customers personally, who gets "under the skin" with them, so to speak, and learns their idiosyncracies, will thereby pick up many valuable hints. One locality will offer no market for cigars higher than ten cents, and will buy largely five-centers. Another will buy liberally of high grade smokes. There are other localities where "smokin' and chewin'" will comprise the bulk of the tobacco stock. These are general differences; and the experienced merchant will also pick up, in time, a knowledge of finer details. What applies to tobaccos applies to almost every other line carried in the drug store.

Particularly is such knowledge helpful when it comes to deciding whether or not to take on a new line not previously handled. No merchant can say positively whether any specialty will "take" or not but the merchant who knows his field can guess with a fair degree of accuracy. That is very different from the sort of guessing upon which a good many merchants base their buying.

Not long ago a traveler came to a merchant with what looked like a particularly attractive proposition—a standard line at half the usual price. The merchant bit at the bargain, calculating on selling at the usual retail figure. Within a few weeks, before the big lot ordered had fairly commenced to move out, the manufacturers quit making the old line and put on a new adaptation of it which put the old line at once into the discard. The retailer in this instance had helped a jobber to unload and was left holding the bag. Yet a close watch on his trade papers would have apprised him in plenty of time of the anticipated change in policy.

Apart from occasional instances of this sort, there are new goods all the time coming on the market which will to some extent displace older productions. The merchant is well advised to study the drift of the market.

Then, too, war in Formosa or South America or Europe may shut off the supply of some standard product; the merchant who looks ahead can often make sure of his own supply at least. It is not enough to wait until the traveler comes with a new price quotation.

Incidentally, price is an important matter. Shrewd merchants will keep close watch on prices and price tendencies. Some merchants carry this information in their heads; others, more careful, keep it indexed in their desks. A card-index system will, at slight initial expense, help the merchant to keep tab on current prices, and price changes. The merchant who knows exactly what the current prices are can deal a great deal more satisfactorily with travelers than the merchant who is "all in the air" on this point.

The "want system" is another important feature in buying. The hit and miss system of "guessing" that so-and-so is nearly out, is no part of successful buying. The want book, properly posted, replaces guess work with certainty.

True, it is difficult to keep up a want book systematically. The book itself is apt to become mislaid; and even when it is handy, the clerk some-

times show a fine disregard of its existence.

The remedy lies in a more efficient staff organization, the inculcation of a keener sense of responsibility in the individual members of the sales force; and, on the other hand, the easiest possible method of keeping tab of "wants."

One merchant has "want slips." These are padded. The minute any article in stock nears the vanishing point, the clerk making the sale fills in a want slip and turns it in to the cashier. Every time there is a sale, after that, a want slip is sent to the office. Every time an article is called for that is not in stock, a want slip is filled out. This gives the merchant, when he comes to buy, a clue, not merely to the lines needed, but to the keenness or otherwise of the demand for them. In some stores the want situation is met by making each member of the sales force responsible for the upkeep of a certain portion of the stock. This is merely a modification of department store methods.

The tendency to buy in quantity for the sake of a "good price" is still strong. With some merchants, as with some customers, the appeal of a bargain is irresistible.

Buying in quantity is sometimes very good business. At other times it is disastrous. Here, again, knowledge of the local field and its possibilities in the way of quickly assimilating the goods, is very helpful. There are times when an aggressive selling campaign will within a very short time clean out a stock of goods much above the normal.

The merchant must, however, know his field. To buy a large quantity of any line with no prospect beyond that of holding the goods over from season to season is poor business. The initial margin may be much better than were the buying done in small quantities; but the promised profits are often eaten up in insurance, interest on investment, breakages and depreciation.

Victor Lauriston.

Novelties in Women's Shoes.

An exclusive shoe novelty which will be seen as the warm weather comes is linen shoes dyed in pastel tints and trimmed with leather or embroidered with colored raffia. Shoes also made from Panama and leghorn hats will be something new for the woman of means capable of indulging in such footwear. These shoes will be dyed to match the gowns. Manufacturers also point out that the heel has become an element of ornament as well as an essential part of the shoe. In many cases the heel tends to become decorative through taking on the shade of the trimming of the shoe rather than that of the body.

It was a hot day and the traffic policeman was having a busy time. In the midst of it he saw an elderly woman looking across at him, so he held up a bus, four cars, a motorcycle or two, and two loaded trucks. The woman sidled up to him and the officer bent his head to hear her request. "It's all right," she said. "I only thought you would like to know that the number on your badge is the number of my favorite hymn."

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Satisfied Customers
when you sell
"SUNSHINE"
FLOUR
Blended For Family Use
The Quality is Standard and the
Price Reasonable
Genuine Buckwheat Flour
Graham and Corn Meal
J. F. Eesley Milling Co.
The Sunshine Mills
PLAINWELL, MICHIGAN

Watson-Higgins Milling Co.
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NEW PERFECTION
The best all purpose flour.
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The best bread flour.
Look for the Perfection label on
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**Western Michigan's Largest Feed
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The Food of the Future
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King Bee
Butter Milk
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The Mash you have been looking for. A Buttermilk Mash at a reasonable price.
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HENDERSON MILLING COMPANY
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"The reliable firm."

COMMERCIAL TRAVELER

News and Gossip About Michigan Hotels.

Battle Creek, April 6—And now somebody in Traverse City wants somebody else to invest \$200,000 to \$300,000 in a new hotel there, just because during a few days in the rush of the resort business there is an apparent shortage of rooms. Probably not a score of nights during the ten week summer period is there such a shortage, and during the other forty-two weeks there would not be an average occupancy of 40 per cent. in the really excellent hotels already in existence there.

It is the same old story. I have hoisted the storm signal several times lately, warning possible investors of the shoals they will promptly encounter if they attempt to enter the hotel field when there is undoubtedly no room for further enterprises of this character.

If these investors want to know more about it, I will undertake to enlighten them by a few concrete examples of the results of the hotel mania. I had hoped the good people of Traverse City had outlived gold brick episodes, but maybe not. But if they must buy hotel stock, select the non-assessable variety.

C. W. Bosworth, well known in hotel circles as having conducted the Park Hotel, at Mt. Pleasant, up to four years ago, has, in company with his father, F. M., of Elk Rapids, taken over the Hotel Sumner, at Fowlerville.

This was formerly the Lockwood House, but a year or so ago J. B. Sumner, its owner, completely rehabilitated same, adding modern conveniences and now, with some minor details in decorations and furnishings, the Sumner is all ready for business, and with the knowledge I possess of the present operators I predict that Fowlerville will have some hotel and the Bosworths some business. That they will retain this business through satisfactory service I also predict.

Stopping off at Brighton one day last week, much to my astonishment, I found a spick and span new \$100,000 hotel—the Lincoln—in full operation, with Floyd Chamberlain as lessee and operator.

The Lincoln, with every known detail in hotel equipment, including running water, baths, room phones, Simmons beds, and the very best in furnishings, carpets, etc., may be considered first class in every respect and enjoys a good business, all acquired within the past few weeks.

Since the destruction by fire of the Brighton Inn, four months ago, there has been need of a new hotel, and the result is the best ever. Incidental to its other facilities a well equipped coffee-shop, with excellently prepared food at moderate prices, clinches the bargain.

The Hotel Roosevelt at Lansing, under the management of Chas. S. Quinn, is prospering more than ever. Here is an instance where the operator—in this instance the owner—is alive to the fact that new hotels rapidly become old through inattention, and is continually engaged in making improvements to offset the wear and tear. The result is that the Roosevelt gets away from all appearance of depreciation, and on the contrary looks neat and prosperous. Mr. Quinn advises me that, in addition to enjoying a good patronage from commercial men, he has permanent guests sufficient in number to more than "take up the slack," as it were. A very satisfactory service is also given in a combination coffee-shop and cafeteria which purveys to the hotel guests.

At Portland, the Hotel Devine, owned and operated by L. S. and C. M. Devine, is a well conducted institution, doing a prosperous business. It is homey, has good, clean rooms and a meal service par excellent.

In addition to a neat and commod-

ious dining room, where regular meals are served, the Devines also conduct a coffee shop which is open at all hours, day and night, at popular prices. In addition to a nice commercial trade the hotel enjoys what I would call an unusual local patronage, all of which is well deserved.

The many friends of C. M. (Tom) Luce, Hotel Mertens, Grand Rapids, will be glad to know that he has sufficiently improved from his recent indisposition and has once more appeared at his accustomed post in his hotel.

A new hotel, the Mt. Elliott has been opened at Detroit, with D. P. Furev, as active manager. The hotel has 100 modernly equipped rooms and will cater to transient trade.

Michigan's new fishing regulations make sad reading for the perch and sun fish, but glad news for the cane pole addicts who like to do their "pan fishing" early in the spring. According to the 1926 regulations, perch, sun fish, bull heads, pickerel and other non-game species may be taken from rivers and streams April 16. Fishermen are asked to remember those last five words, "from the rivers and streams." Lake fishing is still governed and regulated by the older laws. Inland lake bass fishing does not begin until June 16 and brook trout on May 1.

Quite a number of Michigan hotel men sailed from New York last Saturday as members of a European touring party arranged by the American Hotel Association. Others who would have profited by the trip felt that two months was a long time to be away from their establishments. It is about a 50-50 proposition. Some operators take life too seriously and are positive the earth would shake to its center if they relegated their authority to someone else. Such will go through life with a conscientious feeling of strict attention to duty. Others will go who cannot afford the trip and yet will somehow alight on their feet and find the world smiling upon them when they return.

All work and no play applies as well to the hotel business as any other and the operator who hies himself away from his particular stunt occasionally and fraternizes with his fellows has inaugurated a system of education which cannot be beaten. He can afford to take a chance on a trifling loss in operation during his temporary absence, but he is quite likely to pick up knowledge which will eliminate other losses which are going on while he is at home.

That is why I am strong for hotel associations, which bring in direct contact operators, big and little, to their profit. The big fellows may feel that they know it all, but some of the biggest things in hotel operation were initiated by the small ones.

Take a week end off occasionally and visit your neighbors or even your competitors. Don't give your fellow operator the idea that you know it all and—listen.

Mr. and Mrs. Richard ("Dick") Warner, of Colonial salt fame, and who live in the Furniture City, recently returned from a visit to California. Dick has told me a lot about California and particularly about the cost of living out there. In the population centers the cost of transient living is not great; much cheaper than in the East. The big hotels put out attractive meals at very modest prices and make money. They make feeding an attractive element in their business. Naturally they do a large volume of business, but they make their service so attractive that they outrank their 100 per cent. American (?) competition.

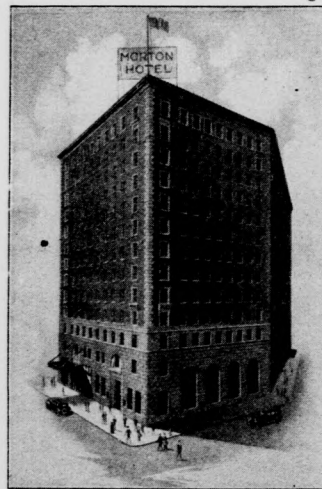
Why cannot this problem be worked out here? Some of my warmest friends are operating restaurants at a loss, even at much higher prices than the Californians, but are not getting anywhere because of their charges. They do not want to "cheapen" their establishments. Hence they continue

The Pantlind Hotel

The center of Social and Business Activities.

Strictly modern and fireproof. Dining, Cafeteria and Buffet Lunch Rooms in connection.

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



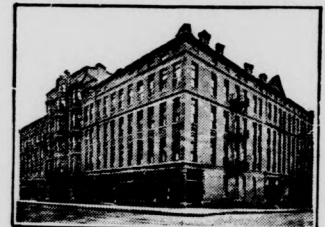
Morton Hotel

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

400 Rooms—400 Baths
Rates \$1.50, \$2, \$2.50 and up per day.

Menus in English
WILLIAM C. TAGGART, Manager

CODY HOTEL



IN THE HEART OF THE CITY
Division and Fulton

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

CODY CAFETERIA IN CONNECTION

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 Luxurious Rooms
Turkish Baths ERNEST McLEAN, Mgr.

HOTEL BROWNING

GRAND RAPIDS
Corner Sheldon and Oakes;
Facing Union Depot;
Three Blocks Away.

150 Fireproof Rooms
Rooms with bath, single \$2 to \$2.50
Rooms with bath, double \$3 to \$3.50
None Higher.

on from year to year at a losing game and seldom murmur.

Let some one come along with a "phoney" check for \$25 and they will set up a wail to high heaven, but in the meantime will shovel out the money to the four winds through the medium of their kitchens and dining rooms.

In one locality I could name we have the example of two hotels, one of which loses thousands each year in feeding a limited clientele, while his competitor makes a similar amount in feeding many.

The one buys the highest quality of food material, charges a fancy price, and sells little, while the other serves a palatable meal for an appreciative public which cares little whether they are served A 1 beef or cheaper cuts, so long as they are tasty and at reasonable charges.

Then "why is it that in so many instances the hotel man feeds his own guests at a loss or permits others to do so at a profit?" according to a statement made in a recent issue of the Hotel Review.

This question is one which has been asked in one form or another by many hotel men, and while it is undoubtedly true that the hotel pays more attention to maintaining the standards of the establishment when operating its own dining room service than a lessee would if it were rented out, this does not answer the question. It is a fact which cannot be successfully denied that when a hotel with the prestige of a house full of guests will lose money in its dining room, someone else will open up a cafe across the street, pay a stiff rental, and make a living profit.

So long as the hotel operator labors under the delusion that it "cheapens" his place to sell food at moderate prices, so long will the stockholders mourn the absence of dividends and fool themselves with the belief that all restaurants are money losers.

This is another instance where fraternizing with your neighbors will rebound to your advantage. Some of them make money in their dining room service and you should know why.

One of the worst features of the hotel overbuilding situation is the possible effect upon bond values—and this is about the worst thing that could happen, for it is a blow at the entire financial scheme of the country. Out in Utah, the State Securities Department, having supervision over this sort of thing, has of late been questioning the value of bonds issued against hotels and apartment buildings and recently made a statement to the effect that several of these enterprises have failed before the completion of the structures.

Well secured real estate mortgages, always a sound investment, are much better securities than hotel bonds which depend more on businesslike operation than actual value of property.

On the other hand if a sure thing proposition does not appeal to you and you want to do the thing proper, throw your money to the birds and don't send some poor, deluded hotel operator into an untimely grave by holding out hope of something that isn't.

Several years ago operators of the larger hotels perfected an organization known as the American Hotels Protective Association. It was formed for the sole purpose of protecting hotels against check passers and hotel beats.

Under the personal supervision of J. K. Blatchford, its Secretary, it thrived and became a most useful power in hotel affairs, albeit it was prosperous. Its membership comprised all of the leading hotels in America and they were all interested in its success.

After a successful career covering a period of several years, a few of its members—dominant ones, it seems—conceived the idea of converting it into an educational institution and at-

tempted to cut a wide swath by endowing colleges for turning out hotel executives and a comprehensive system of accounting. When the convulsion was over with there was—where there had previously been a surplus—a deficit of \$100,000.

Mr. Blatchford, its Secretary, repeatedly called the attention of its officers to the fact that in their desire to over-run the country with executives, they had overlooked the fundamental purposes for which they had existed—the protection of the hotel man against fraudulent practices.

Then came a campaign to secure donations for the purpose of liquidating the indebtedness of the organization, coupled with plans for re-organization.

A scheme was evolved whereby State hotel organizations were to make up the American Hotel Association, and dues of \$4 per year per member hotel were exacted from each of these state organizations. Michigan's quota of 307 members, cost the treasury of the Michigan Hotel Association the tidy sum of \$1,228. Other states, Illinois, for instance, paid less than one-half that amount. Michigan was penalized because it had, through the strenuous efforts of its officers, built up a large membership.

But the American Hotel Association did not prosper. Its record of accomplishment was nil. It again became hopelessly in debt. A high priced executive secretary, who had displaced the ever loyal and ambitious Blatchford, absorbed everything and more than was taken in for dues, in a wild chase for will o'wisps, and while the program of education was side tracked the real purpose for which the American Hotel Protective Association was formed and to which its prior success was attributable was never restored.

However, what interests the membership of the Michigan Hotel Association vitally is that it will soon be called upon for its annual contribution and, if paid, the ledger entry will still continue on the red.

Thomas E. Greene, President of the so-called parent association, is a great organizer and put forth superhuman efforts to interest every state organization in same. He has been reasonably successful, but neither he nor any other interested officer or director can safely promise that the A. H. A. will ever function on a protective program, which is its chief reason for existing, hence any further payment of dues by the state body would look to one who is familiar with the status of affairs as inadvisable.

Many of his numerous friends among the Michigan hotel fraternity as commercial men, have been much concerned about the condition of Manager Ernie Neir, of the Rowe Hotel, Grand Rapids. I am most happy to inform them that he is again at the steering wheel and assures me that "Richard is himself" once more. Serves him right.

Mr and Mrs. E. W. Bosworth, well known hotel people, were at the Morton House, Grand Rapids, last week. They were engaged in purchasing new equipment for their recent acquisition, the Hotel Sumner, Fowlerville, mention of which is made elsewhere.

Mrs. Bosworth, who operates the Elk Tavern, at Elk Rapids, is a most delightful personage and her hotel is certainly a gem. It is one of the most tastefully decorated and furnished hotels I know of and is operated exceptionally well. It has been kept open this winter for the convenience of traveling men and is doing quite nicely.

A meeting of the recently formed Chamber of Greeters, at Grand Rapids, scheduled for last Friday, will be held on the 16th inst.

Thanks to the American Greeters for the following: "Judge Verbeck, Secretary of the Michigan Hotel Association, has forsaken the state of single blessedness for that of married bliss. Recently Mr. and Mrs. Verbeck were the guests of Mr. and Mrs.

W. Charles Taggart, at the Morton Hotel, Grand Rapids. Mrs. Taggart writes: 'Judge Verbeck's bride is a very charming and lovable little woman and the Judge is very proud of her. We enjoyed their visit here and were sorry to see them go.'

For dinner on Easter Sunday, the Morton Hotel, offered the following selection:

There is a law in England to prevent
Easter Egg, Louisette
Aloha Cocktail on Maraschino
Consomme Richelieu
Cream of Chicken, Washington
Filet of Sole, Parisienne
Chicken Chop Suey, Fresh Mushrooms
Mignardise of Guinea Hen
Roast Tenderloin of Beef, Nicolese
Mashed or Fondante Potatoes
Cauliflower, Mouseline Sauce
Heart of Romaine,
Roquefort Cheese Dressing
Old Fashioned Strawberry Shortcake
Apple or Cherry Pie, Chantilly
Coupe St. Jaque
Orange Ice
Choice of Cheese, Toasted Wafers
Vanilla, Strawberry or Chocolate
Ice Cream
Beverages

the sale of spirits diluted under 35 degrees below proof. And there's a law in the United States to prevent the sale of beverages with more than one-half of one per cent. of kick. And it seems to be about as difficult to enforce one law as the other.

Frank S. Verbeck.

Buy To Cover Trade Requirements Only.

Written for the Tradesman.

Crop news thus far this Spring has been favorable to the growing crop of winter wheat in all sections; there has been plenty of moisture and the wheat fields generally speaking have been well blanketed with snow.

The price range has been narrow with a tendency to decline; even premiums as a general thing have narrowed. Demand for flour has been rather light so the decreasing receipts of wheat, due mainly to bad roads, have not been a big factor in the price situation, but may prove to be if continued and the flour trade becomes more active.

Foreign markets have been rather lethargic during the past few weeks, and of course have been a factor favoring the bears as a result. In fact, everything seems to have favored the short side of wheat recently, but now that we have had a material decline in both flour and wheat, it would not be surprising to see some reaction to a higher basis temporarily at least, particularly with improved demand for flour, which is almost certain to develop as soon as the roads make it easier for the farmer to get to market.

We believe, on the whole, however, particularly if favorable crop news continues, there will be a gradual decline in the price of wheat, taken as an average, up until harvest time. There may be some varieties that will hold reasonably firm, but we are speaking of the general market. Of course this opinion is based on the presumption that the outlook for both Winter and Spring wheat continues favorable in the United States and Canada. Any serious setback in crop prospects would result in higher values.

The policy of buying to amply cover trade requirements continues to appear to be safe and sane. Heavy buying for future delivery does not appear to offer anything but trouble for the investor. However, watch crop reports.

Lloyd E. Smith.



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

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"

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

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.

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

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.

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

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.

Kodaks and Fishing Tackle in the Spring.

As vacation approaches the call of the wild lures all people and it is a good policy for the druggist to feature those articles which make the open road and the forest streams more enjoyable. Inevitably there comes to mind the universal pleasures of fishing and kodaking. Both appeal to the great mass of people—men, women and children—and a camera and fishing pole are equally adaptable to those going for a day's outing, or for those who are preparing to spend the entire summer at the seashore or mountains.

Many dealers prefer to feature these supplies for summer sports separately, giving a window to fishing tackle and another to cameras and supplies, as well as having separate show cases inside the store, but R. W. Foister, of Chapel Hill, N. C., combined the two in one of the most effective hot weather campaigns of the year.

One morning the people of the little Southern city stopped in amazement at the window that met their view. It was a fishing scene, in which the cork bobbed up and down at the apparent instigation of a trout. The cork was operated by an unseen mechanism devised by Mr. Foister. Two lads, well-known in the little town, were depicted, life size, one wielding a hook and line and the other training his kodak on his companion. The stream, the mossy banks and the stones were remarkably faithful representations of the real thing.

The two boys, delighted at the prospect of basking in the limelight, had gone out in the woods with Mr. Foister, and he had posed them carefully and then photographed them. Then he enlarged the picture and fitted the cut-outs into the scene, so that one almost might take the figures for flesh and blood. The display attracted crowds of people, who stopped and gazed until their fingers fairly ached to handle the camera and fishing line—the stimulation of which longing was, of course, the object of the display.

Among the most enthralled of the spectators were the two embryo citizens of Chapel Hill who had posed for the picture, and you may be sure they brought all their companions, friends and relatives to view the window setting. A small card in the window was lettered: "As important as lunch on an outing—Fishing Tackle and Kodak."

The mechanism that ran the bobbing cork was concealed in a closet adjoining the window. The motor was geared down so that the wooden wheel at the end of the pulley shaft turned one revolution in one and one-half minutes. Nails were driven in this wheel at irregular intervals, some being set near the outer edge, others further in, causing the effect of carrying the cork under at times, and a variation of nibbles, as well as times when it was still—the entire effect being extremely natural. The cord was

attached to the top of an upright set near the wooden wheel, and run through a small hole into the window, then down into a metal tray and along the bottom. Gold fish were placed in the water, but they kept in the shadow of the rocks most of the time. On the floor of the window was set a galvanized tray five feet long, thirty inches wide, and five and one-half inches deep—oval in shape. This tray was hidden by building up an extra floor, which was covered by moss along the edge of the tray, while rocks were placed inside the tray all around.

When it comes to featuring cameras, the plan adopted by Cunningham's of Detroit, would be sure to produce good results. Desiring to interest the young people, at the beginning of the vacation period they inaugurated an essay contest, to which they gave publicity by cards in the show window and advertisements in the newspapers, on the subject: "Why You Should Own a Kodak, and Why You Should Buy It at Cunningham's."

The contest lasted for a month and the prize was ten dollars worth of films or plates—a decided incentive to consider carefully the advantages of the Cunningham line.

Each week one of the essays was published in a box in their quarter-page advertisement, with cuts of cameras above and below it, and on either side quotations on photographic supplies. All who read the essay could not but take note of the camera quotations, and thus had kodaks and supplies brought constantly to their attention. At the conclusion of the contest the firm assembled the list of addresses and each writer was sent a letter. It was a circular, of course, but a personal touch was given by having the name and address inserted at the top, and each letter was personally signed. The letter thanked the contestant for the interest he had shown and for the good points of the Cunningham line that he had brought out. They urged him to come in and talk over any difficulties he might have had in obtaining good results, and offered expert advice. They closed by enclosing a price list of supplies and invited his patronage when in the market for anything in the kodak line. This manifestation of personal interest was far-reaching in its influence. It made the customer feel that his patronage was appreciated and led him to take a few steps out of the way, if necessary, in order to make his purchases at a store where he was so cordially welcomed. In addition to newspaper advertising and direct mail publicity they did not neglect their show window, and the elaborate window was redolent of summer and of outdoors. Overhead was a lattice-work hung with blossoms and foliage, and here were two enlarged prints of woodland scenes. In the center was a tall Japanese arch, with lanterns hung from either end and that word "Kodaks" in Japanese letters. At either end of the display were mammoth butterflies in black and gold, six feet high. On either of the spots on the wing were hung kodaks, while the vertebrae were boxes of films. A four-foot butterfly of similar construc-

tion—cardboard—hung in the archway. On the floor and on low stands were kodaks of different sizes, each with a cardboard butterfly behind it, stating the name and the price of the camera.

A druggist who has catered to fishermen for several years has compiled a list of all his customers, and of many other anglers whose names he has secured from them. Several weeks before the opening of the season he writes a little note to each of these. Of course it is really a circular, but a personal touch is given by the insertion of the name and address, care being taken to see that the type and ink matches exactly that of the body of the letter. In this letter he says:

GOIN' FISHIN'?

This is the question every angler asks his comrades at this time of the year—but before you go, see that your outfit is complete—call and see us. We can supply you with an outfit at a very reasonable cost. Look over this list of tackle and see if you have everything you need for a day or a week's sport.

This was followed by a long list of supplies, with prices quoted on various grades of line and tackle.—National Druggist.

Shoe Dressings, Cleaner and Polish.

For tan or russet consist of a cleaner and a polisher, the former being a liquid, the latter a paste.

Cleaning Fluid.

- | | |
|--|--------|
| 1. Tragacanth | 2 dr. |
| Oxalic Acid | 3 dr. |
| Water | 32 oz. |
| Mix and dissolve. It should be colored yellowish with aniline yellow or saffron. | |
| 2. Yellow Wax | 4 oz. |
| Linseed Oil, Raw | 6 oz. |
| Oil of Turpentine | 20 oz. |
| Soap | 2½ oz. |
| Water, Hot | 28 oz. |

Melt the wax at a gentle heat, then cautiously incorporate the two oils. The soap, which may be the ordinary yellow bar, should be in shavings and should then be dissolved in the water. Now mix the two liquids.

Liquid Shoe Polishes.

Liquid polishes are simply varnishes, consisting of various gums, etc., dissolved in some volatile solvent. A good liquid blacking must dry quickly and not only give a high gloss but also leave an elastic or pliable surface so as not to crack or scale off or cause cracking of the leather. The material most often used as a glossing agent is shellac, but this substance is so brittle that something must be added to give it flexibility and elasticity. Copal, sandarac, resin, and various other materials, also enter into the composition of these polishes. Resin is of little value on account of the extreme brittleness of this material. The use of resin oil combined with other materials in proper proportions gives a polish of good quality.

As a solvent, alcohol is the most suitable. For the highest grades of liquid shoe dressings, 95 per cent. pure grain alcohol is used, but in most of the cheaper products, wood alcohol is used. This does not give as good a polish and injures the leather more

than grain alcohol would, however, the cost of grain alcohol is an almost insurmountable objection to its use.

The following typical formulas illustrate the methods of preparing these polishes and the proportions of the different ingredients may be varied within any reasonable limits to meet particular conditions or requirements.

- | | |
|-------------------------|---------|
| 1. Shellac | 1 lb. |
| Ammonia (16 deg.) | 8 ozs. |
| Water | 40 ozs. |
| Glycerin | 2 ozs. |

Enough to give the desired depth color

Boil the shellac with the water and ammonia until it is dissolved, adding a little more ammonia if necessary to complete the solution. Remove from the fire, dissolve the color in the liquid and mix with the glycerin.

Then add water enough to make two gallons. If wanted thicker, use more shellac.

- | | |
|---------------------------|---------|
| 2. Shellac | 8 ozs. |
| Alcohol | 28 ozs. |
| Yellow Laundry Soap | 2½ ozs. |
| Glycerin | ½ oz. |

Drug Store Equipment

We have come into possession of a complete equipment of fixtures for a drug store and soda fountain. These fixtures were used in a drug store, but they would be very serviceable for a restaurant or confectionery. Immediate investigation solicited.

CENTRAL STATE SAVINGS BANK

Shepherd, Mich.



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

Henry Smith Floral Co., Inc.

52 Monroe Ave.
GRAND RAPIDS, MICHIGAN
PHONES: Citizens 65173, Bell Main 173

A COMPLETE LINE OF

Good Brooms

AT ATTRACTIVE PRICES

Michigan Employment Institution for the Blind
SAGINAW W. S. MICHIGAN

Anilin Black (spirit soluble) ½ oz.
Water ----- 6 ozs.

Dissolve the shellac in one pint of alcohol; shave the soap and dissolve in a mixture of the water and two ounces of alcohol by means of heat; dissolve the anilin black in the remainder of the alcohol; mix these two solutions and add the glycerin. Mix well, letting stand for several days before bottling.

Bronze and Other Colors.

For other colors than black, such as bronze, bleached shellac is substituted for the orange shellac used in black polishes, and the desired anilin bronze color added.

Black Shoe Polish.

1. Beeswax ----- 1 lb.
Ceresin ----- 1 lb.
Carnauba Wax ----- 6 ozs.
Turpentine ----- 3 pts.
Yellow Soap ----- 6 ozs.
Oil soluble Black Anilin ----- to color
Water ----- sufficient

Shave the soap and dissolve in the smallest possible quantity of water by means of heat, melt the waxes together add the turpentine and stir well, then add the anilin dye and stir in the soap solution, continuing to stir until cold. The consistence of the paste may be varied by using more or less turpentine and water.

2. Ozokerite ----- 5½ ozs.
Ceresin (yellow) ----- 2 lbs.
Carnauba Wax ----- 5½ ozs.
Beeswax ----- 11 drs.
Oil of Turpentine ----- 4 pts.

Lampblack ----- 2 lbs.
Oil-soluble Anilin ----- ½ dr.

The Atlantic and Pacific in a Nutshell.

The Great Atlantic and Pacific Co. has the largest chain store organization in the world. Its first store sold only tea, coffee and spice, and it was only eighteen or nineteen years ago that groceries were put in. To-day it operates more than 14,000 stores and for 1925 did a business of over \$420,000,000. This is an average of about \$30,000 per store. It compares with a yearly volume of \$12,000 a store for the independents. A. & P. now operates in thirty-four states and has just invaded the West by buying a chain of eighty stores in Kansas City, Mo. Its plans are to open eighty to ninety new stores every week during 1926 and it expects to have 20,000 stores by 1928.

Drapery Orders Have Been Good.

Business in draperies recently has been active. Novelty goods have taken well, the re-orders from the stores on this type of merchandise being substantial. Novelty and plain marquises, and fancy brocaded and plain rayon damasks have been well favored in the business placed. Colored and white ruffled curtains have likewise shared in the buying interests, as have also cretonnes. The later season demand for the latter is expected to be large, owing to the increasing use of these fabrics for Summer furnishings.



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

INSECTICIDES FOR 1926

ARSENIC, ARSENATE OF LEAD
ARSENATE OF CALCIUM
PARIS GREEN, ANSBOR GREEN
BORDEAU MIXTURE (Dry)
BLUE VITROL, SULPHUR
LIME AND SULPHUR (Dry)
LIME AND SULPHUR (Liquid)
WHITE HELLEBORE, TOBACCO DUST
BLACK LEAF FORTY
FISH OIL SOAP, TREE TANGLEFOOT
HAMMOND'S SLUG SHOT
INSECT POWDER, ROSE NICOTINE
TUBER TONIC, PYROX, ETC.

Complete stock on hand, in all sizes. Ask our salesmen or write us for latest prices.

Hazeltine & Perkins Drug Company

Wholesale Only

Manistee

MICHIGAN

Grand Rapids

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed ----- 1 35@1 50		Belladonna ----- @1 35	
Boric (Powd.) ----- 15 @ 25		Cubebs ----- 7 50@7 75		Benzoin ----- @2 10	
Boric (Xtal) ----- 15 @ 25		Eigeron ----- 9 00@9 25		Benzoin Comp'd. ----- @2 65	
Carbolic ----- 39 @ 46		Eucalyptus ----- 1 25@1 50		Buchu ----- @2 55	
Citric ----- 52 @ 68		Hemlock, pure ----- 1 75@2 00		Cantharides ----- @2 85	
Muriatic ----- 3 3/4 @ 8		Juniper Berries ----- 3 50@3 75		Capsicum ----- @2 20	
Nitric ----- 9 @ 15		Juniper Wood ----- 1 50@1 75		Catechu ----- @1 75	
Oxalic ----- 15 @ 25		Lard, extra ----- 1 60@1 80		Cinchona ----- @2 10	
Sulphuric ----- 3 3/4 @ 8		Lard, No. 1 ----- 1 40@1 60		Colchicum ----- @1 80	
Tartaric ----- 40 @ 50		Lavender Flow. ----- 8 00@8 25		Cubebs ----- @3 00	
Ammonia		Lavender Gar'n ----- 85@1 20		Digitals ----- @1 80	
Water, 26 deg. ----- 08 @ 16		Lemon ----- 5 00@5 25		Gentian ----- @1 35	
Water, 18 deg. ----- 07 @ 13		Linseed, bld. bbl. ----- @ 93		Ginger, D. S. ----- @1 30	
Water, 14 deg. ----- 06 @ 11		Linseed, raw, bbl. ----- @ 90		Guaiac ----- @2 20	
Carbonate ----- 20 @ 25		Linseed, bld. less 1 00@1 13		Guaiac, Ammon. ----- @2 00	
Chloride (Gran.) 10 1/4 @ 20		Linseed, ra., less ----- 97@1 10		Iodine ----- @ 95	
Balsams		Mustard, artifi. oz. ----- @ 35		Iodine, Colorless ----- @1 50	
Copaiba ----- 75@1 00		Neatsfoot ----- 1 35@1 50		Iron, Clo. ----- @1 35	
Flr (Canada) ----- 2 55@2 80		Olive, pure ----- 3 75@4 50		Kino ----- @2 50	
Flr (Oregon) ----- 65@1 00		Olive, Malaga, ----- 2 75@3 00		Myrrh ----- @2 50	
Peru ----- 3 00@3 25		Olive, Malaga, ----- 2 75@3 00		Nux Vomica ----- @1 55	
Tolu ----- 2 25@2 50		Orange, Sweet ----- 5 00@5 25		Opium ----- @ 85	
Barks		Organum, pure ----- @2 50		Opium, Camp. ----- @3 50	
Cassia (ordinary) ----- 25 @ 30		Organum, com'l ----- 4 00@4 25		Opium, Deodorz'd ----- @1 70	
Cassia (Saigon) ----- 50 @ 60		Pennyroyal ----- 24 00@25 00		Paints	
Sassafras (pw. 50c) ----- @ 50		Peppermint ----- 13 50@14 00		Lead, red dry ----- 15 1/4 @15 1/4	
Soap Cut (powd.) ----- 18 @ 25		Rose, pur ----- 13 50@14 00		Lead, white dry ----- 15 1/4 @15 1/4	
Berries		Rosemary Flows 1 25@1 50		Lead, white oil ----- 15 1/4 @15 1/4	
Cubeb ----- @1 00		Sandalwood, E. ----- 10 50@10 75		Ochre, yellow bbl. ----- @ 2 1/2	
Fish ----- @ 25		Sassafras, true ----- 1 75@2 00		Ochre, yellow less ----- 3 @ 6	
Juniper ----- 8 1/2 @ 20		Sassafras, artifi ----- 75@1 00		Red Venet'n Am. ----- 3 1/2 @ 7	
Prickly Ash ----- @1 25		Sperm ----- 1 50@1 75		Red Venet'n Eng. ----- 4 @ 8	
Extracts		Tansy ----- 10 00@10 25		Putty ----- @ 5 @ 8	
Licorice ----- 60 @ 65		Tar, USP ----- 50 @ 65		Whiting, bbl. ----- @ 4 1/2	
Licorice, powd. ----- @1 00		Turpentine, bbl. ----- 1 05 1/2		Whiting ----- 6 1/2 @ 10	
Flowers		Turpentine, less ----- 1 13 @ 1 25		L. H. P. Prep. ----- 3 05 @3 25	
Arnica ----- @ 30		Wintergreen, ----- 6 00@6 25		Rogers Prep. ----- 3 05 @3 25	
Chamomile (Ged.) ----- @ 40		Wintergreen, sweet ----- 3 00@3 25		Miscellaneous	
Chamomile Rom. ----- @ 50		Wintergreen, art ----- 70 @1 00		Acetanalid ----- 47 @ 55	
Gums		Worm seed ----- 9 00@9 25		Alum ----- 08 @ 12	
Acacia, 1st ----- 50 @ 55		Wormwood ----- 9 00@9 25		Alum, powd. and ----- 09 @ 15	
Acacia, 2nd ----- 45 @ 50		Potassium		Bismuth, Subni- ----- 3 54 @3 59	
Acacia, Sorts ----- 20 @ 25		Bicarbonate ----- 35 @ 40		Borax xtal or ----- 07 @ 12	
Acacia, Powdered ----- 35 @ 40		Bichromate ----- 15 @ 25		powdered ----- 07 @ 12	
Aloes (Barb Pow) ----- 25 @ 35		Bromide ----- 69 @ 85		Cantharides, po. ----- 1 75@2 00	
Aloes (Cape Pow) ----- 25 @ 35		Bromide ----- 54 @ 71		Calomel ----- 2 02 @2 22	
Aloes (Soc. Pow.) ----- 65 @ 70		Chlorate, gran'd ----- 23 @ 30		Capsicum, pow'd ----- 48 @ 55	
Asafoetida ----- 50 @ 60		Chlorate, powd. ----- 16 @ 25		Carmine ----- 7 00@7 50	
Pow. ----- 75 @1 00		or Xtal ----- 30 @ 90		Cassia Buds ----- 35 @ 40	
Camphor ----- 1 05 @1 10		Cyanide ----- 66 @ 86		Cloves ----- 50 @ 55	
Guaiac ----- @ 90		Iodide ----- 4 66 @ 4 86		Chalk Prepared ----- 14 @ 16	
Guaiac, pow'd ----- @1 00		Permanganate ----- 20 @ 30		Cnoloforom ----- 51 @ 60	
Kino ----- @ 1 10		Prussiate, yellow ----- 65 @ 75		Chloral Hydrate 1 35 @1 85	
Kino, powdered ----- @1 20		Prussiate, red ----- @1 00		Cocaine ----- 12 10 @12 30	
Myrrh ----- @ 60		Sulphate ----- 35 @ 40		Cocoa Butter ----- 50 @ 75	
Myrrh, powdered ----- @ 65		Roots		Corks, list, less ----- 40-10%	
Opium, powd. 19 65 @19 92		Alkanet ----- 30 @ 35		Copperas ----- 2 1/2 @ 10	
Opium, gran. 19 65 @19 92		Blood, powdered ----- 35 @ 40		Copperas, Powd. ----- 4 @ 10	
Shellac ----- 90 @1 00		Calamus ----- 35 @ 75		Corrosive Sublim ----- 1 65 @1 80	
Shellac Bleached 1 00 @1 10		Elecampane, powd ----- 25 @ 30		Cream Tartar ----- 31 @ 38	
Tragacanth, pow. ----- @1 75		Gentian, powd. ----- 20 @ 30		Cuttle bone ----- 40 @ 50	
Tragacanth ----- 1 75 @ 2 25		Ginger, African, ----- 30 @ 35		Dextrine ----- 6 @ 15	
Turpentine ----- @ 30		powdered ----- 30 @ 35		Dover's Powder 3 50 @4 00	
Insecticides		Ginger, Jamaica. ----- 60 @ 65		Emery, Ail Nos. ----- 10 @ 15	
Arsenic ----- 08 @ 20		powdered ----- 45 @ 50		Emery, Powdered ----- 8 @ 10	
Blue Vitriol, bbl. ----- @ 17		Goldenseal, pow. ----- @8 50		Epsom Salts, bbls. ----- @	
Blue Vitriol, less ----- 08 @ 15		Ipecac, powd. ----- @5 00		Epsom Salts, less 3 1/4 @ 15	
Bordea. Mix Dry ----- 13 @ 22		Licorice ----- 35 @ 40		Ergot, powdered ----- @1 75	
Hellebore, White ----- 20 @ 30		Licorice, powd. ----- 20 @ 30		Flake, White ----- 15 @ 20	
powdered ----- 20 @ 30		Oris, powdered ----- 30 @ 40		Formaldehyde, lb. ----- 12 @ 30	
Insect Powder ----- 40 @ 55		Poke, powdered ----- 35 @ 40		Gelatine ----- 85 @1 00	
Lead Arsenate Po. ----- 17 @ 30		Rhubarb, powd. 1 00 @1 10		Glassware, less 55%	
Lime and Sulphur ----- 8 @ 23		Rosinwood, powd. ----- @ 40		Glassware, full case 60%	
Dry ----- 20 @ 37		Sarsaparilla, Hond. ----- @1 00		Glauber Salts, bbl. ----- @2 1/2	
Paris Green ----- 20 @ 37		ground ----- @ 80		Glauber Salts less 04 @ 10	
Leaves		Sarsaparilla Mexican, ----- 35 @ 40		Glue, Brown ----- 21 @ 30	
Buchu ----- 1 00 @1 25		ground ----- @ 80		Glue, Brown Grd ----- 15 @ 20	
Buchu, powdered ----- @1 30		Squills ----- 35 @ 40		Glue, white ----- 27 1/2 @ 35	
Sage, Bulk ----- 25 @ 30		Squills, powdered ----- 60 @ 70		Glue, white grd. ----- 25 @ 35	
Sage, 1/4 loose ----- @ 40		Tumeric, powd. ----- 20 @ 25		Glycerine ----- 28 @ 48	
Sage, powdered ----- @ 35		Valerian, powd. ----- @ 75		Hops ----- 65 @ 75	
Senna, Alex. ----- 50 @ 75		Seeds		Iodine ----- 6 45 @6 90	
Senna, Tinn. ----- 30 @ 35		Anise ----- @ 35		Iodotorm ----- 7 35 @7 65	
Senna, Tinn. pow. ----- 25 @ 35		Anise, powdered ----- 35 @ 40		Lead Acetate ----- 20 @ 30	
Uva Ursi ----- 20 @ 25		Bird, 1s ----- 13 @ 17		Mace ----- @1 45	
Oils		Canary ----- 13 @ 20		Mace, powdered ----- @1 50	
Almonds, Bitter, ----- 7 50@7 75		Caraway, Po. ----- 30 @ 35		Menthol ----- 9 00@9 50	
Almonds, Bitter, ----- 3 00@3 25		Cardamon ----- @4 00		Morphine ----- 11 18 @11 93	
Almonds, Sweet, ----- 1 50@1 80		Coriander pow. ----- 30 @ 25		Nux Vomica ----- @ 30	
Almonds, Sweet, ----- 1 00@1 25		Dill ----- 18 @ 25		Nux Vomica, pow. ----- 17 @ 25	
Amber, crude ----- 1 50@1 75		Fennel ----- 25 @ 40		Pepper black pow. ----- 55 @ 60	
Amber, rectified ----- 1 75@2 00		Flax ----- 08 @ 15		Pepper, White ----- 60 @ 65	
Anise ----- 1 50@1 75		Flax, ground ----- 08 @ 15		Pitch, Burgudry ----- 12 1/2 @ 20	
Bergamont ----- 9 00@9 25		Foenugreek pow. ----- 15 @ 25		Quassia ----- 12 @ 15	
Cajeput ----- 1 50@1 75		Hemp ----- 8 @ 15		Quinine ----- 72 @1 33	
Cassia ----- 4 75@5 00		Lobelia, powd. ----- @1 25		Rochelle Salts ----- 30 @ 35	
Castor ----- 1 70@1 95		Mustard, yellow ----- 17 @ 25		Saccharine ----- @ 80	
Cedar Leaf ----- 1 50@1 75		Mustard, black ----- 20 @ 25		Salt Peter ----- 11 @ 22	
Citronella ----- 1 25@1 50		Poppy ----- 22 @ 25		Seidlitz Mixture ----- 30 @ 40	
Cloves ----- 3 00@3 25		Quince ----- 1 50@1 75		Soap, green ----- 15 @ 30	
Cocanut ----- 25 @ 35		Rape ----- 15 @ 20		Soap mott cast. ----- 22 1/2 @ 25	
Cod Liver ----- 1 75@2 25		Sabadilla ----- 38 @ 45		Soap, white castile ----- @12 50	
Croton ----- 2 00@2 25		Sunflower ----- 11 1/2 @ 15		less, per bar ----- @1 45	
Tinctures		Worm, American ----- 30 @ 40		Soda Ash ----- 3 @ 10	
Aconite ----- @1 80		Worm, Levant ----- 4 50@4 75		Soda Bicarbonate 3 1/4 @ 10	
Aloes ----- @1 45		Tinctures		Soda, Sal ----- 02 1/2 @ 03	
Arnica ----- @1 10		Aconite ----- @1 80		Spirits Camphor ----- @1 35	
Asafoetida ----- @2 40		Aloes ----- @1 45		Sulphur, roll ----- 3 1/2 @ 10	
		Arnica ----- @1 10		Sulphur, Subl. ----- 04 @ 10	
		Asafoetida ----- @2 40		Tamarinds ----- 20 @ 25	
				Tartar Emetic ----- 70 @ 75	
				Turpentine, Ven. ----- 50 @ 75	
				Vanilla Ex. pure 1 75 @2 25	
				Vanilla Ex. pure 2 50 @3 00	
				Zinc Sulphate ----- 06 @ 15	

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

Pork
Beans—Brown Swedish

DECLINED

Some Cheese
Raisins
Matches

AMMONIA

Arctic, 10 oz., 3 dz. cs. 3 75
Arctic, 16 oz., 2 dz. cs. 4 00
Arctic, 32 oz., 1 dz. cs. 3 25
Quaker, 36, 12 oz. case 3 85



AXLE GREASE

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

BAKING POWDERS

Arctic, 7 oz. tumbler 1 35
Queen Flake, 16 oz., dz 2 25
Royal, 10c, doz. 95
Royal, 6 oz., doz. 2 70
Royal, 12 oz., doz. 5 20
Royal, 5 lb. 31 20
Rocket, 16 oz. doz. 1 25

K. C. Brand

10c size, 4 doz. 3 70
15c size, 4 doz. 5 50
20c size, 4 doz. 7 20
25c size, 4 doz. 9 20
50c size, 2 doz. 8 80
80c size, 1 doz. 8 85
10 lb. size, 1/2 doz. 6 75
Freight prepaid to jobbing point on case goods.
Terms: 30 days net or 2% cash discount if remittance reaches us within 10 days from date of invoice. Drop shipments from factory.

BEECH-NUT BRANDS.



Mints, all flavors 60
Gum 70
Fruit Drops 70
Caramels 70
Sliced bacon, large 5 40
Sliced bacon, medium 3 30
Sliced beef, medium 2 80
Grape Jelly, large 4 50
Sliced beef, large 4 50
Grape Jelly, medium 2 70
Peanut buttes, 16 oz. 4 25
Peanut butter, 10 1/2 oz. 2 90
Peanut butter, 6 1/2 oz. 1 85
Peanut butter, 3 1/2 oz. 1 20
Prepared Spaghetti 1 40
Baked Beans, 16 oz. 1 40

BLUING

The Original
Condensed

2 oz., 4 dz. cs. 3 00
3 oz., 3 dz. cs. 3 75

BREAKFAST FOODS

Cracked Wheat, 24-2 3 85
Cream of Wheat, 18s 3 90
Cream of Wheat, 24, 14 oz. 3 05
Pillsbury's Best Cer'l 2 20
Quaker Puffed Rice 5 60
Quaker Puffed Wheat 4 30
Quaker Brst Biscuit 1 90
Ralston Branzen 3 20
Ralston Food, large 4 00
Saxon Wheat Food 3 90
Vita Wheat, 12s 1 80

Post's Brands.

Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Instant Postum, No. 8 5 40

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

BROOMS

Jewell, doz. 5 25
Standard Parlor, 23 lb. 8 25
ancy Parlor, 23 lb. 9 25
Ex. Fancy Parlor 25 lb. 9 75
Ex. Fcy. Parlor 25 lb. 10 00
Toy 1 75
Whisk, No. 3 2 75

BRUSHES

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

Stove

Shaker 1 80
No. 50 2 00
Peerless 2 60

Shoe

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

BUTTER COLOR

Dandelion, 2 85

CANDLES

Electric Light, 40 lbs. 12 1
Plumber, 40 lbs. 12 3
Paraffine, 6s 14 1/2
Paraffine, 12s 14 1/2
Wicking 40
Tudor, 6s, per box 30

CANNED FRUIT

Apples, 3 lb. Standard 1 50
Apples, No. 10 4 75
Apple Sauce, No. 10 7 75
Apricots, No. 1 1 75
Apricots, No. 2 3 00
Apricots, No. 2 1/2 3 00
Apricots, No. 10 8 25
Blackberries, No. 10 10 50
Blueberries, No. 2 2 00
Blueberries, No. 10 14 50
Cherries, No. 2 3 75
Cherries, No. 2 1/2 4 50
Cherries, No. 10 15 50
Loganberries, No. 2 3 00
Loganberries, No. 10 10 00
Peaches, No. 1 1 50
Peaches, No. 1, Sliced 1 25
Peaches, No. 2 2 75
Peaches, No. 2 1/2 3 25
Peaches, 2 1/2 Cal. 3 00
Peaches, 10, Mich. 8 50
Pineapple, 1 sl. 1 75
Pineapple, 2 sl. 2 60
P'apple, 2 br. sl. 2 40
P'apple, 2 1/2, all. 2 90
P'apple, 2, cru. 2 60
Pineapple, 10 cru. 9 00
Pears, No. 2 3 15
Pears, No. 2 1/2 4 25
Plums, No. 2 2 40
Plums, No. 2 1/2 2 90
Raspberries, No. 2, blk 2 90
Raspb's, Red, No. 10 16 00
Raspb's, Black, No. 10 14 00
Rhubarb, No. 10 4 75
Strawberries, No. 10 12 00

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 2 50
Clams, Steamed, No. 1 2 00
Clams, Minced, No. 1 3 25
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 35
Cod Fish Cake, 10 oz. 1 35
Cove Oysters, 5 oz. 1 30
Lobster, No. 1/4, Star 2 90
Shrimp, 1, wet 1 60
Sard's, 1/4 Oil, Ky 6 10
Sardines, 1/4 Oil, Kless 5 25
Sardines, 1/4 Smoked 5 25
Salmon, Warrens, 1/2s 2 75
Salmon, Red Alaska 4 25
Salmon, Med. Alaska 3 40
Salmon, Pink Alaska 1 95
Sardines, Im. 1/4, ea. 10 28
Sardines, Im. 1/2, ea. 25
Sardines, Cal. 1 65
Tuna, 1/2, Albocore 95
Tuna, 1/4s, Curtis, doz. 2 20
Tuna, 1/2s, Curtis, doz. 3 50
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT.

Bacon, Med. Beechnut 3 30
Bacon, Lge Beechnut 5 40
Beef, No. 1, Corned 3 10
Beef, No. 1, Roast 3 10
Beef, No. 2 1/2, Qua. all. 1 35

Beef, 3 1/2 oz. Qua. all. 1 75
Beef, 5 oz., Qua. all. 2 35
Beef, No. 1, B'nut, all. 4 50
Beefsteak & Onions, s 3 45
Chili Con Ca, 1s 1 35
Deviled Ham, 1/4s 2 20
Deviled Ham, 1/2s 3 60
Hamburg Steak & Onions, No. 1 3 15
Potted Beef, 4 oz. 1 10
Potted Meat, 1/4 Libby 5 1/2
Potted Meat, 1/2 Libby 9 1/2
Potted Meat, 1/4 Qua. 90
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/2 1 45
Vienna Sausage, Qua. 95
Veal Loaf, Medium 2 65

Baked Beans

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

CANNED VEGETABLES.

Asparagus.
No. 1, Green tips 3 75
No. 1, Green tips 4 10
No. 2 1/2, Lge. Green 4 50
W. Beans, cut 2 1 45
W. Beans, 10 8 00
Green Beans, 2s 1 45
Green Beans, 10s 7 60
L. Beans, 2 gr. 1 35
Lima Beans, 2s, Soaked 95
Red Kid. No. 2 1 25
Beets, No. 2, wh. 1 75
Beets, No. 2, cut 1 20
Beets, No. 3, cut 1 60
Corn, No. 2, Ex. stan. 1 80
Corn, No. 2, Fan. 1 80
Corn, No. 2, Fy. glass 3 25
Corn, No. 10 8 00
Hominy, No. 3 1 00
Okra, No. 2, whole 2 00
Okra, No. 2, cut 1 75
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb. 45
Mushrooms, Hotels 36
Mushrooms, Choice 8 oz. 43
Mushrooms, Sur Extra 55
Peas, No. 2, E. J. 1 65
Peas, No. 2, Sift. 1 85
June 1 85
Peas, No. 2, Ex. Sift. 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 45
Pumpkin, No. 10 4 75
Pimientos, 1/4, each 12 14
Pimientos, 1/2, each 27
Sw't Potatoes, No. 2 1/2 2 25
Sauerkraut, No. 3 1 40
Succotash, No. 2 1 65
Succotash, No. 2, glass 2 80
Spinach, No. 1 1 25
Spinach, No. 2 1 60
Spinach, No. 3 2 10
Spinach, No. 10 6 00
Tomatoes, No. 2 95
Tomatoes, No. 2 glass 2 60
Tomatoes, No. 3, 1 60
Tomatoes, No. 10 6 00

CATSUP.

B-nut, Small 1 90
Lily of Valley, 14 oz. 2 60
Lily of Valley, 1/2 pint 1 75
Paramount, 24, 8s 1 45
Paramount, 24, 16s 2 40
Paramount, 6, 10s 10 00
Sniders, 8 oz. 1 75
Sniders, 16 oz. 2 55
Quaker, 8 1/2 oz. 1 30
Quaker, 10 1/2 oz. 1 40
Quaker, 14 oz. 1 90
Quaker, Gallon Glass 13 00

CHILI SAUCE

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

OYSTER COCKTAIL.

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

CHEESE

Roquefort 52
Kraft, Small tins 1 65
Kraft, American 1 65
Chili, small tins 1 65
Pimento, small tins 1 65
Roquefort, small tins 2 25
Camembert, small tins 2 25
Wisconsin New 24
Longhorn 24
Michigan Full Cream 32
New York Full Cream 32
Sap Sago 38
Brick 26

CHEWING GUM.

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

COCOA.

Droste's Dutch, 1 lb. 8 50
Droste's Dutch, 1/2 lb. 4 50
Droste's Dutch, 1/4 lb. 2 35
Droste's Dutch, 5 lb. 60
Chocolate Apples 4 50
Pastelles No. 1 12 60
Pastelles, 1/2 lb. 6 60
Pains De Cafe 3 00
Droste's Bars, 1 doz. 2 00
Delft Pastelles 2 15
1 lb. Rose Tin Bon 18 00
Bons 9 00
7 oz. Rose Tin Bon 9 00
13 oz. Creme De Cara-que 13 20
12 oz. Rosaces 10 80
1/2 lb. Rosaces 7 80
1/4 lb. Pastelles 3 40
Langues De Chats 4 80

CHOCOLATE.

Baker, Caracas, 1/2s 37
Baker, Caracas, 1/4s 35

COCOANUT

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

CLOTHES LINE.

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



COFFEE ROASTED

1 lb. Package
Melrose 37
Liberty 28
Quaker 44
Nedrow 42
Morton House 48
Reno 39
Royal Club 43

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

Maxwell House Brand.
1 lb. tins 50
3 lb. tins 1 47

Telfer Coffee Co. Brand
Bokay 42

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

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK

Quaker, Tall, 4 doz. 4 65
Quaker, Baby, 8 doz. 4 55
Quaker, Gallon, 1/2 dz. 4 50
Blue Grass, Tall 48 4 65

Blue Grass, Baby, 96 4 55
Blue Grass, No. 10 4 80
Carnation, Tall, 4 doz. 5 00
Carnation, Baby, 8 dz. 4 90
Every Day, Tall 5 00
Every Day, Baby 4 90
Pet, Tall 5 00
Pet, Baby, 8 oz. 4 90
Borden's Tall 5 00
Borden's Baby 4 90
Van Camp, Tall 4 90
Van Camp, Baby 3 75

CIGARS

G. J. Johnson's Brand
G. J. Johnson Cigar, 10c 75 00

Tunis Johnson Cigar Co.
Van Dam, 10c 75 00
Little Van Dam, 5c 37 50

Worden Grocer Co. Brands
Master Piece, 50 Tin 35 00
Canadian Club 35 00
Little Tom 37 50
Tom Moore Monarch 75 00
Tom Moore Panatella 75 00
Tom Moore Cabinet 95 00
Tom M. Invincible 115 00
Webster's 37 50
Webster Savoy 75 00
Webster Plaza 95 00
Webster Belmont 110 00
Webster St. Reges 125 00
Starlight Rouse 90 00
Starlight P-Club 1 35 00
Tiona 30 00
Clint Ford 35 00

CONFECTIONERY

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

Mixed Candy

Kindergarten 17
Leader 16
X. L. O. 12
French Creams 14
Cameo 19
Grocers 11

Fancy Chocolates

5 lb. Boxes
Bittersweets, Ass'ted 1 70
Choc Marshmallow Dp 1 70
Milk Chocolate A A 1 70
Nibble Sticks 1 85
Primrose Choc. 1 10
No. 12, Choc., Light 1 65
Chocolate Nut Rolls 1 80

Gum Drops

Anise 16
Citron Gums 16
Challenge Gums 14
Favorite 20
Superior, Boxes 22

Lozenges

A. A. Pep. Lozenges 20
A. A. Pink Lozenges 16
A. A. Choc. Lozenges 16
Motto Hearts 19
Malted Milk Lozenges 21

Hard Goods.

Lemon Drops 19
O. F. Horehound dps. 19
Anise Squares 19
Peanut Squares 18
Horehound Tablets 19

Cough Drops

Putnam's 1 35
Smith Bros. 1 50

Package Goods

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

Specialties

Walnut Fudge 23
Pineapple Fudge 21
Italian Bon Bons 17
Atlantic Cream Mints 31
Silver King M. Mallow 1 60
Walnut Sundae, 24, 5c 80
Neapolitan, 24, 5c 80
Yankee Jack, 24, 5c 80
Mich. Sugar Ca., 24, 5c 80
Pal O Mine, 24, 5c 80

COUPON BOOKS

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

CREAM OF TARTAR

6 lb. boxes 32

DRIED FRUITS

Apples

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

Apricots

Evaporated, Choice 30
Evaporated, Fancy 33
Evaporated, Slabs 28

Citron

10 lb. box 48

Currants

Packages, 14 oz. 15
Greek, Bulk, lb. 15

Dates

Dromedary, 36s 6 75

Peaches

Evap. Choice, un. 27
Evap. Ex. Fancy, P. P. 30

Peel

Lemon, American 24
Orange, American 24

Raisins.

Seeded, bulk 10
Thompson's s'dles blk 9 1/2
Thompson's seedless, 15 oz. 11
Seeded, 15 oz. 12

California Prunes

90/100, 25 lb. boxes @08 1/2
60/70, 25 lb. boxes @11
50/60, 25 lb. boxes @12
40/50, 25 lb. boxes @13
30/40, 25 lb. boxes @16
20/30, 25 lb. boxes @25

FARINACEOUS GOODS

Beans

Med. Hand Picked 05 1/2
Cal. Lima 16
Brown, Swedish 08
Red Kidney 13

Farina

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

Hominy

Pearl, 100 lb. sacks 3 50

Macaroni

Mueller's Brands
9 oz. package, per doz. 1 30
9 oz. package, per case 2 60
Elbow, 20 lb. bulk 2 40
Egg Noodle, 12 lbs. 2 22
Egg Noodles, 6 oz. 2 60
Macaroni, 9 oz. 2 60
Spaghetti, 9 oz. 2 60
Quaker, 2 doz. 2 00

Pearl Barley

Chester 4 75
0000 7 00
Barley Grits 5 00

Peas

Scotch, lb. 05 1/2
Split, lb. yellow 08
Split green 09

Sage

East India 10

Taploca

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

FLAVORING EXTRACTS



GELATINE



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

HORSE RADISH

Per doz., 5 oz. 90

JELLY AND PRESERVES

Pure, 30 lb. pails 3 30
 Imitation, 30 lb. pails 1 75
 Pure, 6 oz. Asst., doz. 1 20
 Buckeye, 18 oz., doz. 2 20

JELLY GLASSES

8 oz., per doz. 37

OLEOMARGARINE

Jan Westenbrugge Brands
 Carload Distributor



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

MATCHES

Swan, 144 4 75
 Diamond, 144 box 6 25
 Searchlight, 144 box 6 25
 Ohio Red Label, 144 bx 4 75
 Ohio Blue Tip, 144 box 6 25
 Ohio Blue Tip, 720-1c 4 50

Safety Matches

Quaker, 5 gro. case 4 25

MINCE MEAT

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

MOLASSES



Gold Brer Rabbit
 No. 10, 6 cans to case 5 70
 No. 5, 12 cans to case 5 95
 No. 2 1/2, 24 cans to cs. 6 20
 No. 1 1/2, 36 cans to cs. 5 15
Green Brer Rabbit
 No. 10, 6 cans to case 4 45
 No. 5, 12 cans to case 4 70
 No. 2 1/2, 24 cans to cs. 4 95
 No. 1 1/2, 36 cans to cs. 4 20
Aunt Dinah Brand
 No. 10, 6 cans to case 3 00
 No. 5, 12 cans to case 3 25
 No. 2 1/2, 24 cans to cs. 3 50
 No. 1 1/2, 36 cans to cs. 3 00

New Orleans

Fancy Open Kettle 74
 Choice 62
 Fair 41

Half barrels 5c extra

Molasses in Cans
 Dove, 36, 2 lb. Wh. L. 5 60
 Dove, 24, 2 1/2 lb. Wh. L. 5 20
 Dove, 36, 2 lb. Black 4 30
 Dove, 24, 2 1/2 lb. Black 3 90
 Dove, 6, 10 lb. Blue L. 4 45
 Palmetto, 24, 2 1/2 lb. 5 25

NUTS.

Whole
 Almonds, Terregona 30
 Brazil, New 25
 Fancy mixed 22
 Filberts, Sicily 28
 Peanuts, Virginia Raw 10
 Peanuts, Vir. roasted 11 1/2
 Peanuts, Jumbo, raw 11
 Peanuts, Jumbo, rstd 12 1/2
 Pecans, 3 star 24
 Pecans, Jumbo 40
 Pecans, Mammoth 50
 Walnuts, California 25
Salted Peanuts.
 Fancy, No. 1 14
 Jumbo 17
Shelled.
 Almonds 20
 Peanuts, Spanish, 125 lb. bags 11 1/2
 Filberts 32
 Pecans 1 10
 Walnuts 55

OLIVES.

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

PARIS GREEN

1/8 31
 1/4 29
 2s and 5s 27

PEANUT BUTTER



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

PETROLEUM PRODUCTS

Iron Barrels
 Perfection Kerosine 12.1
 Red Crown Gasoline, Tank Wagon 17.7
 Solite Gasoline 20.7
 Gas Machine Gasoline 33.4
 V. M. & P. Naptha 21.6
 Capitol Cylinder 39.2
 Atlantic Red Engine 39.2
 Winter Black 12.2



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



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

PICKLES

Barrel, 1600 count 17 00
 Half bbls., 800 count 9 00
 50 gallon kegs 5 00

Sweet Small

30 Gallon, 3000 42 00
 5 gallon, 500 8 25

Dill Pickles.

800 Size, 15 gal. 10 00

PIPES.

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

PLAYING CARDS

Derby, per doz. 2 75
 Bicycle 4 75

POTASH

Babbitt's, 2 doz. 2 75

FRESH MEATS

Beef.

Top Steers & Heif. @ 17
 Good Steers & H'f 14 @ 16
 Med. Steers & H'f 13 1/2 @ 15
 Com. Steers & H'f 10 @ 12 1/2

Cows

Top 14
 Good 12 1/2
 Medium 11
 Common 10

Veal.

Top 18
 Good 16
 Medium 13

Lamb.

Spring Lamb 23
 Good 22
 Medium 19
 Poor 15

Mutton.

Good 14
 Medium 12 1/2
 Poor 10

Pork.

Light hogs 16
 Medium hogs 16 1/2
 Heavy hogs 15
 Loin 27
 Butts 25
 Shoulders 21
 Spareribs 18
 Neck bones 06

PROVISIONS

Barreled Pork

Clear Back 34 50 @ 35 00

Short Cut Clear

34 50 @ 35 00

Dry Salt Meats

S P Bellies 28 00 @ 30 00

Lard

Pure in tiers 16 1/2
 60 lb. tubs advance 1/4
 50 lb. tubs advance 1/4
 20 lb. pails advance 1/4
 10 lb. pails advance 1/4
 5 lb. pails advance 1/4
 3 lb. pails advance 1/4
 Compound tiers 14
 Compound, tubs 14 1/2

Sausages

Bologna 12 1/2
 Liver 12
 Frankfort 17
 Pork 18 @ 20
 Veal 19
 Tongue, Jellied 35
 Headcheese 18

Smoked Meats

Hams, Cert., 14-16 lb. 31
 Hams, Cert., 16-18 lb. 31
 Ham, dried beef sets @ 32
 California Hams @ 20
 Picnic Boiled Hams 30 @ 32
 Boiled Hams 40 @ 42
 Minced Hams 14 @ 17
 Bacon 33 @ 42

Beet

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 2 50
 1/4 bbls., 35 lbs. 4 50
 1/4 bbls., 15 lbs. 10 00
 1 bbl., 15 lbs. 25 00
 1/4 bbls., 40 lbs. 1 65
 1/4 bbls., 80 lbs. 3 00

Casings

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

RICE

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

ROLLED OATS

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

RUSKS.

Holland Rusk Co. Brand

18 roll packages 2 30
 36 roll packages 4 50
 36 carton packages 5 20
 18 carton packages 2 65

SALERATUS

Arm and Hammer 3 75

SAL SODA

Granulated, bbls. 1 80
 Granulated, 60 lbs. cs. 1 35
 Granulated, 36 lbs. lb. packages 2 30

COD FISH

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

Herring

Holland Herring

Mixed, Kegs 1 10
 Mixed, half bbls. 9 25
 Queen, bbls. 18 50
 Milk, Kegs 1 20
 Milk, bbls. 10 25
 K K K K, Norway 20 00
 8 lb. pails 1 40
 Cut Lunch 1 60
 Boned, 10 lb. boxes 16

Lake Herring

1/2 bbl., 100 lbs. 6 50

Mackerel

Tubs, 100 lb. fancy fat 24 50
 Tubs, 60 count 7 00

White Fish

Med. Fancy, 100 lb. 13 00

SHOE BLACKENING

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

STOVE POLISH

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

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

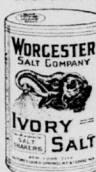
SALT.

Colonial, 24, 2 lb. 98
 Colonial, Iodized, 24-2 2 40
 Med. No. 1 Bbls. 2 50
 Med. No. 1, 100 lb. bg. 83
 Farmer Spec., 70 lb. 90
 Packers Meat, 56 lb. 57
 Crushed Rock for ice cream, 100 lb. each 75
 Butter Salt, 280 lb. bbl. 4 24
 Block, 50 lb. 4 10
 Baker Salt, 280 lb. bbl. 4 10
 100, 3 lb. Table 5 75
 70, 4 lb. Table 5 25
 28, 10 lb. Table 5 00
 28 lb. bags, Table 42



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

Worcester

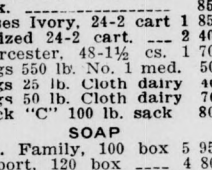


Bbls. 30-10 sks. 5 48
 Bbls. 60-5 sks. 5 63
 100-3 lb. sks. 6 13
 Bales, 50-3 lb. sks. 3 10
 Bbls. 280 lb. bulk: 4 09
 A-Butter 4 09
 AA-Butter 4 09
 Plain, 50 lb. blks. 4 40
 No. 1 Medium, Bbl. 2 47
 Tecumseh, 70 lb. farm 85
 sk. 1 85
 Cases Ivory, 24-2 cart 1 85
 Iodized 24-2 cart. 2 40
 Worcester, 48-1 1 70
 Bags 550 lb. No. 1 med. 5 50
 Bags 25 lb. Cloth dairy 46
 Bags 50 lb. Cloth dairy 76
 Rock "C" 100 lb. sack 80

SOAP

Am. Family, 100 box 5 95
 Export, 120 box 4 80
 Big Four Wh. Na. 100s 3 75
 Flake White, 100 box 4 25
 Fels Naptha, 100 box 5 10
 Grdma White Na. 10s 4 50
 Rub No More White Naptha, 100 box 4 00
 Rub-No-More, yellow 5 00
 Swift Classic, 100 box 4 40
 20 Mule Borax, 100 bx 7 55
 Wool, 100 box 6 50
 Fairy, 100 box 5 75
 Jap Rose, 100 box 7 85
 Palm Olive, 144 box 11 00
 Lava, 100 box 4 90
 Octagon 6 35
 Pummo, 100 box 4 85
 Sweetheart, 100 box 5 70
 Grandpa Tar, 50 sm. 2 00
 Grandpa Tar, 50 lgs. 3 45
 Quaker Hardwater Cocoa, 72s, box 2 85
 Fairbank Tar, 100 bx 4 00
 Trilby Soap, 100, 10c, 10 cakes free 8 00
 Williams Barber Bar. 9s 50
 Williams Mug, per doz. 48

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS.

Bon Ami Pd, 3 dz. bx 3 75
 Bon Ami Cake, 3 dz. 3 25
 Brillo 85
 Climaline, 4 doz. 4 20
 Grandma, 100, 5c 4 00
 Grandma, 24 Large 3 75
 Gold Dust, 100s 4 00
 Gold Dust, 12 Large 3 20
 Golden Rod, 24 4 25
 Jinx, 3 doz. 4 50
 La France Laun., 4 dz. 3 60
 Luster Box, 54 3 75
 Old Dutch Clean, 4 dz 3 40
 Old Dutch Clean, 4 dz. 2 40
 Rinsol, 100 oz. 5 75
 Rub No More, 100, 10 3 85
 Rub No More, 18 Lg. 4 00
 Spotless Cleanser, 48, 20 oz. 3 85
 Sanl Flush, 1 doz. 2 25
 Sapolio, 3 Joz. 3 15
 Soapine, 100, 12 oz. 6 40
 Snowboy, 100, 10 oz. 4 00
 Snowboy, 24 Large 4 80
 Speedee, 3 doz. 7 20
 Sunbrite, 72 doz. 4 00
 Wyandotte, 48 4 75

SPICES.

Whole Spices.

Allspice, Jamaica @ 24
 Cloves, Zanzibar @ 40
 Cassia, Canton @ 25
 Cassia, 5c pkg., doz. @ 40
 Ginger, African @ 15
 Ginger, Cochon @ 30
 Mace, Penang 1 10
 Mixed, No. 1 @ 24
 Mixed, 5c pkgs., doz. @ 45
 Nutmegs, 70 @ 90 @ 78
 Nutmegs, 105-110 @ 70
 Pepper, Black @ 45

Pure Ground in Bulk

Allspice, Jamaica @ 18
 Cloves, Zanzibar @ 46
 Cassia, Canton @ 26
 Ginger, Corkin @ 38
 Mustard @ 32
 Mace, Penang 1 30
 Pepper, Black @ 50
 Nutmegs @ 75
 Pepper, White @ 60
 Pepper, Cayenne @ 32
 Paprika, Spanish @ 42

Seasoning

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

STARCH

Corn
 Kingsford, 40 lbs. 11 1/4
 Powdered, bags 4 00
 Argo, 48, 1 lb. pkgs. 4 05
 Cream, 48-1 4 80
 Quaker, 40-1 07

Gloss
 Argo, 48, 1 lb. pkgs. 4 05
 Argo, 12, 3 lb. pkgs. 2 96
 Argo, 8, 5 lb. pkgs. 3 35
 Silver Gloss, 48, 1s 11 1/4
 Elastic, 64 pkgs. 5 35
 Tiger, 48-1 3 50
 Tiger, 50 lbs. 06

CORN SYRUP.

Corn

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

Imt. Maple Flavor.

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

Maple.

Green Label Karo, 5 19
 Green Label Karo, 5 19

Maple and Cane

Mayflower, per gal. 1 55



PRIDE OF KANUCK SYRUP

1 Case, 24 Pints 6 25
 1 Case, 12 Quarts 5 50
 1 Case 6-1/2 Gallons 5 00
 1 Case, 3-1 Gallons 4 50
 1 5-Gallon Jacket Can 7 00

Maple.

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

TABLE SAUCES

Lea & Perrin, large 6 00
 Lea & Perrin, small 3 35
 Pepper 1 60
 Royal Mint 2 40
 Tobasco, 2 oz. 4 25
 Sho You, 9 oz., doz. 2 70
 A-1, large 5 20
 A-1, small 3 15
 Capers, 2 oz. 2 30

TEA.

Japan

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, March 30.—On this day was held the first meeting of creditors in the matter of Joe Jasma, Bankrupt No. 2879. The bankrupt was present in person and by attorney R. L. Newnam. Creditors were represented by Charles H. Lillie. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date and the case will be closed and returned to the district court as a no-asset case.

In the matter of Earl J. De Mink, Bankrupt No. 2897, the funds for the first meeting have been received and such meeting has been called for April 12.

In the matter of Albert A. Mouw, Bankrupt No. 2891, the funds for the first meeting have been received and such meeting has been called for April 13.

In the matter of Raleigh O. De Weerd, Bankrupt No. 2895, the first meeting of creditors has been called for April 13.

In the matter of Ella Mouw, Bankrupt No. 2892, the funds for the first meeting have been received and such meeting has been called for April 13.

In the matter of Harry Ravitch, Bankrupt No. 2888, the funds for the first meeting have been received and such meeting has been called for April 13.

In the matter of Abe Ravitch, Bankrupt No. 2889, the funds for the first meeting have been received and such meeting has been called for April 13.

March 30. On this day was held the first meeting of creditors in the matter of Ralph Totten, Bankrupt No. 2880. The bankrupt was present in person and by attorneys Turner & Boyd. Creditors were not present or represented. 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 has been closed and returned to the district court as a no-asset case.

On this day also was held the first meeting of creditors in the matter of J. A. McPherson, Bankrupt No. 2878. The bankrupt was present in person. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date. A policy of insurance has been surrendered and if no value is found therein the case will be closed as a no-asset case. In case there is a value in such policy, a trustee will be appointed and the value of such policy administered.

April 1. On this day was held the first meeting of creditors in the matter of Jacob Brontsema, Bankrupt No. 2890. The bankrupt was present in person and not represented. No creditors were present or represented. 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 has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of August Spuguzzo, Bankrupt No. 2861. The bankrupt was present in person and by attorney. Creditors were present in person and represented by Corwin & Norcross. Claims were proved. The bankrupt was sworn and examined without a reporter. C. C. Woolridge was named trustee and his bond placed at \$100. The meeting then adjourned to April 8.

April 5. We have to-day received the schedules, order of reference and adjudication in the matter of Chan Hoy, Bankrupt No. 2904. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids. The schedules show assets of \$250, of which the full interest is claimed as exempt, with liabilities of \$49,856.17. 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:

House of Hubbell, Cleveland	\$398.25
Paul G. Jung, Lakewood, Ohio	499.53
Kinney & Levan Co., Cleveland	678.12
Louis J. Kaufman, Cleveland	215.15
McGuire & Walsh, Cleveland	8,166.23
C. M. MacDowell, Washington	100.00
M. & M. Co., Cleveland	10.40
Majestic Celery Co., Kalamazoo	43.60
Chas. E. Mould Co., Kalamazoo	34.40
Murphy Sherwin Co., Cleveland	32.52
National Theater Program Co., Cleveland	1,133.00
Sun Quong On, New York	725.14
Nowak Coffee Co., Cleveland	131.75
Neuman & Schwiens Co., New York	103.17
On Leon Tong, Cleveland	200.00
Ohio Service Co., Lorain, Ohio	63.60
Pyle & Allon, Cleveland	34.25
Harry H. Packer Co., Cleveland	50.00
Plain Dealer Pub. Co., Cleveland	55.93
Quong Wee Yun, New York	571.65
Quong Mee Chong Co., Cleveland	195.19
Royal Cleanser Co., Cleveland	363.85
John Randalles, New York	100.00
Rudd Mfg. Co., Cleveland	248.00
W. P. Southworth Co., Cleveland	644.97
Schuster Co., Cleveland	59.36
L. C. Smith & Bros., Cleveland	30.00
Sterling & Welch Co., Cleveland	1,311.75
K. L. Stevens Co., Cleveland	131.12
Sung Chong, Cleveland	742.80

Sang Yuen, Chicago	182.50
San Wah Yick Kee Co., Cleveland	1,075.67
Sau Gai Yat Bo., San Francisco	20.00
Swift & Co., Cleveland	581.84
Salzer Electric Co., Cleveland	89.93
State Chem. Mfg. Co., Cleveland	41.50
State Banking & Trust Co., Cleveland	2,635.96
Telling Belle Vernon Co., Cleveland	649.55
Tau Chang Wa, New York	731.45
Taylor Bros. Co., Cleveland	7.00
Ward Banking Co., Cleveland	673.11
Jules Weber Co., New York	211.00
Weideman Co., Cleveland	130.65
Geo. V. Williams Co., Cleveland	55.25
Dan S. Wertheimer Co., Cleveland	322.38
Wallace & Schwartz Co., Cleveland	88.00
Albert Wyss, Cleveland	unknown
K. M. Wilson, Cleveland	13.20
Western Paper Box Co., Chicago	17.50
Young China, San Francisco	16.50
F. J. Voltz, Cleveland	1,200.00
Brandt Co., Cleveland	unknown
H. H. Hoard Co., Cleveland	unknown
Northern Ohio Paper Co., Cleveland	unknown
Sunday Star, Cleveland	unknown
Underwood Typewriter Co., Cleveland	unknown
Horace W. Ashby, Cleveland	345.19
A. & W. Sign Co., Cleveland	145.40
A. W. Albrecht, Cleveland	135.75
American Art Works, Coshocton,	

Ohio	102.00
S. Barkers' Sons Co., Cleveland	44.35
E. L. Benedict & Son, Cleveland	3,676.57
Baer-Wolf Co., Cleveland	9.50
Burroughs Add. Mach. Co., Cleveland	18.68
Cleveland Press, Cleveland	15.50
Crescent Washing Machine Co., New York	137.25
H. C. Christy Co., Cleveland	1,102.23
Cleve. Elec. Ill. Co., Cleveland	118.25
Calfee, Fogg & White, Cleveland	400.00
Citizens Prov. Co., Cleveland	1,837.93
Chan Hoy, Grand Rapids	2,042.00
F. A. Clouberg, New York	36.55
Cung Sai Yat Po, San Francisco	12.25
Cleveland News, Cleveland	144.88
Cleveland Range Co., Cleveland	110.22
City Ice & Fuel Co., Cleveland	482.45
Cleve. Bottle & Cork Co., Cleveland	8.94
Cuyahoga Window Clean. Co., Cleveland	11.00
Chinese Hodge Mfg. Co., Chicago	567.20
Chicago Chop Suey Pail Co., Chicago	24.25
Cleveland Window Glass Co., Cleveland	35.65
Cleveland Chamber of Commerce	129.17
Chinese American Trading Co., Cleveland	39.25
Chinese Supply Co., Philadelphia	270.00
Cleve. Show Card Co., Cleveland	41.00
Day, Day & Wilken, Cleveland	250.00

F. F. DeBolt Co., East Liverpool	265.25
Davis & Farley Co., Cleveland	16.16
Durand-McNeil-Horner Co., Chicago	136.50
William Edwards Co., Cleveland	1,395.66
Enterprise Meat & Fish Co., Cleveland	1,248.94
Euclid Inn, Cleveland	9.33
Ever-Ready Pub. Co., Cleveland	32.00
East Ohio Gas Co., Cleveland	110.00
Elec. Cons. & Sales Co., Cleveland	2.10
Eagle Laundry Co., Cleveland	1,944.94
Eagle Poultry Co., Cleveland	473.68
Far East Rest., Cleveland	142.10
Sam Feldman, Cleveland	151.42
Fulton Market Co., Cleveland	1,006.36
Herman H. Finkle, Cleveland	50.00
E. S. Frauenthal Co., Cleveland	45.00
Growers Market, Cleveland	355.85
Great Western Beef Co., Chicago	1,985.69
W. S. Fitzgerald, Cleveland	290.00
A. D. Goodman, Cleveland	8.50
Globe Paper Co., Cleveland	55.91
Gasser Coffee Co., Cleveland	109.82
Golden Pheasant Co., Cleveland	18.00
Heiser Bros Co., Cleveland	1,201.37
Harris Bros., Cleveland	270.00
Harrington Elec. Co., Cleveland	65.45
Hensen Rice Co., Chicago	200.40
Houghton Elevator Mach. Co., Cleveland	40.86
Harris Printing Co., Cleveland	42.75
Howard System, Cincinnati	120.00



Only as our
candies excel for
the price asked
do we hope to ob-
tain your interest
and merit your con-
tinued patronage



A. R. WALKER CANDY
CORPORATION
Dowagiac, Michigan

TEACHING HOME ECONOMICS.

How Florida Is Handling This Important Question.

Just before closing our winter sojourn in Florida I stepped into the county educational building one day and asked for the county agent, saying, "I would like to become a little better acquainted with the agricultural conditions and processes here in this part of Florida, so that I might not make any radical errors interpreting them to Northern people." A lady who introduced herself as Miss Cole said, "The county advisor is not in at present, but is liable to return at any time. Is there anything I can do or say that will be useful to you?" I enquired, "Who are you and what relationship do you have to this office?" and she responded with a smile that she was the officer in home economics for Volusia county and gave me an appointment through which I became acquainted with something of her work and its results. I became an interrogation point and put to her many questions that she answered with the utmost promptness and satisfaction. I found that she was educated in Indiana and graduated from the State Normal College and for some time was identified with the extension work issuing from Purdue University, and she left that field for what to her seemed to be a far more promising one here in this county. I was pleased to learn that what we know as county farm agents are called here advisors. Her work is along the line of home economics. She has been taking a course of study at Columbia University, having in mind shortly the securing of a degree from that institution. I asked her where her compensation came from and I found it was just the same as in Michigan, divided between the United States Government, the State and the county. She said in answer to questions, "My work seems to be appreciated here and I enjoy it beyond anything I have ever done anywhere. As an illustration of the appreciation of the work, when I came home from an outing at a Southern Florida fair where this county had an exhibit I was presented with a new automobile and all equipment that could be of assistance in my work. I go into the homes of people in the countryside and introduce myself as a helper in any possible way that should add to the satisfactions of the home and I am always well received. They know who I am, what the object of my work is and are glad to give me every opportunity to earn my salary. I go into schools with lessons for the school children and counsel for the teachers in connection with the tuition I would like to have them give along my line and I organize associations in various parts of the county. These organizations form the frame work of our plan. The presidents of these associations meet in counsel and together we outline from year to year the method of the work we hope to carry on. We specialize each year upon some things and try through special training to accomplish something worth while and we have some competition in these matters and in

Florida this competition is between counties and the prizes are the selection of delegates to the great National conventions of young people from the farms who have been perfected along some lines of training. I am very proud of one of my girls in Volusia county who succeeded in capturing one of the prizes and the reward is a certificate which will cover the expense of the trip to Chicago. This means a good deal to a boy or girl for the expense of the entire trip is somewhere around \$500. The competition is keen and the results are far reaching in the homes of our country people." In answer to my many questions she brought out the following facts:

"The women of the countryside co-operate heartily in this work and the work covers not only lessons in cookery, but suggestions with regard to the embellishments of country homes, the adjustment of furniture, color schemes, conveniences in the inner and outer home, ornamentation of the door yards and making beautiful outlooks from the windows and in truth all of these little things connected with a country home which add to its usefulness, its satisfactions and its influence." Graphically she gave me the account of how this kind of work is carried on through the children to neighborhood activities and how people learned to work together and to add to the attractiveness of farm life demonstrations that are given in canning and preserving of fruits and vegetables, the embellishment of school premises and making the interior of school houses attractive to the children.

The field covered is a broad one and Miss Cole made me understand that the response to her lines of tuition was so satisfactory that she felt a joy in her work that was exhilarating and satisfying. I asked her if she did anything in the way of teaching mothers lessons of value in connection with the care of babies. If she had anything in the way of a baby clinic in connection with her work. She replied, "This part of the work is accomplished through our county nurses. We have several of them who give their entire attention to this side of home life and we co-operate together in the most delightful way, often having our meetings together."

I asked about the help problem in connection with country life and if she found it a difficulty that could be brought to a satisfactory solution. She replied that the help problem was simplified here, as compared with conditions in Indiana where she did her first work; that colored help was plentiful and while it was not always satisfactory, in a great many cases the devotion of colored people as helpers in a home was beautiful and satisfactory. I said, "Do you do anything in the way of educating these colored people to become better servants?" and she replied, "When I came into this field I enquired as to whether I was expected to do anything along this line and found it was easier not to do anything more than possibly to give a talk along the line of domestic economy." I asked her to give me an illustration of some one thing that she

could do in a home that would be well received and produce good results. She smiled and said, "Well, here in the South you know we all have fire places in the homes and during most of the year the open fire place is anything but beautiful to look at and I have given considerable attention to the appearance of fire places and how to make them attractive. I have enjoyed very delightful results from this and I know of no one which is appreciated more." I asked if she had done anything in the way of teaching girls to love garden work or the care of poultry or the management of bees and she allowed that these things were desirable, but she had found other things which seemed more imminent to take care of and she had done very little of value in this field. She appreciated that it was a delightful field, for girls could become accomplished along special lines and in an occupation that had many compensations aside from the money returned. I asked her if she did any work along the line of family dietary which would compare with the same kind of work accomplishing with live stock. She said we give a good deal of attention to balance of rations for households and the arrangement of meals so that the family shall be well and comfortably fed and at the same time meet the technical nutrition requirements. We try to impress our mothers and their girls with the importance of giving attractive meals that shall be so well balanced as to meet the requirements of a healthy body in the demands upon it for service.

I asked her about laundry matters and she said that the laundry service here is so simple on account of the abundance of colored female help it does not become pronounced in our curriculum. She admitted that all of these things required a continuous line of study on her part and she found this an attractive adjunct of the profession. She felt that the people in this county were as appreciative as they were in Indiana where her first work was done and she was well satisfied with the results of service rendered in connection with the office of the county agent. The success attained was appreciated by the county authorities and by the people and the support and co-operation given spontaneously and continuously made every effort seem worth while in trying to make rural life more rewarding, attractive and winsome.

Charles W. Garfield.

Voile Undergarments Sell Well.

In women's underwear, lace trimmed voile garments in pastel shades continue to meet with a good demand. The business is described as well ahead of last year at this time. Glove silk underwear has also been well bought by retailers for pre-Easter sale. Practically all of the varied garments of glove silk have shared in the demand. Rayon underwear has had a good turnover for sales purposes recently and manufacturers of these goods have been quite busy. Prices in all underwear lines are holding unchanged at the initial levels for the Spring season.

Business Wants Department

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$4 per inch. Payment with order is required, as amounts are too small to open accounts.

For Sale, Or Trade For Productive Real Estate—Stock of clothing and fixtures. Address Levisohns Department Store, Petoskey, Mich. 208

For Sale—A well-established drug store in a thriving town. Ideal location. Address No. 209, c/o Michigan Tradesman. 209

For Sale—A nice clean hardware stock in a good town. Reasonable rent. Good location. Address No. 210, c/o Michigan Tradesman. 210

We are Offering For Sale—WOODWORKING BUSINESS COMPLETE, with all equipment installed in factory. Ready to operate immediately. Some material on hand. Address W. F. BOOS COMPANY, 409 Capital National Bank Bldg., Lansing, Michigan. 211

SPLENDID OPPORTUNITY FOR HOTEL MAN—Established business within thirty minute drive of Grand Rapids. Splendid tourist and commercial patronage. Three-story brick building, modern. If interested, address No. 212 c/o Michigan Tradesman and full particulars will be furnished. Reasonably priced. 212

For Sale—Bazaar Store, Western Michigan town, 4000 population. A-1 stock. Address No. 213, c/o Michigan Tradesman. 213

I HAVE a client who will buy theatre in Detroit or suburb. Give full particulars as to location, terms, lease or purchase and equipment. Write to N. N. Bernstein, 1234 S. W. 5th Street, Miami, Florida. 205

Wanted—A good grocery and market in city or good country town or general store in country. Address No. 207, c/o Michigan Tradesman. 207

For Sale—General store, also house and lot. In farming community. Reason for selling, other interests. Bargain if taken at once. Address Box 23, Winegar, Mich. 202

CASH FOR YOUR STORE

For quick transaction, phone, wire or write me if you want to sell your stock of clothing, shoes, furnishings. J. D. KELLER, Saginaw, W. S., Mich. Phone Stewart 1145J.

CASH For Your Merchandise!

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

ARE YOU SELLING OUT?

Will pay highest amount in Cash for your entire or part of stock and fixtures of any description. Call or write Jack Kosofsky, 1235 W. Euclid Ave., Northway 5695, Detroit, Mich.

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

Bell Phone 596 Citz. Phone 61366

JOHN L. LYNCH SALES CO.

SPECIAL SALE EXPERTS

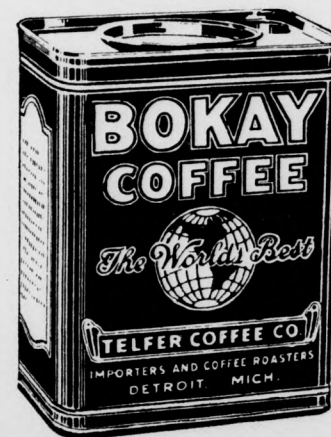
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GRAND RAPIDS, MICHIGAN

DELICIOUS



MAXWELL HOUSE COFFEE

Manufacturers and Agents Appear To Be Artful Dodgers.

About four months ago Paul Gezon, Secretary of the Retail Grocers and General Merchants Association, came to the Tradesman office with a written complaint against the Cheek-Neal Coffee Co., the complaint being based on a statement made by a local jobbing house to the effect that Maxwell House coffee was being sold to the chain stores contrary to a verbal agreement entered into by the State representative that no sales would be made except to independent grocers through regular channels. Inasmuch as this was a controversy between the manufacturer and wholesale distributor of the brand in question and did not directly involve the retail trade, the writer prevailed upon Mr. Gezon to hold the matter in abeyance until the controversy should assume a matter of direct issue between the manufacturer and the retail trade.

In pursuance of this plan, an arrangement was made with F. L. Pierce, the Michigan representative, to come to Grand Rapids and present his case in man fashion. After long and repeated delays, he called at the office of the Tradesman and stated that it was the policy of his house not to sell cutters and chain stores; that he had decided to confine his trade in Detroit to the independent grocers, with the single exception of Henry Ford, who had created a heavy demand for Maxwell House and whom he felt under obligation to protect because of the heavy volume he received from that establishment. He further said he had arranged with Arthur Cox to represent his house in this territory with the distinct understanding and agreement that no chain stores would be sold in the Grand Rapids market or in any other territory in Michigan.

In the light of this statement, voluntarily made by Mr. Pierce and twice repeated by him—apparently in the utmost sincerity and good faith—there seemed to be no good reason why Maxwell House coffee should not be regarded as a friendly brand by those grocers who aim to push the sale of goods which are withheld from the shelves of the chain stores. Such a stand was taken by the Tradesman. An advertising contract was entered into by the Tradesman and the brand was admitted to the Grocery Price Current.

About three weeks ago Mr. Cox ascertained that local chain stores were receiving shipments of Maxwell House coffee from the warehouse of the Michigan agent in Detroit. Vigorous protests were immediately made by both Mr. Cox and the Tradesman and urgent messages were sent to Mr. Pierce, requesting him to come to Grand Rapids and explain the situation. Up to this time he has not seen fit to make any kind of an explanation to the Tradesman. Mr. Cox succeeded in getting service on Mr. Pierce in a court proceeding in which he alleges violation of contract.

Yesterday Mr. Gezon called at the

Tradesman office and handed the writer the following communication, which is reproduced verbatim:

Wyoming Park, April 6—Some time ago this office had considerable trouble with the manufacturers of Maxwell House coffee. About twelve months ago the National Grocer Co. took over this account and worked up a very nice business. They literally put Maxwell House on the map, but about five months ago the Cheek-Neal Co. began to sell Maxwell House in Michigan to the A. & P. stores and Ed. Krutzenga, of the National Grocer Co., promptly gave up the account, refusing to handle the goods. At that time I wrote the Cheek-Neal Co., at Brooklyn, N. Y., and after telegraphing me they sent their Michigan representative, F. L. Pierce, from Detroit to see me. He assured me and Arthur Cox, with whom he was negotiating to become their distributor, that the National Grocer Co. had misstated the facts and that the account was taken away from them because they were not getting the volume. Mr. Pierce also assured Mr. Cox and myself that the A. & P. stores would get no more Maxwell House coffee, except their stores in Detroit, where, on account of the large number of dealers, they were unable to get distribution in Detroit.

On the basis of this promise and with my assistance, Mr. Cox sold a large number of dealers in Holland, Grand Rapids and the surrounding towns this coffee and assured them that the chain stores could not get the product.

Mr. Pierce has again shown that he is a man who does not always keep his word, because he is shipping Maxwell House coffee to at least two chains in Grand Rapids. We have positive proof of this violation of his agreement.

Mr. Cox, being an honorable man, has refused to handle any more Maxwell House coffee.

That is the way it goes nowadays. Men who have heretofore enjoyed a good reputation, such as the Cheek-Neal Co., lose their heart and turn their product over to the chain stores, thus repudiating their promises to the independent grocers.

Undoubtedly this subject will come up for discussion at our annual convention in Muskegon April 13-15 and you will be given the inside story.

Paul Gezon,

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

It is exceedingly fortunate that this matter comes up at a time, only a week away from the State convention, when the subject can be introduced under an appropriate heading, discussed fairly and dispassionately and a determination reached which will be just and equitable to all concerned.

No sane merchant will contend that the manufacturer has no right to sell his products to any class of merchants he may elect to act as his distributors. If he wishes to confine his sales to chain stores, that is his privilege and he should be protected in that right. Likewise, if he agrees not to recognize chain stores in the distribution of his product, he should be held to strict accountability by the independent grocer.

The crux of the situation is as plain as the nose on a man's face: Has a food manufacturer any right to cultivate the patronage and good will of the legitimate dealer by voluntarily agreeing not to sell the chain stores and then abruptly right about face and sell the chain stores, thus violating his

own voluntary agreement, reversing his own policy and repudiating his own word?

If it is decided that the right of repudiation does not exist, what penalty, if any, should the independent grocer see fit to prescribe for such conduct?

While the above situation has been developing, the Tradesman has endeavored to obtain an explanation from the head office of the company in Brooklyn as to the reason it furnishes Maxwell House coffee to a local jobbing house in New York City—known as the Allied Grocers, 250 West 57th street—so the brand can be sold to the retail trade at 47 cents per lb., while the price to Michigan retailers is 50 cents per lb. Our letters of enquiry have been very explicit, but the replies thus far received have been of an "artful dodger" character. The Tradesman will pursue this lead until a definite decision is reached in the matter; until the Cheek-Neal Co. either admits it is riding two horses at the same time or agrees to confine its operations to one class of dealers, to the exclusion of the other class. It is neither fair nor equitable for it to discriminate in favor of the chain stores and co-operative concerns, as it is apparently undertaking to do at present.

The Tradesman takes pleasure in stating that the activities of Paul Gezon in this matter have been strictly in line with his duty as Secretary of a State organization of retail grocers and in accordance with the best traditions of the grocery trade.

Items From the Cloverland of Michigan.

Sault Ste. Marie, April 6—George Shields, who has been in the grocery business at Algonquin for the past twelve years, has sold the building and property to Arthur Nelson, who will take possession April 29. Mr. Shields expects to close out his entire stock, so that Mr. Nelson may move his stock from his present store to the new store. Mr. Nelson needs no introduction to the trade, having been in the business at Algonquin for the past few years on his own account. For several years previously he was connected with the Soo Co-Op. Merc. Association. Mr. Shields expects to move to Chicago in the Spring, where he will open a delicatessen store. Having been in trade at Algonquin for the past twenty-three years, his many friends will miss him and, while they regret his departure, they wish him every success in the Windy City.

Most all of the business places were closed on Good Friday from 12 to 3 o'clock, this being the first year that the closing was general. Our Canadian friends closed the entire day.

The many friends of Dr. Robert Bennie were shocked to hear of his death, which occurred Monday. Following a slight cold last week, his condition became worse, developing into pneumonia. Dr. Bennie was one of the best known and best liked physicians in the city. He came here twenty-six years ago and enjoyed a large practice and was also one of the chief physicians of our hospital. He leaves a widow and one daughter, two brothers and one sister to mourn his loss.

The announcement of a new 3.75 per cent. beer coming on the market again has caused some smiles with many of the old timers, but if it is no better than the 4.4 that was made in Canada there will be no need for rejoicing, as many that had the opportunity to in-

dulge had just enough to satisfy themselves that they were ready to quit and stay dry.

C. W. Tapert, of the Tapert Specialty Co., left last week for Chicago on business. He expects to attend the confectioners' convention while there.

We heard about a man who got twenty miles out of a gallon and six months out of a quart.

George McQueen has accepted a position as meat cutter for Con Sullivan in the old Moher market on Magazine street.

Charles Haas, salesman for the National Biscuit Co., is on the sick list this week.

According to word received from R. G. Furgeson, one of our well-known Sooiters spending the winter in Florida, fishing must be good there now. On March 26 he, with a party of other friends, caught a 60 pound sail fish, a 27 pound barracuda, two bonite and two mackerel. This, they say, is not unusual in Florida, but it looks big to us fellows used to fishing around the Soo.

Clean foods, clean bodies and clean minds are the elements which build up and maintain a clean and enduring Nation.

H. A. Thibert, the well-known merchant from Oak Ridge Park, was a business caller last week. He came for a load of supplies. This will be his last trip until the opening of navigation.

William G. Tapert.

Two Feet of Snow in the Upper Peninsula.

Trenary, April 5—We have almost two feet of snow on the level here in this particular neck of the world and more seems promised. However, this thick blanket is a blessing in disguise—more hay for the farmers and more water power for Marquette. These are only a few of the factors which grow out of this plan of nature's water storage.

I enjoy reading the good old Michigan Tradesman as much as ever. I especially like the articles by yourself and Charlie Garfield. Some other contributors are also good. Frank Verbeck is good—perhaps somewhat far fetched in some of his ideas when he meanders out of his more familiar channels. It is also gratifying to note that, despite the advancing age of the editor, the paper is as young as ever—no fossilized ideas, but constant caution to all merchants to be prepared for the ever complex and increasing problems and proclivities that the all devouring element of time ushers forward. It is quite inconceivable how a merchant can be successful in this day and age if he is not a reader of a trade journal which pertains to his special field of action.

I hope your physical body remains as vigorous and buoyant as the spirit manifested in the pages of the Tradesman.

W. J. Kehoe.

Delayed Recognition Is Given Camembert Creator.

Caen, April 2—To this little Norman town, the home of William the Conqueror and Camembert cheese, came last week one Joseph Knirim, of New York, bent on doing honor to the town. Mr. Knirim stepped down from the Paris train with a large wreath on his arm, twined with tri-colored ribbons. The townspeople learned to their utter amazement that he had come, not to honor the memory of the great William, but to pay tribute to the creator of Camembert. He laid the floral offering not on the spot where once reposed the remains of the conqueror, but on the tomb of the obscure Louise Harl, whom local legend names as the one who first stumbled on the process of making the world renowned Camembert cheese, near the end of the 18th century. To the huge crowd Mr. Knirim explained that he has a sanitarium near New York where he bases his cures on the healing properties of Camembert cheese.