

INDIRECTION

Fair are the flowers and the children, but their subtle suggestion is fairer;
Rare is the rosebud of dawn, but the secret that clasps it is rarer;
Sweet the exultant of song, but the strain that precedes it is sweeter,
And never was poem yet writ, but the meaning out-mastered the meter.

Never a daisy that grows but a mystery guideth the growing;
Never a river that flows but a majesty scepters the flowing;
Never a Shakespeare that soared but a stronger than he did enfold him,
Nor ever a prophet foretells but a mightier seer hath foretold him.

Back of the canvas that throbs the painter is hinted and hidden;
Into the statue that breathes the soul of the sculptor is bidden;
Under the joy that is felt lie the infinite issues of feeling;
Crowning the glory revealed is the glory that crowns the revealing.

Great are the symbols of being, but that which is symbolized is greater;
Vast the create and beheld, but vaster the inward creator;
Back of the sound broods the silence, back of the gift stands the giving,
Back of the hand that receives thrill the sensitive nerves of receiving.

Space is as nothing to spirit, the deed is outdone by the doing;
The heart of the wooer is warm, but warmer the heart of the wooing;
And up from the pits where those shiver, and up from the heights where those
shine,
Twin voices and shadows swim starward and the essence of life is divine.

[Richard Realf, who wrote these verses, was born in England in 1834, came to the United States and enlisted in the Union army in 1862, wrote a number of poems while in the field, and committed suicide in Oakland, Cal., in 1878.]

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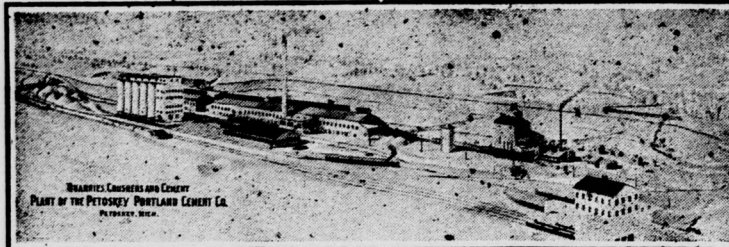
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MICHIGAN TRADESMAN

Thirty-Ninth Year

GRAND RAPIDS, WEDNESDAY, MAY 10, 1922

Number 2016

MICHIGAN TRADESMAN

(Unlike any other paper.)
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Grand Rapids

E. A. STOWE, Editor.

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POLITICS AND LETTERS.

Mr. Beveridge had no political motive in writing his four-volume life of John Marshall, but it should have been worth a good part of his 20 000 majority. We do not imply that the set stands in many vine-clad cottages, flanked by Riley and Eggleston, Ade and Gene Stratton-Porter; but we dare say that it has been well thumbed in Indiana libraries and that its reputation has penetrated many a home. It is the type of work which adds to a statesman's esteem among men who would be shocked and uneasy if he wrote novels, like Disraeli, or plays, like Clemenceau, or philosophy, like Balfour.

From the literary point of view, the scholar in politics, like Woodrow Wilson, is much less interesting than the politician in scholarship, like Beveridge. Both groups are regrettably small, but the second is the larger. Roosevelt was a politician in scholarship, for of all his books only the youthful "Naval War of 1812" was written before he entered public life. Lodge falls into the same category, for only one of his volumes bears a date anterior to 1880, when he sat in the Massachusetts House. It is a significant fact that these two chief exemplars of the school both sprang from old-settled, cultured communities and from homes of wealth. One of Lodge's best essays is on "The Use of Leisure." The usual antecedents of our Congressmen have included the farm or forge, limited schooling, and a harsh struggle for a law practice. Mr. Lodge's antecedents of a Nahant summer home, books, travel and a Harvard Ph. D., have been as distant as the Oxford training of Gladstone.

But the growth of our wealth and leisure is certain to have its effect in giving us more politicians in scholarship. Champ Clark shortly before his death, speaking of Senator Hoar's "Reminiscences," noted with pleasure the increase in the habit of Congressional autobiography writing. Decade

by decade the proportion of college graduates in Congress—Beveridge is, of course, one—rises. Naturally, we may expect most of our literary statesmen to devote themselves to history and it would be unfortunate if they did not. Both Roosevelt and Lodge have published essays arguing that history is literature, and not, as Bury says, something less. A full experience of politics is of no little assistance in writing either history or political biography. We may be sure that Beveridge profited by it in his first two volumes, wherein he expounded Virginia's Revolutionary history and Marshall's career in the Legislature.

HEADED THE OTHER WAY.

A continuation of the slow but steady improvement that has characterized business since the turn of the year was noted during the past week. The conditions in the two strike areas remained unchanged, and so far the only perceptible effect of the coal miners' walk-out has been to strengthen the demand for steel. Prices of steel products continue firm, and in some lines the mills have sold up so completely that they will be out of the market until midsummer. In the commodity markets the outstanding event of the week was the sharp rise in cotton, as a result of delayed planting, due to bad weather in the cotton belt. Part of the advance in the first half of the week was wiped out later by realizing sales, but the market sentiment remained decidedly bullish, and this feeling was strengthened by the Government's survey of the world cotton situation, which showed that consumption had returned to its pre-war scale and that the carry-over had been reduced to a normal volume. A better tone also pervaded the wheat market, but the prices of coarse grains still remain too low to ensure the growers a reasonable profit. Some importance is attached to the fact that the weekly statement of the Federal Reserve system showed a slight increase in bill holdings after a steady decline of many weeks. This indicates a better demand for bank credit, and may thus be symptomatic of a quickening of trade and industry. The securities market has been somewhat quieter than in the weeks immediately preceding, and prices have moved irregularly, but there have been no pronounced downward reactions in prices.

DAYLIGHT SAVING.

The attitude of various sections of the country towards daylight saving is in many ways a reflection of their different economic interests. The opposition in rural districts is an old story, but there are many urban communities also in which opposition is

manifest. St. Paul, Minnesota, Los Angeles, San Francisco, Omaha, Louisville, Nashville, Richmond, Denver, Dallas and San Antonio are among the cities which have rejected the device for this summer. In general, in the cities in which there is a large "commuter" element daylight saving is favored, while in cities in which merchants draw a large part of their business from a farming population in the immediate vicinity the change is unpopular. The frequently repeated statement that daylight saving is unpopular in the South because the summer days are longer there than in the North is based on erroneous conceptions of physical geography. The further North one goes in the summer the longer the days become, until at the pole they last half the year. It also happens that in States which already have two different sorts of time, that is, for example, where part of a State has "Eastern" time and part "Standard," the adoption of daylight saving by some communities and its rejection by others creates much confusion. In a few cases this has caused two towns less than fifty miles apart to have two hours' difference in their clocks.

RADIO ADVERTISING.

The widespread demand for radiophones that has developed almost overnight has come at a most opportune time, and has created a distinctly new field of merchandising just when general business was suffering from stagnation. The possibilities of the new device are not yet fully realized but there is reason to believe that a new industry revivalling in importance the motion picture industry is in course of development. Merchants have been especially interested, not only because it enlarges their field of sales, but also because its advertising possibilities have been much depicted. It is worthy of note, however, that at the recent radio conference in Washington the prohibition of radio advertising was recommended. In the long run this will perhaps be for the best interests of the radiophone business. It may be recalled that in the early days of the moving picture business a part of the displays on the screen was usually devoted to advertise various things and people. This practice still hangs on in the small towns, but the larger motion picture houses in the cities have dropped it, and their patrons have not objected.

THE ALLIED DEBTS.

Now that the United States Debt Funding Commission has commenced operations and the British government has made provision for beginning interest payments on its war debt to this country, the whole question of the Allied debts may soon

again occupy a prominent place in the daily news. The Debt Commission has already intimated to the French government its willingness to entertain any suggestions that it may see fit to make with regard to its obligations to the American Government. This request goes to France just as she is being urged to scale down some of her claims against Germany. As everybody knows, France at present is in no position to begin its debt service to this country on account of the burden of reconstructing the devastated regions, where the French government has already expended some 60,000,000,000 francs. The Debt Commission, however, has considerable latitude in granting time in which to begin payments, and may consent to any reasonable postponement which the debtor nations seem to require. There is no disposition in this country to impede the economic rehabilitation of Europe by bringing pressure for immediate payment.

THE APRIL FAILURES.

The number of failures continues to be large, but it is decreasing. The mercantile agency figures for April are 1,948, and this is the smallest so far for any month of the current year. This represents a decline of 28 per cent. from January, when the business mortality rate touched its highest point, but it is 38 per cent. above the number for April, 1921. While the number of failures in April was less than in March, the liabilities were 20 per cent. greater, an indication that the smaller concerns have been the first to go to the wall. Nevertheless the liabilities were about a third less than in January, when they, as well as the number of failures, reached the peak. As has been stated here before, the high rate of business mortality early in this year does not mean that business has been going from bad to worse. It rather represents the clearing up of the wreckage and the beginning of sharp competition incident to the quickening of business activity.

Ornamental Insects.

Something new in the way of ornament is the invention of a woman, Jane Messenger, of Pacific Grove, Cal. It counterfeits an insect. The body of the insect is made of silk, stuffed with cotton. Its head is of silk stretched over a wire frame and provided with antennae of wire covered with silk. The six legs are also of wire similarly covered, and the wing-cases are represented by a pair of pearly-mussel shells, hinged together with a scrap of silk that is sewed to the back of the body. An ornamental insect of this kind (suggests the inventor) may be worn on the person or used as a souvenir.

Out Around Among Several Michigan Hotels.

Glen Lake, May 9.—The Stearns Hotel, at Ludington, is to have its rooming capacity doubled by the addition of fifty rooms with modern improvements, which ought to make it large enough to at least meet present day demands. The Stearns, when originally built, was one of the first modern hotels in that portion of the State. It never paid any return on the investment to speak of. J. S. Stearns, the original owner, always insisted that every dollar of profit should be returned to the property, and it has an air of comfort which appeals to the traveling public, more especially tourists.

A genial young gentleman, Emil R. Ekstrom, assumed the management of the Stearns a few months ago, and while he had never had any previous hotel experience, he was wise and caught on to the game readily, with the result that he has the institution on a strictly business basis, although at that he does not allow the operation of the adding machine to interfere in any way with his duties as a host.

The Stearns operates on both American and European plans, all meals being table d'hôte. I think the charge is \$1 per meal, which price is occasionally complained of, but the meals and meal service are excellent, and I have felt that Mr. Ekstrom was giving his patrons their money's worth.

The fact that the hotel's business is improving and demanding increased facilities is a very good indication that the rank and file of the traveling public are satisfied.

August Field, manager of the Chippewa Hotel, at Manistee, bears out the reputation he established years ago when he was running the Briny Inn, of the same city, which burned down several years ago—a distinct loss to the commercial men and tourists and a blow to Manistee.

Mr. Field rose to the emergency, however, and took over the old Dunham House, a land mark of the town, converting it into one of the most modern institutions of its kind in Western Michigan.

The Chippewa has 150 rooms, with modern conveniences, a large percentage of them being provided with bath. It has proven a profitable investment for its promoters and the presence of Mr. Field, as host, adds a charm to the place, especially with the older patrons.

I spent several days at the Chippewa and I noted particularly that the landlord did not hesitate to mingle with his guests, and notwithstanding that August and I may not agree in some matters of hotel policy, he has ideas which might well be adopted to advantage by many of his hotel brethren who may have been longer in the harness than he. Mr. Field's hotel is run on the European plan and he has a beautiful cafe in connection, but I doubt if he feeds all of the room guests he reasonably should, because of his cafe charges, which are about on a parallel with the rates at the Occidental Hotel, at Muskegon, before the recent reduction. I think were I in his place I would rather establish an American plan charge, or else serve table d'hôte meals at a moderate charge, and induce people to eat inside the hotel, rather than build up outside restaurants. However, August is running the Chippewa, and I am only writing about it.

Capt. C. H. Montgomery, President of the Michigan State Hotel Association, and manager of the famous Post Tavern, at Battle Creek, who was overseas during the war, recently made a comprehensive European trip which he related to me on a recent visit. He says the Adlon and Bristol hotels in Berlin which at one time were rated as the best hotels in the world, still retain their many attractive features and are to-day the best in Germany. The rate for four per-

sons at the Adlon for two parlors, two bed rooms and two baths, luxuriously furnished, is one thousand marks per day, equivalent to \$10 or \$2.50 each person per day, American money. This was but one of numerous establishments he visited, all of which retain their old-time excellency and at moderate charges.

Speaking of Parisian and in fact hotels in other portions of France, he mentions certain fixed charges which must be met by the guests, such as one franc for music, a tax on laundry as a luxury, and a tax in tips of 10 per cent.

On his railroad journey between Paris and Berlin, a distance of 600 miles, the railroad fare was \$14 and the charge for sleeper \$12. The train service was particularly satisfactory, the equipment superb.

In France waitresses are now employed on the dining cars, with highly satisfactory results and excellent table d'hôte meals are served at \$1.25. In Germany, with equal service, the charges are considerably lower. The greatest disadvantage in European travel and the enjoyment thereof is the continual customs examinations and the various money values. One realizes the great advantage of the stability of American currency and the greediness which is evidenced by foreigners in securing it.

Mr. Montgomery reports that everywhere people were working. Absolutely no evidence of unemployment was noticeable and places of amusement were wonderfully well patronized.

Mr. Statler is building a second hotel at Buffalo. Many are wondering what the new hotel will be called. It is now announced that the new hotel will be called the Statler and the older one the Buffalonian.

The Burlington Railroad has just made a reduction of 25 per cent. on its dining car charges. It now supplies club breakfasts at 40 cents and upwards, but serves a regular lunch-

con for \$1 and a complete dinner for \$1.25. The present day tendency is a drift back to the American plan, or more particularly a certain fixed price for a given meal, which is certainly a wonderful public convenience.

A traveling man told me the other day that he wrote in to the Pantlind Hotel, at Grand Rapids, asking for a room reservation, but at a time when a large convention was on in that city. It was impossible for the hotel to supply the accommodations desired, but they did not leave the traveler in doubt. Instead, they sent him a prepaid telegram telling him of their dilemma and asking if he could rearrange his itinerary, which he gladly did. Such details as these are what makes the Pantlind so well thought of.

After all that has been said and done it seems to me a solution of the real complexities of governmental finances will be to adopt a sales tax, moderate in its demands for the present multitudinous variety of taxes of all kinds. The only danger I can see to its being successfully handled will be the desire of many merchants and others to increase this tax to purchasers by expecting a profit on the tax itself. If the Government will safeguard this one vulnerable feature and then expend its energies in placing the final collection of same on a strictly business basis, the whole problem will have been solved. It is quite evident Uncle Sam is not getting his just dues as much through carelessness and lack of system as for any other reason, and the substitution of a sales tax must, necessarily, be an improvement, even if it does not meet the situation squarely.

Inaugurate a thorough business system, do away with barnacles, and the National financial problem will take care of itself.

Frank S. Verbeck.

Strength isn't one of the necessary qualifications of a shoplifter.



Barney Langelier has worked in this institution continuously for fifty years.

Barney says—

By Golly, it seems as though everybody must be drinking QUAKER coffee judging from the way the shipments are going out.

Just think of it—three times as many pounds of QUAKER coffee went out last week as went out two years ago last week.

I guess the people appreciate GOOD GOODS just as much as ever.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO—LANSING

THE PROMPT SHIPPERS

Items From the Cloverland of Michigan.

Sault Ste. Marie, May 9—The steamer Elva, of the Arnold Transit Co., which has been running between the Soo and DeTour for the past fifteen years has been sold to W. J. Bell and Capt. M. J. Bishop, of this city. The change of ownership occurred last week. The Elva started on Monday of this week making its regular trips. Capt. Bishop will be in command, while Mr. Bell, who is interested financially, will take no active part in the boat's operation. It is hoped by the new owners that the Elva's course may be changed so that she will leave the Soo in the morning for DeTour and return the same evening. The mail service to DeTour and points en route will be continued as heretofore.

There is still hopes of having our street railway company continue, instead of having to fall in line with some of the street railways of some of the larger cities which have discontinued their car service. The company agrees to continue operations if freed of paying taxes. This will, undoubtedly, meet the approval of taxpayers here, as well as business concerns who wish to see the street car service continued, which has been very efficient for many years.

We see by a report from Lansing that the average farmer's income in Michigan is \$660. Even at that it is much more than many of the large industries were for the year, yet there are some who would not go back to the farm.

H. G. Ellis has purchased the meat market formerly conducted by J. R. Flood, which heretofore has been run in connection with the grocery store. Mr. Ellis is a young man of ability and will give the place his personal attention. The location being an ideal one it is expected he will make a success of it.

Hugh Murray, the Soo's well-known hockey player, is to be the proprietor of the general store at the Shallows this summer. "Muzz," as he is known by his many friends, will conduct in connection with the general store a lunch room and a bath house and rent cottages. The opening will take place about May 21. The Shallows has for many years been the Soo's favorite summer resort. "Muzz" has had much experience in the grocery business, which will be a big asset to him in his new undertaking. Being personally on the job, it will mean that the Shallows dwellers will be taken care of in an able manner.

Presently, now, "The furnace needs fixing" will give way to "the grass is getting pretty long."

The many friends of Richard Hotton, who for the past thirty years has been a faithful employe of Uncle Sam at the locks, will be grieved to learn of his sudden death, which occurred Friday night as he was returning to his home on his bicycle. Mr. Hotton was struck by an automobile while walking along the road on Ashmun hill. He did not regain consciousness and died an hour later at the hospital.

The Pittsburgh Steamship Co. has ninety-eight of its boats in commission now, which opens navigation at full blast. It makes the old Soo look like the real thing again around the river and the locks.

"A live town is simply impossible without live business men, and no town can hold live business men unless all the citizens patronize their home business men."

C. Franklin Smith, representing the Yellow Cab Manufacturing Co., of Chicago, arrived in the city last week and is endeavoring to make arrangements whereby the Yellow Cab taxi-service will be installed here. This will make the Soo take on a metropolitan air in the near future.

Charles Farm, one of our well-known retired business men, has decided to enter the commercial field again and has taken the agency for

the Schlitz beverages of Milwaukee. He has opened his office and warehouse at 902 Ashmun street. In connection with the new business, he will maintain a delivery truck service.

Jeremiah Hare, Superintendent of the Metropolitan Life Insurance Co., of New York, is spending a few days in the city on business. Thomas H. Truckey, of Manistique, has been appointed special agent for the Soo to succeed Mr. Gillette, the former representative.

W. E. Davidson, one of our well-known members of the Civic and Commercial Association, returned last week from a Southern trip, where he attended the Grand Encampment of the Knight Templars, which convened in New Orleans recently.

Harry Freedman, the Leader's artist window trimmer, returned last week from New York, where he was filling up on new suggestions and pointers which he will work out in the Leader's show window department. While Harry is an artist in his line, he still feels that he may profit by new suggestions.

"These are trying days but some people don't try hard enough."

William G. Tapert.

Counteracting the Drain Caused by Chain Stores.

Cadillac, May 9—It is gratifying to note your comments on the letter sent out by a collection agency for the Creasey Corporation in the Tradesman of May 3.

This concern has made an unsuccessful attempt to get reputable attorneys to commence proceedings to recover on some of these notes, but these attorneys would not act unless costs were advanced by the Creasey people. As a result, no action has been started to date.

Any merchant who is sued on these notes should not fail to get in touch with the Tradesman or the undersigned at once.

Men of prominence who are familiar with the growth of chain stores are giving their attention to ways and means of counteracting the drain on the community where these stores locate, due to the fact that profits made go to establish new branches in other towns or to any interests the promoters seem to think wise to invest in, but they do not help the community where they operate, as development, progress and expansion depend entirely on profit and credit. If both these are eliminated, only selfish, personal gain is the result.

The basis of all business is credit and in order to carry on manufacturing business, credit is essential. For the reason that manufacturing is carried on because of credit privileges, jobbing as well as retailing, it is operated as links in the one chain that makes up the whole fabric of world business, but chain stores do not extend help or credit to the manufacturer or individual, so the small saving they make, because of not doing a credit business, helps to make their net profits considerably more than the home merchant who helps the manufacturer and the individual, as well as the community generally by following the established principle of business construction, which is based on credit in company with confidence.

Every individual who draws his living from a certain community owes to that community and its interests his loyal support, part of which is protecting its people from the draining of its business for the benefit of some other community.

The success of every community is dependent on the loyalty of its people and one of the best factors known for gathering revenue to build some other community is chain stores, since net profits constitute the necessary income from which development comes.

It is hoped that merchants who have invested their all in their home community will put forth some effort to safeguard that investment by devising ways and means of counteract-

ing the drain caused by chain stores.
J. M. Bothwell.

Styles in Turbans and Sailors.

Old time matelasse treatments are having a revival in millinery this season, according to the bulletin of the Retail Millinery Association of America and, although many converters have more or less fitted these waffled or whirlpool patterns on poke and mushroom sports brims, it is draped turbans and the thick edges of them that properly exploit the fabric theme.

"Taffeta is probably the most popular of the materials so corrugated in appearance," the bulletin continues, "although organdie, georgette, marquisette and even silver cloths for dance hats have responded, and the thing is now an established style."

"There has been quite a little demand for the sheer textiles of late, organdie and felt combinations being not at all uncommon now. Maline is in its element, with Chantilly, wool lace or metal thread patterns overlaid on its filmy fitted surface, or else with hairbraids of maline flanging a brim that boasts of a black satin crown. Satin, needless to say, is most generous in its appearance for sports wear and, at the same time, imparting luster to the formal occasion hat, crown or bow trims.

"Felt is the theme beyond all parallel it seems, and invariably makes the crowns. In the case of sailors the felt and straw combinations have receded before the two-tone felt joinings for the thin brim. Bows of felt, as well as the crown and a leghorn brim are by no means rare sights about town or in the trade. Organdie does its best to contrast chicly with felt crowns."

Is There Money in Canned Foods?

The chain store has attempted to create the idea in the mind of the consumer that it is a bargain counter system of merchandising amounting to a philanthropic attempt to bring food products to the purchaser at practically cost. Special sales of certain commodities occur each week generally on standard priced lines which are marked below their usual cost. They are manifestly bargains and they bring in customers who take other foods also. A dozen catch sales out of several hundred items carried more than justify the reduction in certain prices. Is there money in merchandising canned foods? is asked by the trade. An example of the sale of peas by one chain store indicates that there is. A broker who handles a certain brand of Southern peas bought a can at retail at 18c. This is on the basis of \$2.16 a case. The broker happened to sell this particular store this brand which was acquired at \$1.06 a case spot. The retailer made \$1.10 a case profit on the transaction, or more than the cost of the peas in this market. The canner would like to get a slice of that kind of profit. Chain stores are able to exact large margins on canned foods except on the Nationally advertised brands, as values on the unknown packs are irregular and are not standardized as in many other lines of merchandise. The lack of a fixed

price gives the retailer latitude to take handsome profits.

Louis Winternitz's Art Hobby.

Some of the wonderful color photographs which have won fame for Louis Winternitz ("Ach Louis"), of Grand Rapids, have just been attracting considerable attention in Fort Meyers, Fla., where Mr. Winternitz spends the winter season. The exhibition was placed in a Fort Meyers book store and was of particular interest in the locality because the pictures shown (about thirty) were studies of the beauties of tropical growth in and around the city. They included some unusually fine ones of the Seminole Indians. Since his retirement from the service of the Fleischmann Co., some ten years ago, Mr. Winternitz has made good use of his leisure in developing his taste and skill. He has made two trips around the world, which afforded him opportunity for many of his wonderful photographs. He recently received letters from the directors of the Art Institute of Chicago and the Field Museum of Natural History, acknowledging his donations of large collections of photographs in natural colors.—Bakers' Helper.

Shrimp Pack Short Because of Storm.

Reports from the South are to the effect that heavy storms on the Gulf of Mexico have driven the shrimps back to deep water and away from the shores, and that the shifting sands of the sea stirred by the storms have covered up and killed a few trillions of those that were near the shores. Therefore the prices of canned shrimps have gone soaring and canners are asking about 15 to 20 per cent. more at the canneries than they asked last week.

All of which goes to show that fishing is precarious and that it is not altogether safe to sell something that you haven't got. Quite a number of the smaller canners who sold ones wet and dry shrimp some time ago at \$1, cannery, are now going to have some lively times telling their hard luck stories and getting the buyers to believe them.

Georgia's Sweet Potato Industry.

In 1900 the production of sweet potatoes in Georgia was 6,035,000 bushels; in 1910, 7,055,000 bushels; and in 1920, 13,764,000 bushels. The stimulation of production is due to a considerable extent to the movement for diversification and the development of practical storage houses. At present Georgia ranks second among the states in the production of sweet potatoes. The main producing section is in the Southern part of the State, although the area suitable for commercial production is as large as and corresponds to the area suitable for cotton. Among the twenty-seven states shipping sweet potatoes in car lots during the 1920-21 season Georgia ranked sixth. Among the states shipping the moist, sugary varieties known as Southern sweet potatoes it ranked second in importance.

Happiness is a by-product of industry.

MOVEMENT OF MERCHANTS.

Hanover—B. Levy succeeds A. B. Sanderson in general trade.

Mt. Pleasant—John Johnson succeeds Johnson Bros. in the shoe business.

Lansing—J. M. Toy has opened an electrical store at 211 East Shiawassee street.

Oakley—George Dubey, recently of Corunna, has engaged in the meat business here.

Jackson—The Cotton Ziegler Garage Co. has increased its capital stock from \$10,000 to \$20,000.

Kalamazoo—The Wooden-Beute Co., office supplies, etc., has changed its name to the D. C. Wooden Co.

Marquette—Alphonse Peters, florist, has opened a retail flower and plant store at 130 West Spring street.

Bay City—The Northern Title & Trust Co. has been appointed receiver for the International Mill & Timber Co.

Michigan Center—Seckinger Bros., dealers in general merchandise, are remodeling and enlarging their store building.

Grand Rapids—Badawn & Brown succeeds Peter Mickel in the grocery and meat business at 513 Ottawa avenue, N. W.

Muir—E. S. Danner has sold his store building and stock of general merchandise to H. Rice, who has taken possession.

Nashville—Charles Diamante, fruit, confectionery and ice cream dealer, has installed a very modern soda fountain in his store.

Ishpeming—James Shinas will open a restaurant in the Byers' building June 1. The fixtures and equipment will cost more than \$5,000.

Brighton—W. G. Cook is erecting a modern store building which he will occupy with a stock of groceries and bazaar goods about July 15.

Gladwin—Hamlin & Royce, grocers, have dissolved partnership and the business will be continued by Mr. Hamlin under his own name.

Detroit—The Motor Spindle Corporation, 138 East Jefferson avenue, has changed its name to the United States Accessories Corporation.

Allegan—Thieves entered the general store of William Milheim, at Miner Lake, and carried away considerable stock. The safe was not disturbed.

Michigan Center—T. Smith is remodeling his store building and installing a plate glass front which will enable him to display his grocery and vegetable stock to great advantage.

Manchester—J. Fred Shaible, local merchant and owner of the Manchester hotel, has remodeled and refurnished the hotel and leased it to Clarence Stites, who has taken possession.

Ishpeming—Emil Lioret has sold his interest in the grocery stock of Lioret & Nault to Theodore Nault and the business will be continued at the same location under the style of Nault Bros.

Jackson—Joe Miller has sold his soft drink stock and store building located at 221 East Main street, to Buehler Bros. who will remodel the

building and occupy it with a stock of meats and canned goods.

Eaton Rapids—The Eaton Rapids Sales Corporation has been incorporated to deal in merchandise of all kinds, with an authorized capital stock of \$10,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—The Lindke Furniture Co., 7614 Grand River avenue, has been incorporated with an authorized capital stock of \$7,500 common and \$7,500 preferred, all of which has been subscribed and paid in in property.

Detroit—The Hainovitz & Berkovitz Fruit Co., 2475 Russell street, has been incorporated to deal in food products, with an authorized capital stock of \$25,000, \$20,000 of which has been subscribed and paid in in cash.

Albion—A. W. Delbridge and B. J. Blanchard have formed a copartnership and engaged in the electrical supplies and equipment business in the Postal Telegraph building, under the style of Blanchard & Delbridge.

Marquette—A. W. Lindstrom & Son have purchased the store building and meat stock of Joseph Desjardins, at the corner of Bluff and Third streets. They will carry a complete stock of high grade meats and groceries.

Lansing—William H. Remez and Theodore Young, conducting the Central Park Garage and the Alemite Sales & Service station, have dissolved partnership and the business will be continued by Mr. Young under the same style.

Negaunee—Curley Bros., grocers and meat dealers, have purchased the stock and fixtures of the Negaunee Cash Grocery, of Hankin & Co., of Munising, and will consolidate the two stocks in the Miller building on Iron street.

Detroit—The Poland Coal Co., 3988 24th street, has merged its business into a stock company under the same style, with an authorized capital stock of \$9,000, all of which has been subscribed and paid in, \$1,000 in cash and \$8,000 in property.

Detroit—The Warwick Coal Co., with offices in the Penobscot Bldg., has been incorporated to conduct a retail business in coal, coke, wood, etc., with an authorized capital stock of \$25,000, \$2,500 of which has been subscribed and paid in in cash.

Detroit—The Adams Equipment Co., Rivard and Maple streets, has been incorporated with an authorized capital stock of \$30,000 preferred and 6,000 shares at \$2.50 per share, all of which has been subscribed, \$5,000 paid in in cash and \$7,500 in property.

Grand Rapids—The Grand Rapids Marble & Fireplace Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$35,000, all of which has been subscribed and paid in, \$6,717.65 in cash and \$28,283.35 in property.

Detroit—The Carnahan, Byrne Machinery Co., Inc., has been organized to deal in machinery, specialties and supplies used in operation of machinery at wholesale and retail, with an authorized capital stock of \$10,000, \$6,500 of which has been subscribed and paid in in cash.

Quincy—A. R. Orcutt has sold his garage and stock of automobile accessories, supplies and parts, to Fred A. Wagner, recently of Hillsdale, who has admitted to partnership his son, Earl Wagner. The business will be continued under the style of F. A. Wagner & Son.

Lansing—Plans of the VanDervoort Hardware Co. to occupy the present buildings of the Lawrence Baking Co., on Grand avenue, include the wholesale department only. The retail store will remain at its present location on Michigan avenue at Grand avenue. In addition the VanDervoort Co. will retain its warehouse on Shiawassee street, with trackage for the handling of heavier equipment and merchandise.

Manufacturing Matters.

Detroit—The Welch Shoe Co. has removed its business offices to Grand Rapids.

Big Rapids—The Big Rapids Electric Co. has increased its capital stock from \$50,000 to \$75,000.

Grand Ledge—The Grand Ledge Furniture Co. has increased its capital stock from \$10,000 to \$40,000.

Muskegon—The Super-Seal Piston Ring Corporation, with business offices at 809 Union National Bank, has increased its capital stock from \$10,000, to \$50,000.

Lansing—The Atlas Drop Forge Co. is spending between \$40,000 and \$50,000 in the installation of new machinery and equipment made necessary by the increased volume of business during the past few weeks.

Detroit—The Lalley Radio Corporation, 3171 Bellevue, has been incorporated with an authorized capital stock of \$75,000 preferred and 37,500 shares at \$1 per share, of which amount \$65,000 has been subscribed, \$25,000 paid in in cash and \$15,000 in property.

Review of the Produce Market.

Apples—Baldwins, \$5 per bu. Box apples from the Coast command \$4.50 @5 for Jonathans and Spitzenbergs.

Asparagus—Illinois, \$2 per box of two dozen; home grown \$1.20 per doz. bunches.

Bananas—7@7½c per lb.

Beets—\$2.25 per hamper for new Texas.

Butter—The make of fresh butter is increasing and the advices from all parts of Michigan and Indiana are to the effect that shipments are much larger than they were a week ago. The consumptive demand has been good. The market at the moment is steady at about the same price as ruled a week ago. We can look for a decline of 2@3c per pound in the near future, and lower prices as the season advances. Local jobbers hold extra creamery at 35c in 63 lb. tubs for fresh, and 33c for cold storage; 36c for fresh in 40 lb. tubs. Prints, 36c per lb. Jobbers pay 15c for packing stock.

Cabbage—\$4.50@5 per 100 lbs. from Mississippi.

Carrots—\$2.25 per hamper for new Texas.

Cauliflower—California, \$3.25 per case of one dozen heads.

Celery—Florida, \$6 per crate of 4 to 6 doz. stalks.

Cucumbers—Illinois and Indiana hot house command \$1.50 per doz. for fancy and \$1.75 for extra fancy.

Eggs—The market is steady on the present basis of quotations. Stocks in storage are considerably more than they were a year ago. The weather conditions are very favorable for a good production and the bulk of the trade are of the opinion that prices will be lower in the near future. Local jobbers pay 23½c for fresh, cases included.

Grape Fruit—Present quotations on Florida are as follows:

36	-----	\$4.75
46-54	-----	5.50
64-70-80	-----	6.50
96	-----	6.25

Green Onions—Evergreen, 25c per doz. bunches.

Lemons—Sunkist are now quoted as follows:

300 size, per box	-----	\$7.25
360 size, per box	-----	7.25
270 size, per box	-----	7.25
240 size, per box	-----	6.75

Choice are held as follows:

300 size, per box	-----	6.50
360 size, per box	-----	6.50

Lettuce—Hot house leaf, 14c per lb.; Iceberg from California, \$5@5.25 per crate.

Onions—Texas Bermudas, \$3.50 per crate (about 45 lbs.) for yellow and \$3.75 for white; California, \$8 per 100 lb. sack.

Oranges—Fancy Valencias are now held as follows:

90 and 100	-----	\$7.75
150, 176 and 200	-----	7.75
216	-----	7.75
252	-----	7.75
288	-----	7.25
324	-----	6.75

Parsley—60c per doz. bunches.

Peppers—Florida, 90c per basket.

Pieplant—8c per lb. for Southern hot house.

Pineapple—\$5.50 per crate for Cubans.

Potatoes—Old are selling at \$1 per bu. Florida command 5c per lb.

Poultry—The market is higher, due to scarcity. Local buyers pay as follows for live:

Light fowls	-----	20c
Heavy fowls	-----	28c
Light Chickens	-----	20c
Heavy Chickens, no stags	-----	28c

Radishes—90c per doz. bunches for home grown hot house.

Spinach—\$2.50 per bu. for Texas.

Strawberries—Tenn., \$5 per 24 qt. crate.

Sweet Potatoes—Kiln dried Georgia command \$2.50 per hamper.

Tomatoes—\$1.40 per 6 lb. basket from Florida and Texas.

The annual meeting of the Michigan Wholesale Grocers Association will be held at Detroit Thursday. Seven Grand Rapids men have agreed to attend—William Judson, Guy W. Rouse, Edward Dooge, H. T. Stanton, R. D. Prendegast, Roy Clark and Arthur Gregory. Mr. Stanton will preside over the sessions of the convention as President. William Judson will act as toastmaster at the banquet at the Statler in the evening.

Essential Features of the Grocery Staples.

Sugar—The market is much firmer than it was last week. Quotations show a slight fractional advance as compared with a week ago. Buyers and sellers of raws are apart, refiners keeping out of the market as long as they can, in the belief that prices should be and may be lower. Most of the refiners are on about a 10 point higher basis for refined sugar than a week ago. As a matter of fact, the market for refined sugar is somewhat unsettled, refiners not being together in their ideas of price. The demand for refined sugar is very light for this season of the year, owing to continued cool weather. Local jobbers hold cane granulated at 5.95c.

Tea—The market is quiet. There has been no great demand for anything in the line during the past week, but this has not had the effect of weakening the market. Everything is at least steady and most things are firm. Javas are still particularly stiff and are relatively higher than similar grades of other teas. England proposes to reduce her import tax on tea several cents a pound and the trade here are wondering what effect it is going to have on our market. Naturally it should reduce prices in the English market, which should have a sympathetic effect here. The market for new Japans will open in a week or two, and it is expected at considerably higher prices than last year. The war now proceeding in China will have an effect on Chinese green teas, if it continues, but nobody of course knows whether it will be continued or not. The whole situation in tea is strong.

Coffee—The market has not changed, particularly during the week so far as the jobbing price of roasted coffee is concerned. There have been some fluctuations in green coffee, both up and down, the net results showing somewhat more firmness than was noted a week ago. Rios are perhaps a shade lower than they were a week ago. Milds are about unchanged. The general demand for coffee is fair.

Beans and Peas—The demand for dried beans has been dull during the week. Marrows are irregular, with a fairly firm undertone for fine goods. Pea beans are firm. California limas are also stronger, with sales made at a slight advance. Green and Scotch peas unchanged and fairly steady.

Canned Fruits—The reluctance to buy California new packs is largely attributed to the approach of the time when definite opening prices will be named, which will be toward the end of May in all probability. While some business has been placed, most canners have withdrawn from the market and are waiting for the danger of frost to pass as well as to allow them to complete their contracts with growers for raw fruit. California fruits on the spot have not begun to show an increase in the consumer movement, but sell chiefly in a routine way as no class of distributors is buying ahead. The better grades of peaches and apricots are scarce and are strongly controlled. Cherries are

almost out. Northwestern cherries and pears of the new pack are not being offered by canners and now that they are not available there is some enquiry to buy, whereas, when they were offered the trade showed little interest. Apples are showing the effects of the advancing season and the demand is increasing.

Canned Vegetables—While tomatoes have not gained ground in a marked way, they are more firmly held. No. 1s are almost out and other stocks are in such moderate reserve that it is thought that holdings will work out satisfactorily before new goods arrive. Spots are really in a better position than futures as the latter are neglected by jobbers and are not enthusiastically regarded by canners. Corn is moving in a restricted way at going prices which do not show the stability the product really warrants. Southern and Middle Western can be had at 80@90c factory. There is little immediate business being done in futures of any pack. Peas are one of the items on the list of short products and in consequence remain high. No. 10s are almost in the famine state. All standard grades are firmly controlled and are scarcer than other packs. There is not much talk of new packs as canners are waiting for the approach of their packing season before seeking further business. California Southern spinach is wanted. Spot asparagus favors the holders.

Canned Fish—With a continuation of unseasonably cool weather, with few warm days so far this season, the fish market is the victim of circumstances. Jobbing sales are light in the two lines most freely offered, salmon and sardines. The shortage of Tuna fish, lobster and crab meat is pronounced, and it holds these products firm and in favor of the seller. Salmon, however, is not active for current consumption and there has been a noticeable absence of speculative or other advance buying on the Coast. The April dullness continues. The strongest item is fancy chinook salmon which is only obtainable in a small way. Maine sardines are taken in small lots out of spot holdings as carlot orders are so limited that factory shipping is not necessary in a large way. As old packs are cheaper than new goods, they will be naturally preferred as long as they are available. The light catch of fish, the difficulty of the canner to keep down his prices and the lack of a demand for new sardines on contract, has caused the canner to make very little progress in selling his anticipated output. So far practically no fish have been canned. New pack California olive oil sardines in quarters and halves are ready to move Eastward. Foreign sardines are in nominal demand.

Dried Fruits—Distributors of prunes evidently think it is the safest policy to buy very conservatively, and this they are doing. Oregon is almost all sold out, especially in the larger sizes. With a big crop expected in California jobbers are not willing to contract for futures. The 7c basis at which a few independents offered

equal quantities has been regarded as too high. Neither is there interest in 1922 apricots. The cry of short crop is discounted. Old crop apricots are firm on the spot and in light supply in all grades. Peaches are more or less in routine demand with not a wide outlet even at that. Scant supplies tend to stabilize the market. Future raisins are not wanted at the moment and there is not much more demand for 1921 crop of any variety. The latter are weak and favor the seller, with the business mostly on spot. Consumption will have to expand and the retailer be given a better outlet before healthy conditions can prevail. Currants are affected by the weakness of raisins, and while they undersell that fruit and are taken in preference there is no real breadth of the demand. New York State 1922 prime evaporated apples are the most active of futures and show more strength than at the opening of the market.

Syrup and Molasses—The good weather has undoubtedly had the effect of improving the demand for compound syrup, although all the orders received are small. Prices, however, remain steady. Sugar syrup is very dull, with most of the demand for export. Prices remain about unchanged. Molasses is unchanged and quiet.

Cheese—The market is steady at prices ranging the same as a week ago. The production is increasing as the season advances and the quality is getting better, but not good enough to put in storage. We can look for slight declines as the season advances.

Rice—The volume of trading is not large enough to lead to new features as it is limited in all departments to the bare requirements of traders who are not going beyond their pressing needs. For several weeks the movement has been limited to this class of trading and distributors think that the time is ripe for an expansion in the outlet. This, taken in connection with the light stocks of foreign and domestic rice, causes firm holding and a disinclination to offer concessions on any grade. Prices show little change and are well maintained.

Provisions—Everything in the smoked meat line is steady, with a good supply at prices ranging 1/4c per pound lower than last week. The consumptive demand is light. Pure lard is barely steady at present range of prices and the consumption is very light. Lard substitutes are also very quiet and selling at about 1/4c decline from a week ago. If we do have any change in price, it is likely to be a slight decline. Dried beef, canned meats and barreled pork are all quiet, with a light consumptive demand, and the outlook is for probable slight declines.

Paris Green—Lest you forget the suggestion the Tradesman made two weeks ago to place orders to cover requirements it is repeated here. None too early to make sure you're going to be able to supply the demand when the bugs get on the job.

Fruit Jars—Every day brings further reason to anticipate a heavy

fruit crop with resultant large call for fruit jars of all kinds. None too early to be laying plans for this demand.

Spool Cotton Cabinets—Spool cotton cabinets are once again to be had. When Uncle Sam got nicely into the war game some three or four years back and the need for conservation in materials and labor became acute, thread cabinets went into eclipse. They're back again now and interested merchants will find their jobbers prepared to supply them.

Fireworks—July 4 seems to be rather a long ways off yet so far as the merchant and his stock of fireworks is concerned, it is quite close at hand. In other words, the retailer who handles this type of merchandise and who has not covered his requirements as yet will be doing a wise thing in doing so. As a regular thing June 1 finds wholesale stock commencing to be badly depleted and by June 15 the customary thing is for these stocks to be so low that but a small percentage of items on any order can be shipped. A word of friendly counsel to the merchant interested in fireworks would be that placing of an order at once with shipment date specified for about June 10 to 20 is the part of wisdom and forehandedness.

Medium Weight Leathers Show Some Improvement.

There is a little new in the leather situation, aside from the continued increasing feeling of strength. Tanners are in hopes shoe manufacturers will have more courage to buy in larger quantity although up to the present, their immediate requirements are all they are taking care of in the way of buying leathers. The retail trade is not carrying any excess quantity of shoes, but with a better trend to all lines, it is hoped this will be reflected in leather values.

Better grades of leather continue to be easier to move than low grade stocks, as prices at best, are low. Medium weight sole leathers continue to show some improvement for women's wear, with still large unsold quantities of light weights, with mostly all low grades.

Harness tanners are enjoying an improved business, but are still carrying rather large supplies of unsold stocks, even though they have only been operating at about 25@40 per cent. of normal for sometime. Much improvement is shown, however, but for a time the farmer buying was practically nil.

In upper leathers, patents continue popular, with heavy calf next in line, with top prices about 45c for the patents and 35c for the calf, for best grades.

Side leathers are not moving as freely, with prices ranging as low as 20c for fairly good lines, up to possibly 28c for best makes. Novelty leathers are moving fairly well, for sport wear, with prices showing a wide range.

If you are not pleased with the way your trade paper is edited, write and give the editor your views in a friendly way. You may be wrong—so may he.

SELLING RADIO SETS.

Approved Methods of Dealing in the Apparatus.

The sale of radio apparatus has opened up a new field for retail stores but one that offers more than the usual difficulties. The science of radio itself is in a formative stage, and yet, unlike other merchandise developments, there is a heavy call for instruments, and not only the promise but the actuality of large sales. Merchants therefore have been confronted with the problem first of learning something about the wireless telephone and where supplies are obtainable, and then of providing the proper service for customers. With so many new manufacturers producing radio outfits, parts and accessories there is a risk, that stores do not wish to run, of selling unsatisfactory articles which would lose rather than gain customers.

The first step taken by the stores to investigate the opportunities in the sale of radio equipment, and also to formulate better merchandising plans, was the conference called last month by the National Retail Dry Goods Association. A committee appointed by that meeting went thoroughly into the matter, and made a number of important suggestions.

Following up this work, the Bureau of Research and Information of the Association has prepared a comprehensive report on radio merchandising in department stores, which is just being distributed to members. The work on this report was started several months ago by Arthur Wiesenger, Director of the Bureau. In the foreword, he writes:

"In the very beginning of this report it is well to point out that the radio business is essentially a serious business. Radio equipment is so varied in nature and use, the radio art is so largely in the process of development, and instruments of such delicate construction and adjustment are required that stores which would successfully deal in radio goods must be prepared to give real service and stand behind the merchandise sold. To do these things requires knowledge of the principles of radio telephony and a specially trained and intelligent sales force. Nine out of ten purchasers of radio goods will know little or nothing about radio. The stores which sell the customer must supply the information without which the purchaser cannot possibly get satisfactory results."

The theory of radio and a description of the equipment are given in the first part of the report in non-technical language. Radio as merchandise is dealt with in the following chapter:

"The first questions you will have to answer for your customers when the radio department starts functioning," it is explained, "are, 'What kind of apparatus shall I use?' 'How much will it cost?' and 'How far will I be able to receive with any given type of apparatus?' In answering these queries ourselves, we may say that there are four classes of radio apparatus, each one designed for a specific need.

Pierre Boucheron of the Radio Corporation of America describes them briefly as follows:

1. The simple crystal type receivers which range in cost from \$15 to \$40 and which may receive broadcasting from stations up to about twenty-five miles distant.

2. The single vacuum tube detector receiver which costs from \$50 to \$75 and which may receive up to possibly 100 miles under favorable conditions.

3. The vacuum tube detector and amplifying receiver, which may cost from \$100 to \$250 and which will receive from stations located within 100 miles and, possibly under favorable conditions, possibly up to 1,000 miles.

4. The de luxe phonograph cabinet type of radio receiver, combining radio and audio frequency amplification and loop reception with a possible receiving range of from 100 to 1,000 miles. These may vary in price from \$300 to \$500."

In a chapter on "Starting Your Radio Department," it is explained that the sale of radio apparatus on a

upper floor location will give much better results for demonstration purposes and tends to bring customers through the building. If you intend installing a broadcasting station, an upper floor location is especially desirable, for then you can have your radio department adjoin the broadcasting station.

"The usual location of the radio department in the stores now selling these goods is near the electrical goods, sporting goods or phonograph departments, because the buyers of these departments have at first been given control of the radio department. However, as soon as stores notice the tremendous increase in sales, a separate merchandise division is immediately created with a separate buyer, assistant, etc., for the annual volume in many of the large Eastern stores promises to be anywhere from \$200,000 to \$500,000.

"Having settled upon a department manager and the location of the department, the next important thing is to get merchandise and to decide just

deals with the personnel required in a retail department. This emphasizes the need of obtaining trained salespeople and contains a number of technical questions which these people should be able to answer.

Where Should America Stand on the Genoa Conference.

Grant, May 9—Despite ties of brotherhood which bind the English speaking races we are bound in fairness to say that France is absolutely right in the stand she is taking at Genoa.

There is much going on at that Italian conference of which the ordinary American knows little. Intrigue and bargaining of a despicable sort which no honest minded citizen of a free country can countenance. Russia's part in the conference is highly important, in fact, the leading role it may be presumed, and behind the Bolshevik Russians, filled with hatred of everything free men honor and revere, is stealthy, plotting Germany, a nation discounted a hundred fold because of her barbaric deeds in the war she forced upon the world out of pure cussedness and a desire to rule or ruin.

With these two barbaric nations holding the whip hand, where do the honest people of France, Belgium and England come in?

Clearly Lloyd George has for once at least been hoodwinked into imagining there can be honor among thieves and murderers. France, too hard in her demands for German restitution! Merciful heavens, how little other people who did not suffer as France and Belgium suffered understand the true condition of affairs at Genoa.

From the conclusion of the Versailles treaty down to the present moment there has been a continual whine and begging off from the terms of that document on the part of the rapers and murderers, the brutal beasts of the fatherland. The destroyers of homes, the violators of womanhood, the murderers of innocent babes pleading to be let off with a nominal fine! Think of it, men and women of America! The black and damning record made by the armor-bearers of the kaiser has of recent months been glossed over and people have begun to pity Germany because of the fine assessed against her on the part of the wicked allies.

And now the lowest civilization of great Russia (not the mass of her people, mind you) are linking themselves with the worst elements of the central empire to outwit and lay France and little Belgium once more at the feet of her bitter enemies. Is it any wonder the home of Lafayette trembles and balks at the sacrifice? While the United States has no hand in this new bargain and sale, she yet can sympathize with innocence led to the slaughter.

Newspaper editors sneer at French sentiment as unworthy of notice. Such newspapers are throwing their influence on the side of outlawry and tyranny. No plea made by the small percentage of the Russian people under the guise of sovietism should carry an atom of weight with the American people.

France has stood the brunt of many years of bloody battle in defense of her National life and honor. Is it in the line of justice for her to now ease up on the German indemnity, which is but a small part of the reparation due from the lordly and ignominious tyrant across the Rhine? We opine not. France has been magnanimous to a degree. Reverse the conditions, and what mercy would the house of Hohenzollern show the prostrate Frenchmen.

Three thousand miles of water separates the United States from the parties most interested in Europe. That expanse spells safety for us, yet it had not ought to blind American eyes to the justice of the French position and should make us give ear and

FAREWELL TO GRAND RAPIDS.

Farewell to Grand Rapids, farewell!
With deepest regret I depart.
Whatever the future may tell,
Thou wilt have a warm place in my heart.

With thee my best years have been spent,
Fraught with triumph and also defeats;
With the record I'm hardly content,
My ambition it utterly cheats.

Much of this I may sometime forget,
But I'll never, till memory ends
At the place where the time-lock is set,
Say that of my Grand Rapids friends.

Reuben Hatch.

Detroit, May 8, 1922.

large scale has been only a matter of six months and that the few concerns making radio goods have had a limited output, and a real shortage therefore exists.

"This has created a condition," it is stated, "which necessitates a careful attention in starting a new department. First of all, be sure you are handling the right sort of apparatus. The great demand for all kinds of radio goods has started hundreds of manufacturers in this business, with the result that all kinds of apparatus, both good and bad, are finding their way to market. The problem is to pick out the good ones from the bad. This is almost impossible for the layman. A technical knowledge of radio is absolutely necessary for making the proper choice. The manager of the radio department or his assistant should know all the 'ins and outs' of radio, both from a technical and practical merchandising standpoint.

"After you have selected the man to run this department, which, incidentally, should be separately departmentized at once, the location of the department should receive the next serious consideration. Radio is here to stay, so there is no cause for a makeshift arrangement. A small, quiet department, as near the roof of your building as possible, is desirable. An

what and how much to buy. It is impossible to gauge the demand for radio in every section of the country at this time, as this is entirely dependent upon the erection of broadcasting stations and their sending range. If a broadcasting station is located in your city, the sale of all kinds of radio goods will be very brisk and you can count on at least one in every twenty families owning a receiving set within the next five or six months. The prosperity and intelligence of your community will, of course, be an important factor in varying the demand and also the amount to be spent on the apparatus. If a broadcasting station is not in your immediate vicinity the sale of crystal sets will not be at all practical because they cannot show results over twenty-five miles under ordinary conditions, so only the higher priced vacuum tube and amplifying sets, ranging in price from \$75 upward, must be counted on."

Three types of merchandise to be selected are specified, namely, complete outfits, accessories and parts, and a list of all manufacturers is given. The private broadcasting stations are also listed, together with radio literature. Chapters on radio advertising and broadcasting are included in the report. There is also a section which

heed to the righteousness of our French neighbors and friends.

That Germany is teaching her children to hate France with a deadly hatred cannot be gainsaid. Then why should the land of Napoleon and Lafayette bend the knee and bow the head while two such powers as Russia with its hundred and eight millions of people, Germany with half as many more, are conniving to make a bargain which spells defeat and disaster to everything French?

There is only one way out of the ruck and mire into which the Genoa conference seems to have gotten into, and that is for France and England to stand firm and hold the Teuton to a strict performance of the demands made and acquiesced in at Versailles. Unless this is done there will be a ripping up of all that was accomplished by allied success and the great victory over German arms will have been in vain.

Russia's position is rather a puzzling one. Less than half a million subjects of Russia are represented by the so-called government at Moscow. Any bargains made by so small a party cannot be binding on the great mass of Russian people who have not been consulted. In fact, Russia should at present be left entirely out of the deal, since she has no real head to the nation, neither dictator nor a congress of freemen to appeal to. There is a sinister aspect to all that has so far gone on at Genoa that smacks of deceit and unfair intentions. A complete disruption might after all be the better outcome of it all.

Old Timer.

China Sells Quickly in Hardware Store.

Green Bay, Wis., May 9—New lines are sometimes a hazard to a store, but the Green Bay Hardware Co. found that the addition of a china-ware department with a stock of \$3,000 returned the store \$1500 in sixty days. It was done without any material increase in operating expenses and it helped other lines and departments to show an increase as a result of customer interest.

The outstanding feature of the accomplishment, according to J. Walters, head of the company, is that no special inducements were employed to bring customers into the department. The store depended entirely upon live advertising copy and a wide assortment of dainty chinaware of dignified lines to do the trick.

"The adding of this department," said Mr. Walters, "brought us many customers who have never visited our store before. Male customers who have an aversion for department stores did not hesitate to come in and buy gifts of china, silverware, table cutlery and other household furnishings for their wives, mothers and sweethearts."

Macy Store To Give Winter Vacations.

New York, May 9—The maximum vacation allowance for employes has been extended by the Macy store here from two to three weeks. The plan is to allow two weeks' vacation in the summer and one week in the winter.

As the new schedule is arranged, those who have been with the store less than eight months are entitled to no vacation.

Those who have been with the store for more than eight months will get one week in the summer.

Those who have been with the store twenty months will be allowed two weeks in the summer.

Those who have been in its employ two years will get two weeks in the summer and two days in the winter.

Those three years in the service get two weeks in the summer and three days in the winter.

For four years, two weeks in the summer and four days in the winter.

For five years, two weeks in summer and a full week in the winter.

NEW ISSUE

\$1,500,000

Continental Gas & Electric Corporation

25-Year 6% Refunding Mortgage Bonds

Series "A"

Dated April 1, 1922

Interest payable April 1 and October 1

Due April 1, 1947

Coupon bonds in interchangeable denominations of \$1,000, \$500, and \$100, registrable as to principal only. Redeemable on sixty days' notice on any interest date at 107½ up to and including April 1, 1932; at 105 thereafter to and including April 1, 1942, and at 102 thereafter.

THE CLEVELAND TRUST CO., CLEVELAND, OHIO, TRUSTEE.

The Company agrees to pay the Normal Federal Income Tax up to 2%

BUSINESS

The Continental Gas & Electric Corporation, organized in 1912, controls eleven subsidiary companies through ownership of all their outstanding bonds and stocks. Through these subsidiaries the company supplies without competition, electric light, power, heat, ice and gas to ninety-nine adjacent cities and communities located in Western Iowa and Eastern Nebraska—one of the most productive agricultural districts in the United States—and Brandon, Manitoba, Canada. The population served is upwards of 152,000 and the total number of customers is over 41,000.

The Company's record has been one of continuous success since its organization in 1912, having paid quarterly dividends continuously at the rate of 6% per annum on its preferred stock.

SECURITY

This issue of refunding mortgage bonds will be secured by a mortgage lien upon all of the Company's property including all of the issued and outstanding bonds and stocks of the Company's subsidiaries. The mortgage lien is subject only to the lien of the Company's collateral trust agreement securing its outstanding First Lien Collateral Trust 5% Gold Bonds.

The properties of the Company were valued by competent authorities in June, 1920, for the state of Nebraska Bureau of Securities on the basis of replacement cost using pre-war prices at \$7,792,332.63. Since the date of that report, there has been spent in extending physical properties \$1,762,699.51, and the entire proceeds of this issue will be expended on additional properties. Deducting from the total of these three items the \$4,333,600 First Lien Collateral Trust Bonds outstanding, the Company has sound values of over \$4,480 back of each \$1,000 bond of this issue.

EARNINGS

Net earnings of the Company for the year ended February 28, 1922, were over twice the interest requirements on all of its mortgage bonds outstanding, including this issue. After provision for interest on the First Lien 5% Bonds, earnings applicable to this issue of bonds were approximately five times the interest requirements. These earning figures are from present properties only and do not include earnings of properties to be acquired with the proceeds of this bond issue.

In 1921 the Company showed 24% increase in gross revenue and a 40% increase in net revenue.

PURPOSE OF ISSUE

The proceeds of the sale of this issue of bonds will be used for acquisition of new properties and for the extension of existing properties. The issuance of additional bonds is restricted by stringent provisions of the Trust Deed.

SINKING FUND

Beginning April 1, 1927, the Company will pay in cash to the Trustee 2½% annually of the largest amount of these bonds at any time theretofore outstanding to retire bonds, or for extensions or additions to the properties for which no bonds can be issued.

MANAGEMENT

The management of this Company is in the hands of very able public utility operators and bankers and those who have been responsible for the progress and success of the company since organization.

All legal matters in connection with the issuance of these bonds will be passed upon by Messrs. Tolles, Hogsett, Ginn & Morley and Richard Inglis, Esq., Cleveland Ohio.

We offer these bonds when, as and if issued and received by us at 93 and accrued interest, to yield about 6.55%.

Howe, Snow, Corrigan & Bertles

INVESTMENT BANKERS

Grand Rapids Savings Building
Grand Rapids, Mich.

310 Ford Building
Detroit, Mich.

Statistics and statements given above, while not guaranteed, are considered by us to be reliable and are those upon which we based our purchase of these bonds.

THE PRICE WE PAY.

When a man as eminent in the business life of the nation as the late Henry P. Davison dies it is customary to emphasize, as his title to distinction, the more public but less important part of his career.

Mr. Davison's efforts in behalf of the American Red Cross and in the organization of the International Red Cross were of very high usefulness, and there is every reason for believing that his labors in that field helped to bring about his premature collapse. But it is distorting the picture to minimize Mr. Davison's chief importance as a leading member of a great financial organization which enters so intimately in the country's economic life and which played so important a role in the financial mobilization of Allied resources in the Great War. It is the old story of our admiring business genius in practice and deprecating it in the Who's Who and the obituary notices.

Mr. Davison was one of those "international bankers" whom it is the habit in certain quarters to denounce as war-makers and enemies of international understanding. This soap-box theory of socialists, anarchists and trades unionists is too fascinating to be abandoned in face of the clearly established fact that it is the international bankers who have been laboring for world appeasement, and it is the politicians with a special axe to grind and the idealists with a special faith to justify that have been preaching hatred against specially selected nations.

Americans are a business Nation, admire business success in life, and should not minimize the meaning of business success when it comes to casting up the balance of a man's life. The one point to stress in Mr. Davison's career is the exaggerated strain of our business life and the excessive price we pay for success in the form of premature breakdown or death.

NO LACK OF MONEY.

On past occasions when business and enterprise seemed to languish, the cry of the demagogue has been for more or cheaper money. This was what was back of the greenback craze the populist movement and the sixteen-to-one silver agitation. Not so much has been heard recently of the need of a panacea of the kind for improving existing conditions. The fact is that there is plenty of money available in this country at present. Some are even inclined to believe there is too much. It has been going into investments of one kind or another, with a good deal of it being used in stock speculation. The generous response with which issues of bonds of foreign governments have been received indicates, also, this same superfluity of money. The low rates for commercial paper are an evidence of the same kind, and show that what money is needed for business purposes can be had on advantageous terms. What, however, is lacking is the incentive to borrow on the part of those who would be apt to pay when their notes fell due. Those who can see no profits ahead are not likely to

invest their money or stretch their credit for mercantile investments. When conditions warrant the money needed will be provided. This will occur when matters are sufficiently clarified to enable merchants to plan far enough ahead and make their preparations accordingly, instead of buying and selling from day to day and placing their entire reliance on quick turnovers. Capital will go where there are profits to be made and where the risks are fewest. This is one of the elementary things which has to be emphasized every once in a while.

PROFITS AND PROSPERITY.

The suggestion that large profits should be employed first of all to bring down prices, made by Edward A. Filene, the Boston merchant would have sounded novel two years ago, when high prices were deemed inseparable from prosperity. To-day the viewpoint of the business community is different. It is pointed out that many successful businesses have been built up through their close adherence to such a principle as Mr. Filene has suggested. Probably every reader of this can call to mind at least one enterprise which has found that lower prices have meant increased demand, that this in turn has led to larger production with greater profits, to be followed by still lower prices and more profits, and so on. This kind of prosperity is just the opposite of that which is brought on by price inflation, such as the country witnessed during 1919-20. Under conditions like those of the post-armistice period it was only a question of time, as we can now see, before inflation would stifle demand and high-g geared production would cease to be an indication of economic wellbeing. The country's business leaders now realize that the way to restore production to its normal volume is first to rehabilitate the consumer, and so long as they adhere to this view there is little prospect that the efforts in some quarters to induce a return of inflation will prove successful. Inflation may return, as it has always done after periods like the present, but predictions of its immediate reappearance are premature.

Grand Rapids Council, U. C. T., is clearly within its rights when it demands a bill of particulars regarding the horizontal reduction of 25 per cent. in hotel rates flamboyantly announced by the Hotel Committee of the Grand Council. To the average traveler such an announcement appears to be based on either misinformation or vivid imagination, because no authentic report of sweeping reductions has yet been promulgated by any Michigan hotel. Some of them may have reduced the prices of coffee from 10 cents to 5 cents and occasionally a \$1 steak has been reduced to 90 cents, but such a thing as the reduction of a \$4 rate to \$3 or a \$3 rate to \$2.25 has not yet been brought to the attention of the fraternity as a whole.

An apathetic boss is seldom surrounded by enthusiastic clerks.

THE CANNED FOODS MARKET.

Only one unusual event has occurred in the canned food market during the past week, the announcement of opening prices on summer pack Hawaiian pineapple at a 30@40 per cent. advance over a year ago, followed within twenty-four hours by a confirmation in full by buyers who had placed tentative orders of one sort or another before quotations were named. It was a repetition of the asparagus deal all over again, only more spectacular and a subject which attracted more general interest in the trade. Outside of these two particular crops interest in futures cannot be said to be general nor pronounced; in fact there has been such a reluctance to contract for future delivery that the canner regards the apathy of the buyer as a menace to the new season and unless the buying policy changes the probable cause of a restricted production in a number of commodities. One thing must be remembered, however, early buying occurred in a number of products and the lull for the time being is no doubt due to a desire on the part of traders to wait until opening prices have been named on such lines as California fruits as well as for an improvement in the industrial and financial outlook. In the way of spot trading, the movement is greatly affected by shortages found in a number of important and less conspicuous items. There would be more business, some say, if the stocks were available, but the theory does not work out in practice in lines like corn, tomatoes, sardines and salmon, which can be found more easily than they can be sold. In short, the market bears all ear-marks of dullness and while the movement since May 1 has been better than during April, it is not at all what traders would like to see it. The ultra conservatism of jobbers in spots and futures cannot fail to be noted.

RETARDED BY THE WEATHER.

Erratic and uncertain weather has proved a drawback to sales at retail during the last fortnight or so. This has been particularly the case as concerns articles of wear for both sexes. Sales in the big stores throughout the country have been rather below the mark during the past month, but are likely to improve from now on. There has, however, been a marked betterment in certain lines. House furnishings of one kind or another have shown up fairly well, indicating the need of a replenishment in such articles. So, also, have articles designed for travel. Buyers who have been coming to the market for supplies have been purchasing quite promiscuously, but usually in small quantities and with an eye to bargains. Only in a few instances have there been calls for a large assortment of goods in quantity, and in those cases cheapness was stressed. Evidences all seem to point to retailers keeping their stocks as low as is compatible with doing business and maintaining assortments, with reliance being placed on quick deliveries of merchandise when needed. Even rises in prices of some of the textiles, actual

and prospective, have not served to change the views of retailers or altered their procedure. This attitude is likely to be maintained well through until the Fall unless some unexpected spurt of business should cause a change. Meanwhile, there seems less of a disposition on the part of these retailers to push bargain sales to the exclusion of more dependable wares.

EFFECT OF STYLE CHANGES.

"Both wholesalers and retailers hesitate to make purchases except for immediate requirements on account of frequent style changes," says the Bulletin of the Federal Reserve Board for March in discussing the condition of the shoe trade. This sums up in a few words one of the big problems recently encountered by those who deal in things to wear. In order to stimulate demand manufacturers have been devoting an unusual amount of attention to the production of novelties. In many cases this has resulted in a greater volume of sales for a short period to consumers who always want "something different." But novelties are always an uncertain quantity, and the greater their variety the harder it is to judge which is most likely to catch the public fancy. Production and buying in quantities in such cases become precarious undertakings. Unusual departure from the more staple lines, therefore, may increase somewhat the volume of sales, but it also tends to check heavy commitments and to cause merchants to place orders only for their immediate requirements. Producers of things to wear have had to decide which horn of the dilemma they will take.

DRY GOODS PRICES.

The recent advances in the price of cotton and wool are causing some uneasiness in dry goods circles. It has been hard enough to sell goods while prices have been receding, and there are doubts whether the buoyancy in the market for raw materials caused by the recent advances will pass on to the markets for finished goods, if these goods must be offered to consumers at higher prices. In all lines of trade which come into direct contact with the consumer a buyers' market still exists, and is likely to continue until there is a substantial increase in the consumers' purchasing power. The recent improvement in the basic industries and the decrease in unemployment outside the two big strike areas point to some increase in this purchasing power, but it will be a slow and gradual change. In farming communities little improvement is looked for until the new crops are marketed. Meanwhile there is some apprehension lest any pronounced advance in prices of cotton, woolen, and silk goods may prove an obstacle to further improvement in the dry goods field and involve another period of waiting until purchasing power can catch up with higher prices.

One of the best advertisements of a store is a real bargain, an unusual value. It sends the customer away to talk about the store and its goods all over town.

WE OWN AND OFFER, SUBJECT TO PRIOR SALE,

THE HOTEL ROWE

\$500,000

THE FURNITURE CITY REALTY CO., Grand Rapids, Mich.

Closed First Mortgage Sinking Fund 7% Gold Bonds

Tax Exempt in Michigan

Legal for Savings Banks in Michigan
when building is completed

Due January 1st, 1937



HOTEL ROWE, GRAND RAPIDS, MICHIGAN

Appraised value of land, (1913 appraisal)	\$244,800
Building to cost as estimated	855,200
Total investment	\$1,100,000

This building has been leased to the Holden Hotel Company
for twenty-five years at a minimum annual rental of \$130,000.

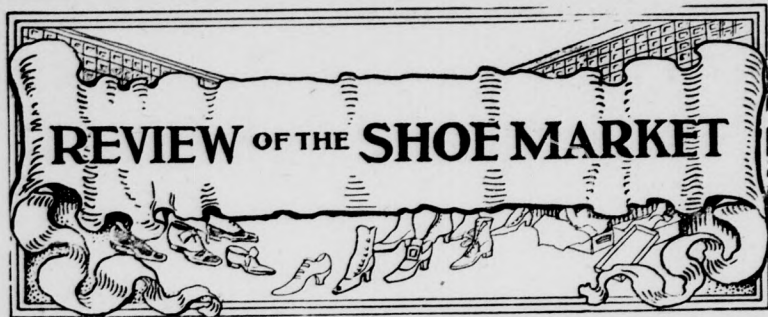
Price 100 and interest to yield 7%

Statistics and information contained in this advertisement, while not guaranteed, are obtained from sources we believe to be reliable.

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MICHIGAN TRUST BUILDING
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BOND DEPARTMENT
OLD NATIONAL BANK
GRAND RAPIDS, MICH.

BOND DEPARTMENT
GRAND RAPIDS TRUST CO.
GRAND RAPIDS, MICH.



Are You a Diplomat or "Independent" Merchant?

If it is true that the average parent is blind to the faults of his child, especially an only child, it is true also that the average shoe retailer is blind to the faults, many of them at least, that lie within his jurisdiction.

In one of the good-sized Arizona cities is a shoe retailer whose store is in the same building as a large local hotel. That means that the lobby is just beyond two small, but practical, display windows in the rear of the room flanking the entrance from the lobby.

Does this shoe man make the most of the two windows and the traffic that roams around the lobby? He does not. When he thinks of it he trims the windows with a new arrangement. And after nightfall they are poorly lighted.

"Oh, not much use. Folks in there are only transients—here to-day and down the line to-morrow—no use counting on them." That was the retailer's attitude.

But in the very same city is a clothier who looks at it the other way. "You bet transients will buy when they're in town!" he said. For in the box of each guest at the hotel was placed a little note on very fine paper inviting the transient to step down the street for anything needed—anything "from a collar button to a suit; for we aim to treat the boys on the road as courteously as if we had dealt with each other all our lives." The clothier gets the names from the register each day.

While it is not true that any great number buy suits, some do; but traveling men's faces are seen quite often in the store, and they are quick to pass the word along to others. It has paid the clothier and would pay the shoe man.

When a woman brought in a pair of shoes to a certain store the two partners of the firm held the coroner's inquest right there before, not only the woman in question, but within the hearing of a man and woman a few feet away who were more interested in the argument than in their own transaction.

"She hasn't any more reason than nothing to get an allowance on these slippers," the hot-headed member of the firm said. She's taken them to some cobbler and he's ruined them. Why should we pay for her carelessness and his poor fixing? Tell her to take them home again."

The woman and the couple heard all of this.

"That may be. I guess—"

"Guess? Where do you have to guess about this?"

"Well, just as you say, then. But if we turn her down flat we'll lose her as a customer. Is it worth that?"

And so on through the entire argument. The women heard it all. And the woman most concerned was anything but pleased. She got an allowance, but she told the other couple that that was her last visit to that store. This may sound like last century dealing, but it is an actual happening. The merchants are thorough shoe men—but they have never learned that they are very poor salesmen.

Now and then one finds an independent merchant in all lines; but even if loyal patrons excuse his eccentricities with a remark that, "You have to excuse him. He is a queer one to figure out," a newcomer will not readily take up with such a store.

A woman went into the store of a certain shoe man to buy a couple pairs of soft soles. It was the wrong time. The store was filled with waiting patrons eager to get fitted with shoes for the approaching holiday. The salesmen were busy turning over the hay while the sun was shining. They could not get to the woman before the soft sole showcase. At length the proprietor excused himself long enough to approach the woman.

"I would like to see some soft soles," she said.

"Soft soles? Sorry, madam, but we're so awfully busy to-day selling men and women shoes that we cannot monkey with soft soles—no money in them, you know. Come in Monday—this rush will be over then and we can take care of you." Now, that's what this dealer said. Whether or not the woman ever came back is a question. The merchant was speaking his feelings. But the woman, of course, saw another side than his to the transaction.

To buy all from one house and give no heed to the propositions of others is to assume that one concern can corner all the good things in the market.

Signs of the Times Are Electric Signs

Progressive merchants and manufacturers now realize the value of Electric Advertising. We furnish you with sketches, prices and operating cost for the asking.

THE POWER CO.

Bell M 797

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No. 539.

Special Value \$3.50

IN STOCK READY TO SHIP—ORDER NOW.

Manufactured By

HIRTH-KRAUSE CO.

GRAND RAPIDS, MICH.

MORE MILEAGE SHOES Give You MORE SMILES PER MILE

--KEDS--

Don't forget we are headquarters for this popular line of Rubber soled canvas footwear.

Summer weather is going to bring a big demand for them. For quick service send us your orders.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

WRITE your advertising in terms of benefit to your public. Few care about a piece of machinery, but who can escape the lure of the open road an automobile offers. People hate to buy furniture, but it is possible to awaken a thirst for beauty and pride in proof of one's good taste. Every one shies at life insurance, but the intelligent business man will listen to a sound program for building an estate. The difference between weak and strong advertising is a matter of presentation.

Ben Dean

Advertising Agent

427 Michigan Trust Building



Store and Window

AWNINGS

made to order of white or khaki duck, plain and fancy stripes.

Auto Tents, Cots, Chairs, Etc.

Send for booklet.

CHAS. A. COYE, Inc.

GRAND RAPIDS, MICHIGAN

Original Conception of the Republican Party.

Redford, May 10—James M. Vernon of Everett, Wash., contributed to the National Republican of Washington, D. C., under date of April 8, 1922, an article which, to date, is the most intimate and personal addition yet published of the somewhat voluminous record of the birth of the Republican party.

The narrative is accompanied by a halftone portrait of Edwin E. Judd—author of the reminiscence—a resident of Ancortes, a little city located on Puget Sound, midway between Everett and Bellingham. He is now in his 96th year. He is a native of Lenox, Berkshire county, Mass., born August 26, 1826. Reared among the hills of Northwest Massachusetts, his childhood and youth were passed (up to his 19th year) in a political atmosphere with the spirit of Puritanism and abolitionism, the outstanding characteristics of the New England States.

In 1845, with his parents, he moved to Wisconsin, where the family settled upon Government land, with the nearest neighbor three miles away from the family home. In 1867 Mr. Judd moved to Mantonville, Minn., where he resided for fourteen years. In 1881 he moved to Fargo, North Dakota, where he lived ten years. His next move was in 1890, to the city of Everett, Washington, which was his home for twenty years. During the past eleven years Mr. Judd has resided at Anacortes.

Mr. Judd, for a man of his years, is remarkably bright and active. He is slightly deaf, but his mind is as clear as it ever was and he recites the early history of the founding of the Republican party as readily as though he had taken part in that memorable event only yesterday. Thoroughly informed as to political events seventy-five years ago and wonderfully interesting as a conversationalist, he keeps thoroughly well up with the politics of to-day. He boasts of having never used tobacco in any form and he has never tasted liquor.

Mr. Judd's premise that away back, there were abundant reasons for founding the Republican party, embodies the situation as follows: There were three parties of about equal power—Whig, Democratic and Free Soil. I was chairman of the Free Soil party for the First congressional district of Wisconsin and also chairman of the Free Soilers for the Western assembly district of Fond-du-lac county. It was during the excitement in connection with the repeal of the Missouri Compromise, then before Congress. In the assembly district, the assemblymen had been elected. Alvin A. Bovey, the candidate of the Whigs, had been defeated for assembly man in the fall of 1853. Bovey was dissatisfied and felt the need of a new party, based on a platform of no further extension of slavery.

On February 20, 1854, Bovey called a caucus in a little schoolhouse in Ripon, Wisconsin. Twelve men were present and, after talking the matter over, we decided to meet again if the Missouri Compromise was repealed.

Between February 20 and March 20, 1854, the repeal passed the Senate and Bovey decided not to wait any longer and the meeting in the schoolhouse was called again. A call was drafted for a mass meeting for either July 8 or 11 at Madison and the call was signed by the twelve men present, among whom were Major Alvin A. Bovey, Jedediah Bowen, Garrett Baker, Col. Edward F. Daniels, Messrs. Norton, Dellinger, Reynolds, Martin and Delano. The following morning Daniels called on Bovey at Ripon and asked him what he intended to do with the call they had signed the night before. Bovey replied that he intended to get some more names and have it published. Daniels said:

"You can publish the call just as soon as you can get one man's signature."

"Who is he?" asked Bovey.

"Mr. Judd of Waupun. Don't you know that he is chairman of the Free Soilers and that the vote he controlled defeated our candidate for Congress and defeated you for the Assembly last fall?"

"That's so. How shall we get him?"

"My carriage is outside; we will see him now."

"Daniels and Bovey drove twelve miles to my house and my wife pointed me out to them where I was at work in a field. I knew them and recognized them as politicians who wanted something. After the usual greeting they produced the call and asked me to sign it."

I read it over carefully and then asked them to go into my house and talk the matter over. We had a good square talk and all saw the necessity of a new party and what it would accomplish. If we could stop the extension of slavery, much would be gained toward abolition. I told them I would sign the call and as I drew my chair toward the table, Daniels said:

"Gentlemen, we are making history to-day which is going down the ages."

"After I had signed, Daniels said they would publish the call in the paper that night and so anxious were they to get it in at once that my invitation to dinner was refused."

The call was published in the Ripon Commonwealth a Free Soil paper of which C. J. Allen was editor and whose name, following mine, was the last one signed on the original call for the formation of a new party. It was reprinted and heartily endorsed by the following papers: Milwaukee Democrat (Free Democrat), Sherman Booth, editor; Milwaukee Sentinel (Whig paper), Rufus King, editor; Racine Advocate (Free Soil), S. M. Sholds, editor; Madison Journal (Whig), M. Roubellet, editor; Oshkosh Democrat (Free Soil), Jonathan Dougherty, editor. Each of these papers invited those interested to send in their names and in a short time several thousand names were enrolled.

"As a matter of history," continues Mr. Judd, "it is said—and rightly so—that Michigan was the first State to hold a convention of the Republican party. A Detroit man, Joseph Warren, picked up a paper and read the Wisconsin call and, as a result, the Michigan convention was held on July 6, 1854. The Wisconsin call was used word for word and the party was named by Zack Chandler upon a suggestion which Bovey gave to Horace Greeley."

Vermont, Indiana and Ohio held conventions on July 13 and adopted the Wisconsin platform. It was not until 1856, however, that the Republican party became a National organization and held its first National convention.

Mr. Judd's recital covering the origin of the Republican party differs only in a few minor details," says the National Republican, "from the statements by former Vice-President Wilson in his 'Rise and Fall of the Slave Power in America' and also the account by Prof. A. F. Gilman, of Ripon College, in his 'Origin of the Republican Party.'"

Charles S. Hathaway.

Her Hero's Achievement.

Nellie, aged 9, was determined to give her hero full credit for his achievements, and wrote the following in a history examination:

"Abraham Lincoln was born February 12, 1809, in a log cabin, which he built himself."

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THE DIAMOND MATCH CO.

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NEW YORK
SAN FRANCISCO

CHICAGO

ST. LOUIS
NEW ORLEANS



Business Is Improving Slowly and in Spots.

Business has been slowly improving in spots during the first four months of 1922, but in rendering a general verdict it would be overstating the facts to say that the long-awaited trade revival has attained its full dimensions. Business forecasters were very generally agreed some time ago that if a real revival set in this year it would come either in the spring or in the fall. Spring is now about half over, and no one appears to expect the second half to show much more than a continuation of the slow progress that characterized the first half. Midsummer conditions are not conducive to any pronounced quickening of business. There is every reason to believe that improvement will become much more pronounced with the advent of autumn. Farmers by that time will have brought in their new crops produced at less cost than for some years; the coal strike will in all probability have been settled, and the 600,000 miners will again be receiving wages. Railway orders for additional equipment that are now beginning to accumulate will give more employment to workers in car shops, steel mills, and iron furnaces and mines. The construction of roads and other public works, as well as the considerable amount of private building now beginning to get under way, will likewise tend to increase the workers' purchasing power. All this may be sufficient to bring on a full-fledged revival, or it may not. At any rate, every sign points to better times as the year grows older.

Real Significance of Production.

It is questioned by some economists whether statistics of production at present have as much significance with regard to the state of our economic well-being as is sometimes supposed. It is well known that in the case of numerous commodities, of which the country possesses a large carry-over, production has been continued for months without profit. The producers have had to choose between the two evils of closing down completely, with consequent disorganization of their working force, or of continuing operations at a loss while at the same time holding their working forces intact. In many cases the latter has appeared to be the less expensive in the long run. The volume of production spells prosperity only when production is profitable. When every unit is being sold below cost, the quantity of units produced tells a different story. The significant thing in production statistics to-day is not "how much?" but "how profitable?" and to make production profit-

able there must be either more consumption or decreased costs. The big problem before the producers to-day is to reduce costs without at the same time drastically impairing the purchasing power of consumers. Its solution is not proving an easy matter.

Increased Cotton Consumption.

A survey of the world's cotton situation just completed by the Department of Commerce tends to bear out the statements made in the foregoing paragraph. This shows that cotton consumption is gaining on production, thus reversing the previous tendency. World consumption in pre-war years was approximately 21,000,000 bales. After 1914 it steadily declined, until during the crop year 1920-21 it fell slightly below 16,000,000 bales. Production held up better, with the result that the carry-over on August 1, 1921, was 14,000,000 bales. There was nothing particularly alluring in such a situation, one must admit. It was even suggested that the world had definitely entered upon a lower plane of consumption. Since last September, however, there has been a big gain in cotton consumption. Takings by the mills have reached a total of 14,000,000 bales in the last eight months, and if this rate is maintained for the rest of the cotton year, consumption will again attain its pre-war level of 21,000,000 bales. Incidentally, this will bring the enormous carry-over down to something less than 8,000,000 bales, which is regarded as a normal quantity. Now that consumption is back on a normal basis, the question of production once more comes to the front. Prices next season will obviously depend on whether production will remain at the recent 18,000,000 bale level, or whether it will also forge ahead proportionately with consumption.

More Wool Consumption.

Important gains are likewise being made in wool consumption, according to figures just issued by the Department of Agriculture. Consumption in March was 22 per cent. greater than in the same month a year ago, and consumption for the first three months of 1922 was 75 per cent. greater than for the corresponding period of 1921. The figures for the two periods are not exactly comparable, owing to the varying portions of wool in the grease and of scoured and pulled wool which are included in the totals, but roughly they point to a quickening in a basic industry like that already noted for the cotton and steel industries. This has taken place without any appreciable gain in demand for woollens from the ultimate consumer, but it indi-

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CADILLAC STATE BANK CADILLAC, MICH.

Capital \$ 100,000.00
Surplus 100,000.00
Deposits (over) .. 2,000,000.00

We pay **4%** on savings

The directors who control the affairs of this bank represent much of the strong and successful business of Northern Michigan.

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CORRIGAN, HILLIKER & CORRIGAN INVESTMENT BANKERS AND BROKERS

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GROUND FLOOR MICHIGAN TRUST BLDG.
GRAND RAPIDS, MICHIGAN

Bell
M-4900-M-653

"A Strong, Conservative Investment Banking Organization"

The Four Calls

An interesting story entitled, "The Four Calls," is related in the May number of

You and Yours

our monthly trust pamphlet.

It discusses a number of important points relative to trusteeships and executorships that every man and woman having a large or small estate should understand.

A request will bring you the letter.

This institution makes a business of acting as executor and trustee and assures efficient, trustworthy and economic management.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

OTTAWA AT FOUNTAIN

BOTH PHONES 4391

cates that dealers are preparing to build up their depleted stocks in anticipation of better business in the fall.

Some Merchandising Facts.

The indices of merchandising activity compiled by the New York Federal Reserve bank bear out the general impression with regard to trade during March and also help to explain the steady decline in holdings of rediscounted commercial bills. The bank's weighted index for wholesale trade in March, expressed in dollar values, shows a decline of 8 per cent. from March a year ago. This decrease appears to be slightly in excess of the recession in prices during the interval. The latter, according to the Bureau of Labor Statistics, was about 6 per cent. The only two lines in which the values of sales last March were in excess of those of the same month a year ago were drugs and diamonds, which increased 11 and 4 per cent. respectively. For the comparative periods hardware sales dropped 12 per cent., stationery, clothing and jewelry each 13 per cent.; dry goods, 14 per cent.; shoes, 18 per cent.; and machine tools, 40 per cent. Department stores in the district also showed a decline of 8 per cent. in the value of sales as compared with March, 1921, while mail order houses registered a gain of 4 per cent. In the department stores, however, although sales were less in dollar value, there was an increase of nearly 4 per cent. in the number of individual transactions, which points to a larger actual volume of trade.

Price Cutting Has Its Limits.

That prices may become so low in some cases as to be actually illegal was a point argued recently before the Federal Trade Commission by a former chairman of that body in presenting a complaint of the National Jobber Tobacconists' Committee. The commission was asked to rule that the cutting of prices below cost with the purpose of driving a competitor out of the field constituted "unfair competition," and was therefore in violation of the Clayton act. Regardless of the merits of this particular case, sound arguments against such tactics can be advanced on economic grounds. Moreover, there are already a few instances in which public regulative bodies have denounced charges as too low to be remunerative, and also unfair and discriminatory. This has occurred notably in freight rate cases before State commissions, when railways have sought to favor some commodity originating on their own lines over competing products in other regions or have attempted to cut under water rates in order to eliminate river or coastwise competition.

The "Truth-in-Fabric" Bill.

There are indications that the recent Supreme Court decision to the effect that misleading labels constitute "unfair competition" has served to strengthen the hands of the advocates of the so-called "truth-in-fabric" bill now pending before Congress. The latter measure can easily be confused in the public mind with movements directed against false branding and untruthful advertising. The two

things, however, are entirely distinct. The "truth-in-fabric" measure is being forwarded in Congress by the farm bloc and is not conceived in the interest of the clothing consumer, but rather in those of the wool growers of the Western States. The Supreme Court decision would prevent goods that are part cotton from being labelled as "natural wool" or with some other fictitious phrase. The farm bloc's measure would require woolen textiles to bear labels indicating the percentage of virgin wool, regardless of whether they are all wool or not. Such a scheme, it is claimed by the manufacturers, will tend to create unfounded prejudice against reworked wools and thereby increase the cost of clothes to consumers, while enabling producers of raw wool to obtain higher prices for their product. A piece of cloth containing 100 per cent. of virgin wool, they claim, may actually have poorer finish and poorer wearing quality than another containing a considerable quantity of reworked wool.

The Difference.

Before trades-unionism grew into commanding strength employers hired men to labor for them in an open competitive market. The result was that in many instances labor was unfairly paid and kept on a bare living scale. The public, always responsive to any appeal for justice, encouraged unions as a check upon the avarice of employers. As a consequence union labor flourished, and its membership got opportunity to save after decent living expenses were paid.

Now the public finds the unions in the role of oppressors, largely in the control of crooks bent upon extortion, led by radicals many of whom are of doubtful loyalty to government and law, and acting as a check upon general prosperity by demanding excessive wages which in the end must be paid by the public at large. The pendulum of labor wage has swung from shamefully inadequate figures to oppressively unjust and extortionate ones.

So public opinion swings to an attitude of hostility to the unions and their present impudent and autocratic demands. Threats to tie up transportation, the almost total stoppage of building when housing was a necessity, the present threat to extort tribute for the production of fuel, and many other instances of disregard for the public welfare, have had their natural effect.

Abuse of privileges is man's prevailing fault. Righteous use of power can be secured only by constant vigilance. It is all in the hands of the people at large, and as a rule their judgments are just. Public opinion is all powerful, and it is as stubbornly hostile to wage extortion as it was a generation ago to the oppression of labor.

An Easy Choice.

"Have the young couple named the little fellow yet? Selecting a name is often difficult, you know."

"Not in this case. They decided to call him Bill. He arrived on the first of the month."

Grand Rapids National Bank

The convenient bank for out of town people. Located at the very center of the city. Handy to the street cars—the interurbans—the hotels—the shopping district.

On account of our location—our large transit facilities—our safe deposit vaults and our complete service covering the entire field of banking, our institution must be the ultimate choice of out of town bankers and individuals.

Combined Capital, Surplus and Undivided Profits over

\$1,450,000

GRAND RAPIDS NATIONAL BANK
GRAND RAPIDS, MICH.

Where is the Money to come from?

Cash is always needed when a man dies. It is needed for dozens of things. The Law says that taxes must be paid in cash, and makes no allowance for ways and means. Does it usually happen that there is cash on hand to meet requirements? Not once in a thousand times.

To avoid sacrificing your best assets, means can be arranged for in a "Living Trust." We are acting as Trustee for many living persons, for many varied purposes. We will be pleased to consider with you what can be done to forestall trouble for your dependents.

Call at our office for the new booklet: "What you should know about Wills and the Conservation of Estates."

"Oldest Trust Company in Michigan"

**THE
MICHIGAN TRUST
COMPANY**

Grand Rapids, Michigan

INSURANCE IN FORCE \$85,000,000.00

WILLIAM A. WATTS
President



RANSOM E. OLDS
Chairman of Board

MERCHANTS LIFE INSURANCE COMPANY

Offices: 4th floor Michigan Trust Bldg.—Grand Rapids, Michigan
GREEN & MORRISON—Michigan State Agents

Story of the Camp on Pine Creek.

Written for the Tradesman.

With regret we neared the end of the enchanted river of the White Trees. The chug of motor boats coming up stream with crews of duck hunters and the frequent farm houses with herds of fine cattle were not a welcome sight. It was near one of these farm houses that a foolish bit of a creek came out of the cattails to be swallowed by the big river. In the swirling skirmish of the waters we used the paddles with all our skill and strength to make a landing at an ancient floating dock of logs and found a most inviting camp site. Our previous camp places had been wild and untamed. This had traces of modern life—a dump of tin cans and empty bottles—a rusty stove that had so annoyed Mother Nature that she had covered it with a growth of vines and wild flowers.

At the dock were several boats, but only one worthy of mention, a real Indian dugout. To Gramps it looked like a long lost friend. Dan and Clyde had also paddled with the Indians and it only remained for Soldier Boy to get acquainted and fall in love with our boyhood friend.

We did not unload our duffle till we had gone to the farm house, the home of Ole Nelson, on the plateau back of the river, where even the farm dog gave us a welcome. The group of farm buildings were in harmony with all the country about. The interior of the home was cheerful with its home made rugs and carpets, its piece work quilts, pictures on the wall and books and papers on the table. Once a painter of landscapes came that way and all the art of head and hand that he possessed was put on canvas and hung in the living room of Ole's home. There was a victrola also, trained to Swedish songs and dialect stories. Here we visited for a long time and later when our camp was made and the shades of night drawn, Ole and his life mate joined us by the campfire. We listened to tales of the days when the pine tree was king of the country, tales of the forests so ruthlessly wasted; of the river and of the first canoe men, the Indians.

Ole was a Manistee river man—captain of the drive—one of those wonderful men whose skill in riding a log can be compared only to the bronco buster of the Western plains. Ole's feats were the boast of the cant-hook men and his fame floated to all the rivers of the State. He came one afternoon and gave us an exhibition of paddling that made us feel like four deuces. We used the kodak and have the shots to prove that he stood on the edges of his dugout with only three inches of water clearance. He sent it over floating drift logs with a companion aboard and a scant inch of water line. He sent the canoe fairly flying up and down the stream when a tip would have sent them into six feet of ice cold water.

Now that the logs are gone Ole paddles as a fur buyer in a river tormented with deadwood drifts, where the water swirls around elbow bends and a single faulty stroke invites

disaster. The frail craft goes with the speed of a bird breasting the wind. Under a clump of cedars or balsams the overturned dugout makes a shelter when night comes. But Ole likes best to crank the music machine and listen to the songs of his native land. If Ole some day would write a book of "Tales of the Manistee" as he tells them to you, every boy in the country would want a copy. Oliver Optic of my boyhood would not be knee high to this canoe man of the Manistee.

Never were the hearts of men more content than when we rested about the fire in the full of the moon. The Soldier Boy slipped away and, silently launching the dugout, vanished in the windings of the stream. Like a phantom he skirted the shore lines, past hunters' scaffolds where in days past the deer were killed that came to drink; past rushes and cattails and startling flocks of blackbirds from their resting places. A pair of owls were set in tune and the farm dogs responded. With his return sleep settled upon the camp.

Charles E. Belknap.

New Counterfeit \$10 Federal Reserve Note.

A counterfeit \$10 note on the Federal Reserve Bank of Cleveland, Ohio; check letter "A"; face plate No. 111; D. F. Houston, Secretary of the Treasury; John Burke, Treasurer of the United States; portrait of Jackson has been discovered.

This counterfeit is printed from photographic plates on two pieces of paper between which silk threads have been distributed. Coloring matter has been applied to the seal and numbering on the face of the bill, and the back is printed with the green-toning solution. To any one familiar with currency the spurious character

BUY SAFE BONDS



ESTABLISHED 1853

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

Buy Safe Bonds
from

The Old National

of the bill should be readily apparent. "The number of the specimen at hand is D17756705A, and it is more than likely that this same number will appear on many, if not all, of the counterfeits of this issue," said W. H. Moran, Chief Secret Service Division.

Reminders of Our Strength.

Another reminder of the strength and recuperative powers of this country appears in its ability to reduce its bonded debt to the extent of some \$2,500,000,000 during the last two years. One has to recall that this reduction is two and a half times the entire National debt in 1914 in order to appreciate the real significance of this achievement. Moreover, the scaling down was accomplished in a period of industrial depression with-

out precedent in this generation. It is of interest to note in this connection that the old-time slogan about a public debt being "a public blessing" has not been heard for a long time, but from the way in which some of the States and their political subdivisions are going into debt for various enterprises they appear to be acting upon such a theory.

A Symptom.

"I hear tell that the Hon. Bunk Babble is going to run for the legislature again," stated a resident of Montmorenci county.

"I reckon so," replied an acquaintance. "I seed him yesterday, and he was wearing shingle nails instead of buttons to fasten his galluses onto."

Grand Rapids Merchants Mutual Fire Insurance Company

Economical Management

Careful Underwriting

Selected Risks

Conservative but enjoying a healthy growth.

Dividend to Policy Holders 30%.

Affiliated with the

Michigan Retail Dry Goods Association

OFFICE 319-320 HOUSEMAN BLDG.

GRAND RAPIDS, MICH.

Would You Investigate

a Company if you heard that an investment in that Company would pay good dividends regularly and would at the same time show promise of a great increase in the principal of the investment within a few years?

We have found such an enterprise. It has shown remarkable earnings for the past three years. The reason for additional financing at this time is that expansion will add greatly to the earning of the Company.

When it is possible to secure an investment in a well established concern paying good dividends and offering a possibility of a very substantial increase in the investment, there can be no reason why investors should go on placing funds in new and untried enterprises.

We have an opportunity for conservative investors who desire safety, good dividends and a possible appreciation in the value of their investment.

To secure further information concerning this opportunity, fill out the attached coupon and mail to us.

F. A. SAWALL COMPANY,

313-314-315 Murray Building,

Grand Rapids, Michigan.

Gentlemen:

I am interested in the investment offering mentioned above, and would like to receive, at your earliest convenience, detailed information concerning an investment in this Company.

Yours truly,

Address_____

FIRE PREVENTION.

Sane Suggestions of a Veteran Fire-Man.

Spontaneous combustion sounds weird. It is simply another name for a chemical process, and is one that accounts for a great many fires. Spontaneous combustion is oxidation, or a substance combining with the oxygen of the air, or decay of animal or vegetable matter. During this process heat is evolved and according to the rate of combination or decay, and also according to the air circulation present, or other means existing for dissipating the heat, the temperature rises to an appreciable degree or not, finally reaching the ignition point of the substance, and taking fire.

Now a simple illustration would be floor polishing rags, or cloths coated with a preparation containing linseed oil. Those might be thrown in a small warm cupboard near a chimney or stove. The result is that the gentle warmth causes the oxygen of the air to combine with the linseed oil, and dry or harden. This causes generation of heat and this in turn causes the chemical action to work faster, and get hotter, and finally a high temperature is reached because there is no air circulation in the cupboard and ultimately ignition takes place, the fire having been caused by spontaneous ignition. The newspaper report would say, failing better information, "Cause Unknown" or blame the rats. We, however, know better.

The ideal condition seems to be, to have a certain amount of moisture present with lack of ventilation, and a slight amount of external heat or warmth.

The substances found around the house that are liable to spontaneous combustion or self ignition are, oily floor and furniture polishing cloths, which includes oily floor mop; oily overalls; oily and greasy rags, used for cleaning automobiles, painter's overalls, etc.

In general any cloths or fibrous substance saturated or coated with any vegetable or rancid animal oil should be considered as liable to this action.

Floor mops should be kept in metal cans in a cool place away from combustible material.

Oily floor and furniture polishing cloths should be burned. It may sound wasteful but unless you do this, one day conditions will be right and they may burn themselves and you, too.

In garages a strong metal can should be provided fitted with a heavy self-closing lid and mounted on six inch legs so that if the rags or waste takes fire it will not heat up and burn the floor.

There are to-day many pyroloxin products used in the house made of some times called French Ivory, Pyroloxin, xylonite, viscoloid.

These articles are all made of a material very closely allied to guncotton, and can nearly always be recognized by a slight odor somewhat like camphor.

We find combs, brush backs, various toilet articles, match boxes, collars, ladies' hats and even candlesticks made of this material.

Celluloid is highly inflammable and only requires to be heated very slightly in order to be in a condition to ignite with fierceness.

Motion picture film is of a similar nature and extraordinary precautions have to be taken with same.

The ordinary wooden roofing shingle is a continuous menace on account of the ease with which it ignites, from a flying spark or ember from another fire. Shingles when new are not so bad but after a while they become dry and fuzzy. They split and curl up, presenting a surface that ignites with the slightest spark.

Many towns and villages have been completely wiped out just because a small fire started and a wind carried the sparks on to a frame house with a shingle roof, which in turn passed the fire on to others.

There are many types of approved, or safe roof coverings on the market to-day, some of which have quite an artistic effect, such as the asbestos shingle. An asbestos roof is only a very little more expensive at the start. It requires no painting and does not deteriorate, but what has been previously said is the justification for the expenditure.

While on the roof we must not neglect the chimney. Defective flues are among the most frequent causes of fire. See that there are no cracks and the mortar had not fallen away inside. All brick chimneys should be properly lined with tile.

See that the chimney always projects three feet above flat roofs and at least two feet above the ridge of peaked roofs.

I well remember seeing the home of an old Indian and his wife just after it had been burned down. It had been of frame with a shingle roof and when I arrived all that was left above the foundation was an iron bed frame and a cook stove in the kitchen at the rear. It appeared that the iron smoke-pipe from the stove only projected about two feet through the shingle roof not very far from the eaves and the flames or sparks had set the shingles on fire. The house was on the shore of a lake in a small village and although there was all the water in sight, they had no appliance suitable for extinguishing the fire and the poor old couple lost their home that they told me they had only just finished paying for. If the stove pipe had been carried up to a proper height the fire might not have occurred. Geo. H. Greenfield.

A New Sensation.

Little Alice had visited one of the larger summer amusement parks for the first time, and with the courage possessed only by those girls whose playmates are boys older than themselves, she had not hesitated, when invited, to take a ride on one of the "thrillers" that abound in such places.

To her mother, on her return from the park, she confided the emotions she had experienced as she swung round the curves of the "figure eight" with her elder brothers.

"Mother," she said, "when I went round those awful turns so fast I felt just as if I had freckles on my stomach!"

FINNISH MUTUAL FIRE INSURANCE CO.
ORGANIZED IN 1889.

Assets.		Liabilities.	
Cash, Bonds & Mortgages	\$261,267.87	Reserve for Losses and	
Uncollected Premium and		Unearned Premiums	\$ 52,788.67
Interest	7,432.58	Surplus Over Liabilities	215,911.70

FACTS TO BE CONSIDERED.

THIS COMPANY HAS HAD THIRTY-TWO YEARS OF SUCCESSFUL UNDERWRITING EXPERIENCE.
THIS COMPANY HAS THE LARGEST SURPLUS IN PROPORTION TO INSURANCE CARRIED OF ANY COMPANY IN THE STATE.
THIS COMPANY HAS RETURNED NEARLY TWICE AS MUCH IN DIVIDENDS SINCE ORGANIZATION AS IT HAS PAID IN LOSSES.
THIS COMPANY HAS RETURNED A DIVIDEND OF NOT LESS THAN 50% FOR THE PAST 27 YEARS.
THIS COMPANY WRITES ON APPROVED MERCANTILE, DWELLING AND CHURCH RISKS.

DIVIDENDS 50%

If you want to cut your insurance costs in half, write

I. W. FRIMODIG, Gen'l. Mgr., CALUMET, MICH. C. N. BRISTOL, State Agent, FREMONT, MICH.

SAFETY

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CLASS MUTUAL AGENCY

"The Agency of Personal Service"

COMPANIES REPRESENTED AND DIVIDENDS ALLOWED.

Minnesota Hardware Mutual	55%	Shoe Dealers Mutual	30%
Wisconsin Hardware Mutual	50%	Central Manufacturers' Mutual	30%
Minnesota Implement Mutual	50%	Ohio Underwriters Mutual	30%
National Implement Mutual	50%	Druggists' Indemnity Exchange	36%
Ohio Hardware Mutual	40%	Finnish Mutual Fire Ins. Co.	50%

SAVINGS TO POLICY HOLDERS.

Hardware and Implement Stores, 50% to 55%; Garages and Furniture Stores 40%; Drug Stores, 36% to 40%; Other Mercantile Risks, 30%; Dwellings, 50%.

These Companies have LARGER ASSETS and GREATER SURPLUS for each \$1,000.00 at risk than the Larger and Stronger Old Line or Stock Companies. A Policy in any one of these Companies gives you the Best Protection available. Why not save 30% to 55% on what you are now paying Stock Companies for no better Protection. If interested write, Class Mutual Agency, Fremont, Mich.

OUR FIRE INS. POLICIES ARE
CONCURRENT

with any standard stock policies
that you are buying.

The Net Cost is 30% Less

Michigan Bankers and Merchants Mutual Fire Insurance Co.
of Fremont, Mich.

WM. N. SENF, Secretary-Treas.

Michigan Shoe Dealers Mutual Fire Ins. Co.

LANSING, MICHIGAN

PLAN OF BUSINESS

CLASSES INSURED	General Mercantile Business.
POLICIES	Michigan Standard Policy, with Mutual Conditions added—approved by Michigan Insurance Department.
RATES	Full Michigan Inspection Bureau Tariff.
DIVIDENDS	Payable at end of policy year—current dividends 30%.
CONTINGENT LIABILITY	Limited to one additional annual premium.

OUR SERVICE

Insurance to Fit Your Individual Needs
Fire Prevention Engineers at your service without additional cost

BETTER CARE OUR SLOGAN FEWER FIRES LOWER COST

THE STORY OF A QUART.

From the Rye Field To Deadly Disaster.

Written for the Tradesman.

I was born in old Kentucky, upon the cooler uplands in the foot-hills of the Cumberland mountains. I grew to maturity on my foster father's farm. My childhood was spent in the waving care-free fields of the old homestead in the rocky Cumberland valley.

When I was still in the prime of budding manhood, my foster parent cut my growing career short. He gathered me and many of my brothers in huge stacks where we seasoned out quite completely. We were then ushered to the threshing floor of the old barn where we were flailed unmercifully and until we entirely lost our heads. He then gathered us up and threw us against the wind. Many of my weaker brothers, unable to withstand this treatment, were wafted backward to his feet. Myself and stronger brethren pushed forward and were declared the favored sons. We were scooped up into sacks and whisked through the back yard trail to a lonely spot in the remoter solitudes of the mountain fastness. Here during several days and nights of constant vigilance by our fervent foster father we were being chemically changed into a most humiliating substance, not unlike pure water in color and fluidity. But, oh, my! We had a hidden power in our molecules that knew no boundary. We could surely put the ouch in touch and the tea in taste. We protested vehemently to this duplex process, but our foster father said he could easier scow us down the waters of the Cumberland Valley in a jug than he could pack us over the mountains to the nearest elevator. So down the Cumberland River we went and up the old Ohio as far as Covington. At this point we were joined by many of our kindred. They too had been subjected to this same transformation, so that we were all on a standard of uniform equality.

We were next thrown into great casks and barrels well charred on the interior. Not a very pleasing environment, you will say. We were loud in our protests of such uncanny treatment, but the master distiller stated that such confinement was necessary to extract fusel oil from our atom's nature. After considerable lapse of time, known in our vernacular as "aging," we were drawn off in numerous demijohns and flasks and then another voyage to an obscure acre of Cook county, Ill., known as Chicago.

We next found lodgment in a large glass case on the main floor of a building at the crossing of State and Madison street, a very aristocratic corner for such an ordinary commodity.

Looking down from this elevation we could see conditions in Chicago with an X ray vision and many were the tales of fortunes wrought and wrecked that we heard and many were the sights of abject manhood we saw arrayed before us.

As time swept forward great changes came about in our social in-

stitution. A cruel edict known as the 18th commandment was passed which completely revolutionized our status. We were hauled down from our position in the sun and with many thousands of our companions we were trucked over to a bonded warehouse in Milwaukee. We were sorry to leave that quiet "old Chicago town," we feebly protested, but as enlistments were the order of the day, we could either volunteer or go with the draft. Our parting was visibly void of cheer—our sorrow found no circumference—a tear stood in every eye. In Chicago our social prominence was proverbial. We were a member of every club (except the W. C. T. U.). We attended every function from Irish wakes to Who's Who balls. Now, while still in the prime of life-giving vigor, we were thrust into this warehouse. Such a dark, dreary and dingy dungeon was a plebian contrast to our hilarious home on State and Madison. Added to this ignoble dethronement, a heavy guard of musketry held bivouac while we reposed. These humiliating circumstances attending our sudden descent from the heights of Chicago fame and favor to the lowly depths of Milwaukee squalor would have wrecked the strongest constitution. However, we were filled with the right spirit. Our hearts were still buoyant and, despite our gloomy environment, the fires of youth continued to burn brightly in our souls.

After a silent vigil of a few months, during which time no untoward incident disturbed our lonely retreat, we were rudely awakened one night by a commotion in the rear. A band of the Klu Klux Klan were busy over our peaceful comrades and we stood in fear and tremor lest we should be the next to fall a victim to this unceremonious seizure. And as we waited, half unconscious of the designs of these marauding kidnappers, we were suddenly clutched and firmly carried to the rear exit, where a Hurley Tax stood in wait for us. We were piled high on the rostrum of this conveyance and before we regained our normal composure, we were well en route toward the Polar circle. The nocturnal journey was made without mishap for the major portion of the road when, suddenly and without warning, we were called to halt, but as we had a "mission to perform" we did not catch the "highball" and continued to press for gas, but impediments to our traffic were soon in evidence and a barrage of decisive firing halted our progress, and in our dire confusion and with very great evidence of zeal on the part of our pursuers we failed to run the gauntlet. Our career was at an end. The contents of our little wagon was scattered to all the 360 points of the compass. We were a sad and sorry sight. Here we laid in a shapeless mass of utter ruin, completely bereft of our former grandeur and, as if to add insult to injury, as soon as the burning rays of Old Sol poured his disintegrating agencies into our midst, our journey became almost unbearable. What a deplorable chapter was written in this final version. Born in the lap of

humble nature, the positive significance of innocence, but wrought by the hand of man into a demon so dark that the shadow of Mephistopheles, the high priest of diabolism, would register a white mark on my silhouette. Yet I was the proud possessor of myriads of men. They sought me far and wide. My price was an insignificant matter. The most precious stones and metals were as common clay to my substance. I was supreme monarch of the realm—wealth, power, position, manhood and health all fell an easy prey to my magic wand. But, now, all is changed. In these latter days I have been shorn of much of my

former prestige. My presence is not so universally attested. I slip in now and then only to emerge weaker than before. I have grown old in the wastage and war on manhood. My heyday of renown and the glory of former conquests are fast fading into the obscurity of darkness and a brighter and more glorious world is being built, Phoenix like, upon a pedestal of my ashes. W. J. K.

It isn't the kind of a hat you wear, nor the kind of a feather stuck in it; it's the head that counts that's under the hat, and the brain stuff you carry within it.

PERKINS, EVERETT & GEISTERT

CITY 4334.

BELL M. 290.

BONDS

STOCKS

205-219 MICHIGAN TRUST BLDG. GRAND RAPIDS, MICH.

Direct wires to every important market east of the Mississippi.
A statistical service unsurpassed.

Fourth National Bank

Grand Rapids, Mich.

United States Depository



Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

3½

Per Cent Interest Paid on
Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$600,000

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BONDS FOR INVESTMENT

We own and offer a comprehensive list of carefully selected Government, Municipal, Railroad and Public Utility Bonds, which we recommend for investment.

We shall be pleased to send descriptive circulars to investors upon request.

ESTABLISHED 1880

Haine, Webber & Company

12TH FLOOR, G. R. SAVINGS BANK BUILDING

GRAND RAPIDS, MICHIGAN

BOSTON

NEW YORK

CHICAGO

ESSENTIALS TO SUCCESS.**Ten Fundamental Features Which Must Receive Attention.***

No doubt most of you have noticed on the program that I am an officer of an advertising corporation. You have also noticed that I am from Chicago. Now I know these are two points against me right at the start. What an advertising man says should be discounted in order to play safe, you say—and you are right. Then you add, parenthetically, as it were, what does a man from Chicago know about advertising a retail business in Michigan towns, most any of which are smaller than any little section of Chicago? I have found that advertising men as a whole are perhaps more disagreeably egotistical than the men of any other profession, so you are perfectly warranted in taking what one of them says with the proverbial grain of salt. That this is necessary is of course due to the fact that they seldom know half as much about what they are talking about as they think they do. You can't blame them though. It is a natural result of having written so much exaggerative copy. It can't help getting into their blood. Also, I have so often heard speakers from the big cities of New York and Chicago talking before gatherings of smaller city merchants who showed in their remarks that they had a very meager conception of the retailer's problem in such cities, that I quite naturally expect the two facts that I am an advertising man and from Chicago to cause you to accept anything I may have to say rather questionably.

However, because I have a message that I firmly believe is of the greatest importance to you at this time—a message that everyone of you can take home with you and make money out of it if I can get it over—may I be pardoned for making a few personal references before I proceed in order that those of you who don't already know may understand that I am not an advertising man, but first, last and all the time a merchant; that while I may have been located for the past nine years in Chicago, I was previous to that a merchant in one of your little Michigan towns—Belding.

What I shall have to say to you will be out of twelve years' experience behind the counter and fifteen as a store owner, and thirteen years' work on the store promotion, sales and advertising end of retailing for stores, large and small, throughout the United States and Canada. Of course, the three classes of experience mentioned overlap, constituting a period in all of twenty-one years. This work that I have been doing for many stores since 1909 has brought me into close and intimate contact with retailers and their problems in every section of the country in stores in towns not half as big as Belding, which you all know is of but 4,000 population, up to stores in our largest cities of New York and Chicago.

I mention these things because I want you to take with the utmost seriousness what I have to say, realiz-

ing that I am not giving you simply my personal opinions which are no better—perhaps not as good—as the next fellow's; but that it is the result from actual experience in many stores that I am giving you—the combined experience of many of our most successful merchants that it happens because of my peculiar work I am familiar with and therefore able to tell you about.

Now in preparation for getting over the chief point that I hope to in connection with advertising for business

in 1922 and the years to follow, I want to review with you first the ten broad means at your disposal for promoting your business and winning the confidence and trade of your community through impressing them regarding your store:

1. Store exterior.
2. Show windows.
3. Store interior.
4. The goods.
5. Your own word.
6. The word of your salespeople.
7. Your personal acts.

8. The acts of your employees.
9. Communication other than that across the counter.
10. Advertising.

Doubtless every merchant here, as witnessed by the fact that you are alive enough to take the time off to attend this convention, is in search of ideas to take back home with him, has during the past several years given much attention to at least the first nine of the above ten means at your disposal.

You would not think of opening up

Long Distance Service Restored

EVERY important point in Michigan can again be reached by Long Distance. Poles and wires crushed by storm have been replaced sufficiently to meet demands of business.

It was an appalling task. Nearly 20,000 poles and 6,500 miles of circuits were destroyed, with tremendous losses in money.

But the people of the Telephone Company realized the dependence of the industrial and social welfare of every community on the wires and made every effort to restore service. Not a minute, night or day, did they relax their efforts.

Today, therefore, their first task—that of establishing emergency circuits—is finished. And they appreciate the patience and understanding of their difficulties shown by users of the Toll wires.

We are pleased to announce that Long Distance is again at your service.



MICHIGAN STATE TELEPHONE COMPANY

FRANZ C. KUHN,
President

*Paper read at Flint meeting of the Michigan Retail Dry Goods Association by Vern C. Divine, of Chicago.

a store in a building with a run-down, disreputable exterior appearance. If compelled to take a building more or less of that description, you would willingly spend considerable money improving its exterior as much as possible for you realize that the impression given by even the exterior of your store building is an important one in helping to affect the minds of the people toward your institution.

You realize that your window displays are the cheapest advertising that you do and that a competitor who neglects his windows and does not have as attractive displays in them as you have, is simply making it that much easier for you.

You realize that indefinite something known for want of a better term, as atmosphere of a home or business institution is of the utmost importance in creating and developing people's impressions of the place. You know that the sort of floors you have and the ceilings as well as walls, pillars, counters, lighting fixtures, show cases, etc., have much to do in affecting people's opinion of your institutions. You know that all of these things greatly influence the subconscious minds of the people who enter your store either favorably or unfavorably toward it as a place in which to place their confidence and to which to come to trade.

You know that the displays of your merchandise throughout the store, the opportunity given people not only to see the goods but to feel of them and, in the case of ready-to-wear garments, even to try them on to see how they look in them before the mirror as well as the demonstration of such mechanical devices as you may be selling. You know that the way these things are done has much to do with the success of your institution and practically every retail store to-day has developed this point to a high degree of efficiency.

You know that the personal selling you can do to customers with whom you come in personal contact over the counter, if your store is small enough for you to do this, plays a big part in the upbuilding of your institution. Many of you would not have your stores to-day had you not personally been able to sell a great many goods and while doing so to win the confidence of your trade.

You all realize that in the final analysis the success of your store is up to your salespeople who are the point of contact between your store, your goods and the customer and upon whom it devolves to satisfy them in such a manner that they will want to come back again and again. Naturally, every store has devoted a great deal of attention to training and developing the salespeople.

You all realize that the sort of personal life you live both in and out of your store has much to do with formulating favorable or unfavorable opinion of your institution.

And every merchant knows that the lives of his associates and employees also have their effect on the public mind.

And you have all given much attention to perfecting the many and various means of communication be-

tween your store and its customers other than by means of the personal word across the counters. I refer to direct-by-mail advertising and the contact that your customers have with the store through delivery boys, etc.

But what of the 10th? I can prove to most any of you that you have not given much attention to a study of the fundamentals of your advertising by showing you how woefully ineffectively it is done compared with the near perfection you have developed in other branches of your business.

But it is well that advertising has not been given greater study and attention by you to date for advertising is the least important of any and the last that should be considered. To perfect your advertising beyond that of other branches of your business would not only be silly but almost suicidal.

Let me illustrate: About a year ago one of New York City's oldest and best known stores awakened to the fact that its advertising was behind the times. One of the first things it wanted was fine advertising for its children's and juvenile departments. Those responsible for the new advertising began to pull; mothers and children began to come to these departments as never before. But soon it became evident that they were not buying half the goods that such crowds should buy. A deeper investigation proved that the department was badly merchandised and seriously behind that of other stores. As soon as this became evident and it further appeared impossible to strengthen the department as much as it should be instantly, the fine advertising was stopped. It would have been folly to have continued it.

Advertising that is far better than the store or its merchandise is a waste of money. Advertising then is the last thing that should have attention.

But just as during the past years each decade or two has required merchants who would succeed to give special attention to improving some part of their business, just as for instance during the lives of you merchants here, the merchant who was content to continue with the same old ugly store front, unattractive show windows, old-fashioned show cases, and shabby interior that was good enough in years gone by was doomed to failure or at best mediocre success, so the store that doesn't clean up and refine its advertising in the era ahead will find it impossible to succeed.

"Why is better advertising going to be so much more important in the future than in the past?" you ask.

Simply because, gentlemen, the world moves, people progress, the good enough of yesterday will not be accepted as good enough for to-day. The business of this country has expanded to a point where the slack must be taken up and taken up it will be through increasing the wants of people through advertising.

Do you see what I mean simply this: We are manufacturing to-day for more units of this, that and everything per person than ever before.

We have more stores per person than ever before.

One of two things must take place: Either we will have less factories and less stores, which we won't because the men and women of America will not lay down content to exist by begging, or the wants of people must be increased to keep these extra people, whether engaged in manufacturing or distributing, busy. And busy we will keep them. We always have and we always will.

I need only to point to the hundred and one things to-day that you and I and our wives and children now count as daily necessities that our people before us were content to do without, for any sensible sound-reasoning man to realize that the slack in our industrial system to-day positively will be quickly taken up.

Now if we grant that this will be done the next question is how will it be done?

Let me remind you that in earlier times it was done by the peddler going from house to house working harder and harder early and late to convince more people through personal solicitation each day that they needed or should buy more of what we had to sell.

Later on, we come to the time only fifty years ago, gentlemen, when as described by one of the officials of one of the country's largest stores, Strawbridge & Clothier, in our third largest city — Philadelphia — "The founders knew practically all of their customers personally and took them around the store themselves, telling them about the good merchandise and treating them so fairly and squarely

that they came back for everything they wanted and brought their friends with them."

Mind you, only fifty years ago in our now great city of Philadelphia, "the proprietors knew nearly every customer personally and took them around the store." Can they, do they do that to-day? They cannot. Times change; conditions change. Woe unto the merchant who doesn't change with them.

Are Strawbridge & Clothier, one of the most conservative department store concerns in this entire country—for they are quakers, and quakers never do anything hastily—going to depend in the era ahead upon the proprietors' personal efforts or even the personal efforts of all those whom they hire to help them take up their part of the stock, their part of the increased business. They are not. Already they have done what the New York store I mentioned did a year ago; engaged help to refine their advertising and make it more appealing, therefore more effective.

The point is far-seeing, shrewd merchants, and there are legion in every community, in small towns as well as big, are looking ahead and seeing that the old means of undivided selling that were good enough to take up the slack—the increased production necessary to keep our people occupied despite constant inventions to eliminate the hard work of man are not different for to-morrow.

Advertising, gentlemen, is a development of what we might call the creative ages—the present time in

The Name on the Sack is a Guarantee of its Contents

When specifying cement insist that it be the kind with the name—

NEWAYGO PORTLAND CEMENT

on every sack.

You can then be assured that this important part of your construction work is being supplied with material that has proven its worth, one that will readily adapt itself to your job, no matter what problems or complications may arise.

Newaygo Portland Cement is not limited in use to the construction of buildings. It may be used above or under ground, in or out of water. Its many uses have brought about a universal demand for the cement with a guarantee of uniform quality.

Newaygo Portland Cement Co.

General Offices and Plant
Newaygo, Mich.

Sales Offices
Commercial Savings Bank Bldg.,
Grand Rapids, Mich.

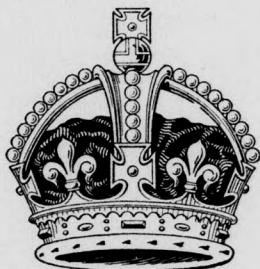


When Cars Pass You On the Road

you can bet a large percentage of them use



Red Crown Gasoline



If you love action—and get a thrill from shooting out ahead of the rest—use Red Crown, there is no gasoline made that surpasses it.

Red Crown is good motor gasoline. Not only does it insure a quick “get-away”, but it causes your engine to accelerate smoothly and deliver the maximum power and speed it is capable of developing.

Red Crown is made to produce an abundance of power. Its chain of boiling point fractions is so arranged as to give to the piston an action closely approximating the smooth, even stroke of the steam engine.

It is impossible to manufacture a more economical gasoline for use in the automobile engine.



STANDARD OIL COMPANY

(INDIANA)

CHICAGO

ILLINOIS



which we are constantly creating new things—as contrasted with past times which might be termed the self-preservation ages. Then man was kept busy providing the bare necessities of life. To-day it is different. Time has changed all that. Civilization in its onward march has brought us to where the wants and needs of individuals must be constantly increased in order to keep men occupied.

Advertising will help in this more than any other thing; for advertising is the only means of mass selling—multiplying one's sales efforts so as to reach hundreds or thousands at a time instead of only one as in individual selling. Thus, as we invent on one hand something with which to eliminate the hard work of man we evolve on the other through advertising a new need or a new want, the production of which to keep him busy.

"But we already advertise," you say. And I reply, "Yes, but you don't do it effectively. At least the way you are doing it it won't be effective in the future for times and conditions are changing."

Lord & Taylor's old advertising was effective in years gone by but other New York stores saw the need of improved advertising before they did and no one knows what it has cost them in lost prestige, lost business, and lost profits not to have awakened to the fact before a year ago when they did. And by the way, with cleaner, more refined, more beautiful, more subtly appealing advertising in 1921, they made their first profit sufficient to pay dividends in several years. To make that great extra net profit they spent over forty thousand more in 1921 for brains to direct and produce their advertising, write copy, and draw the pictures than they did the year previous without using any more space than formerly.

Strawbridge & Clothier's advertising was good enough for the old days but not good enough for to-morrow. They too have arranged for the same sort of improvement in their advertising. They knew before they started that it meant paying out a great deal more for brains to supply what goes into their advertisements.

Right here in Michigan you have the J. L. Hudson Company at Detroit. Mr. Richard Webber, President, will tell you if you ask him that he has become convinced beyond a doubt that stores are paying altogether too little for what goes into their advertising space to get the greatest net results out of it.

I wish I had time to go on mentioning other stores who have already seen the light. They are many of them. I have mentioned these larger ones because inevitably the problems that become first the problems of stores in the larger cities become later your problems in the smaller towns.

I want you to realize that exactly the same principles that you instinctively know apply to personal selling apply to mass selling—your advertising. None of you, I am sure, would think of appearing in person before your trade attired as I described at the opening of my remarks. Yet all

of you—nearly all of you at least—do nearly as badly as that in your advertising every day. Just as the miner or section hand or street worker does not realize the little differences in his appearance compared with that of the well-attired business man, so you merchants who although you live in attractive houses and keep attractive stores have not awakened to the terribleness of the atrocities you commit in your advertising.

You would not think of exaggerating in personal conversation the way you permit your advertising to do. You know that aside from the moral aspect of it you cannot afford as a business proposition to exaggerate in your conversation to a point where people begin to distrust you. Yet you permit it in your advertising—even think it necessary. Just as a salesman who is not trustworthy will cost the firm who employs him much more in lost sales than one who tells only the truth, so your exaggerative advertising costs double or triple measured by results produced what it would if truthfully done.

But what is even worse perhaps—your advertisements are positively ugly. How in the world do you expect people to read your advertisements if the very physical appearance of them is repellent.

If any of you merchants here were to have the rooms of your home arranged in the incongruous manner your advertisements appear your home life would have been broken up long ago. Just as ill-furnished, cold or ugly furnished rooms make for coldness and ugliness in people who live in them so ugly advertisements affect those who see them.

Now of course there are some people whose trade you want who live in ugly houses, wear ill-designed clothes, speak a dirty language, live deplorable lives and are therefore more or less immune to ugliness anywhere. They would not notice whether your store were clean or dirty. They wouldn't care if your salespeople smoked, chewed gum, swore at them, chewed tobacco and spat upon the floor.

If one lives close to a gas house he can perhaps soon become immune to the odor of gas—he can become immune to the blatant impudence of advertisements so often seen. This fact, however, does not in any way lessen the odor of gas to an ordinary man.

But most people—the people whom you want most as customers—are repelled by these things. In fact, gentlemen, now that I have already used some rather harsh and unpleasant words in order to paint my picture as forcefully as possible, I am going to make another statement which is as true as that I am standing here at this moment and yet which many of you no doubt will question.

It is this: As a result of visiting hundreds of merchants and stores which I have been called upon to analyze, I have found that almost invariably I can tell the relative local strength of merchants by a two minute inspection of their stores and that this comes about almost solely

through gauging the relative tastefulness displayed in the little things about the store—those things which appeal to one's instinctive leanings toward that which is beautiful or pleasing to look at.

The absolute certainty of the correctness of this fact has been borne in upon me so forcibly during the last several years that it is a positive fact that a man or woman of fine tastes if given the power to do it can increase the business of any store purely by improving the subtle eye-appeal of anything about the store that can be improved.

Every human being possesses a natural liking for that which is beautiful—in good taste and has an inherent tendency to respond to what they suppose it to be even though they are mistaken in its identity. Witness the coarsest, uneducated negro's desire to wear the colors and the styles worn by the whites who he believes have good tastes.

Art has a distinct commercial value because of this universal desire. Advertising could no more reach its highest state of efficiency without the art quality than could architecture, sculpture, cabinet making, or dress-making.

Inharmony in design or lay-out of an advertisement jars the taste sense of him who possesses any such thing as taste in the same way that discordant sounds do the man who has a sense of sound harmony.

Harmonious sounds cannot be made upon the finest Steinway ever built by one who has neither the feeling or training for music. Neither can harmonious effects be produced by an advertisement prepared by one who lacks taste or training in the preparation of harmonies which is the only fully effective advertising.

There are only two general appeals that you can make in advertising: One to the intelligence of the reader and one to his taste. Appealing to the latter is much more subtle and therefore much more certain of results.

In other words, make me feel that your store is a good store and I am much more certain to come there to trade than I am if you make no reason that it is. No selling effort expended solely upon the reasoning faculties of the prospect is ever so effective as that directed toward his feelings.

Therefore even if your advertising were always sincere, honest, and non-exaggerative in text it would still be but minutely successful unless it is produced in such form as to attract and impress the reader through one of the dozen and one human emotions that actuate us all.

The big problem to-day is that so many admen having done it wrong so long and so many merchants have gotten used to seeing it wrongly done that they have become immune to the right. The difficulties of getting right advertising now in such cases are multiplied tenfold because they have become numb to the normal appeal.

It is a common error to think of words as the chief symbols to convey thought—a grave mistake. Even the

words of the salesman are oftentimes less important than the manner in which he displays and handles the goods which he is selling. More often perhaps than is realized the customer is looking at the goods as the salesman perhaps drapes it over his arm and is visualizing it in a dress on her body—or trying to—and doesn't hear a word the salesman is saying, and if she heard every word he said it would not move her to action half as quickly as will an appealing display of the goods before her.

One would scarcely think of publishing a magazine or a book without pictures. The demand for pictures is no idle fad or fancy. The reason is inherent in human minds. Pictures are a universal language. They convey practically the same fundamental idea to all who see them whatever the nationality, creed or social state.

And furthermore, when correctly used they do so in a clearer, more subtle, more dramatic and perhaps more forceful manner than words can, and are therefore far more interesting in their appeal. The pictorial language is of the greatest help in getting a message before people in an interesting, concise and pleasant form. Every merchant and every advertising man, it seems, senses the elemental value of pictures, but few have any great knowledge of pictures themselves, the subtleties that can only be known through intimacy and of their finer appeals. They are most irrelevantly used in advertising to-day. It is as though one put in charge of the music on a most solemn occasion were to choose jazz music to soothe the feelings of those present or when conducting a parade of enthusiasm for soldiers going off to war were to start up "The Funeral March."

You know the power of music. You know that the right selections made many a young man in war-time resolve to enlist at once. You know that others made him proud to march away; that others gave him courage and made him thrill with the opportunity to start for the front; that still others made him think of his duty to those back here, and still others made him feel enthusiastically welcomed on his return. You know that while all music is beautiful, there is a right and many a wrong selection for each particular occasion. You or I may not know what piece to select for a certain desired result on a certain occasion but we know instantly when it is struck up by the orchestra how it affects us and whether it is right or not. And I beg of you to-day, gentlemen, to begin now to analyze your advertising and attune yourself in the same way so you will recognize not only inharmony in your advertisements but will be able to sense more clearly what is and what is not the right illustration appeal for each particular advertisement and occasion.

The first power of an illustration is its power of suggestion and suggestion is more potent than fact to most of us, chiefly because we just naturally object to being sold; we object to doing what someone else is obviously urging us to do—that is human nature—and when we act on sug-

Does Experience teach the Grocer anything?

That experience is the best of all teachers is familiar knowledge to the successful grocer.

He has learned many things about selling—but the most important about *buying*.

He hears lots about quick turnover. But he knows it's an empty phrase unless the sale of the goods he buys, as with Post Toasties, Grape-Nuts, Instant Postum and Postum Cereal, is *guaranteed*.

Positive turnover, certain profits and interesting volume on Post Toasties, Grape-Nuts, Instant Postum and Postum Cereal are the result of an uninterrupted, year-'round and nation-wide advertising campaign.

The Postum Co. policy of advertising is as certain as government taxes. It's not a fad, but a part of our business—which is your business.



Postum Cereal Company, Inc.
Battle Creek, Mich.

gestion we have a feeling that we are acting of our own volition and that always pleases us.

Another danger of wrong suggestion is equally potent. That is why so much advertising is wasteful—not only wasting the amount of its cost but actually in addition causing adverse instead of favorable impressions. For instance, the sex appeal is oftentimes supposed to be so strong that a picture of a pretty girl will prove effective in an advertisement for anything from home furnishings to cigarettes. One who reasons this way simply doesn't know how utterly impossible it is for a person's mind to handle two opposing impressions at one time. The mental process is not only too intricate but too diverting.

And one more illustration of the importance of judgment and reason in the selection of advertising pictures. A common and disgusting thing is the evident desire of many advertisers to show unimportant and unattractive details, assuming that the public has no imagination. Obviously most untrue. Always leave something to the imagination. Nothing is so important a factor particularly in retail advertising where the object is invariably to get people into the store as to appeal to people's curiosity and imagination so they become anxious to learn more about it.

More people by far enter your doors with hopes of finding out something they want to know than they do with minds all made up to buy certain things from you. And that is what you want, isn't it? More people crossing your thresholds in a frame of mind that gives your merchandise displays and your salespeople a chance to interest them in your goods to the point of buying.

Human beings in any state of life or civilization like pictures; they like color and they will have them in one form or another, good or bad. But remember always that even though they adopt the bad it does not mean they will not quickly change to the good if it is presented to them for choice. Nothing is, as is too com-

monly stated, "Too high-brow" or "too fine" for a particular class or kind of people. Certain fundamental instincts are incorporated in the being of everyone. Appeal to them and you cannot help securing response.

For instance, one may never have learned that red is a warm color and blue is cold; that yellow is for light and dull blues and grays are dark, but if he is chilled through and through and is offered the choice of a red and a blue scarf of equal texture he will choose the red whether he were a savage or a "high-brow," and if he occupies a gloomy room where insufficient sunlight is received and he be given two wall finishes to choose from—one a yellow and one a dull gray—he will take the yellow—that is instinct, not knowledge. Instinctively he feels (although he does not know) the light giving and cheerful qualities of yellow. I could go on if there were time mentioning scores of equally convincing proofs that the remarks frequently heard by merchants and self-styled advertising men that this or that is "too high-brow for our trade" is simply rot—an indication purely of his own ignorance and if it were simply ignorance it would be pardonable but it is more than that for it is proof that he has a closed mind and judges others by himself.

The point of interest to store owners who pay the bills is this. You pay as high as \$3,000 for newspaper space into which you place one advertisement. You do this not once a year or even once a month or once a week, but several times a week. How utterly foolish then that you should have those advertisements laid out by any other than the best and most capable man you can get. What does it matter whether he costs \$3,000 a year or \$30,000 when you are paying \$300,000 for the space in which the advertisements go and upon their arrangement alone depends largely the results you will get?

You wouldn't think of having your new store building designed without regard to its physical appearance.

PLAIN TALKS ABOUT STREET CAR SERVICE

**Co-operative
Courtesy and Mu-
tual Helpfulness Will
Improve the Service
of Your Street Car
Company**

Street Cars and Jitneys

John Jones was a storekeeper. He had grown up with the town. Year by year he invested more and more in his business, increased his stocks, added to his delivery service, paid out more for taxes and improvement. He had the confidence of his trade and his business became one of the institutions of the community.

One day a stranger erected a stand on the sidewalk in front of Jones' store and filled it with some of the principal wares which Jones had for sale. It was a beautiful day and many people were on the streets. The stranger was crying his wares and comparing his prices with those charged by Jones. Naturally, many people stopped and bought the stranger's goods. They forgot about Jones who year in and year out had provided them with their needs at such prices as were necessary to keep his business profitable.

This continued for several days. Jones' business fell off in such lines as were handled by the stranger. He could get no redress from the community. They thought it was a good joke and continued to buy from the stranger.

One day it rained and stormed. The stranger's stand was blown away and he made no effort to replace it until the weather permitted. On the first bright day he was back again. In the meantime the people patronized Jones who had a warm store and whose delivery was prompt and courteous. The stranger had no responsibility. He paid no taxes. He contributed nothing, even for the use of the sidewalk. He needed no capital, bought his goods daily and carried no stock.

The question is:

Had you been Jones, how would you feel? You will find a parallel to this case wherever the jitney is allowed to destroy the service of a street car company, which has grown up with the community of which it is a part it serves.

Grand Rapids Railway Co.

L. D. Lamarter
Vice President and General Manager

GRR



Wilmarth show cases and store fixtures in West Michigan's biggest store

**In Show Cases and Store Fixtures
Wilmarth is the best buy—bar none.**

Catalog—to merchants

Wilmarth Show Case Company

1542 Jefferson Avenue

Grand Rapids, Michigan

Made In Grand Rapids

You wouldn't build an ugly designed building however utilitarian it might be just because it would cost less. You know it wouldn't pay however much you saved in its cost.

You wouldn't think of outfitting your store with cheap, ugly show cases or wearing cheap, ugly clothes. You know it wouldn't pay. Not in this day and age it wouldn't although it did but a few years ago.

Gentlemen, the time has come when it is just as important that you clean up your advertising and make it more appealing. Just as low ceiling, ill-designed, commonplace any-old-thing buildings were good enough fifty years ago when our people were pioneers but won't do to-day, so the ugly, ill-designed advertising that has been good enough up to now won't go much longer. Whether you will or not, advertising has become an essential part of retailing. Without it no retail business can hope to grow to any extent in this era, and what is more important now is that none but well-designed, beautiful attractive appealing advertising will succeed from now on.

Just as those merchants with the modern and attractive store fronts, show windows, and interior display cases, were the ones to outdistance their less astute competitors who didn't perceive the changes in the public's mental attitude until several years too late, so I say to you to-day, that among you merchants here to-day, regardless of your success to date, only those of you who perceive earliest the fact that from now on ad-

vertising must be appealing to be effective will make marked successes in the period ahead of us.

Those of you who fail to comprehend what I am so earnestly striving to emphasize here to-day, or who comprehending, fail to go back home and begin putting it into effect at once are doomed to know failure in the coming years as you have not yet known it.

Times fly, ah no! We, the people—your customers fly and if you don't keep up with us, our tastes, our ambitions, and our desires, we will desert you. Nothing will keep us loyal to your store and your goods except your keeping in step with us.

One of the most flagrant violations of good taste, and, what is of still greater importance to the business man's sound sense or good business judgment is the use of extra large black screaming, shouting type for headlines.

Some people talk too loud but few are there who will listen to them. Would you be any more, or even as much impressed with what I have to say to you if instead of talking in a well modulated tone of voice I were to yell at you? Too, there are people so immediately efficient that they knock everybody down in accomplishing their purpose but do they leave a feeling of respect and good will behind them for their methods? Huge, supposedly impressive type made blatant through its size is not only ugly but vulgar and what is more to the point on such an occasion as this where business men are congregated

to get ideas to make money are wickedly wasteful and costly. The use of such type is exactly comparable with the methods of the fellow who shouts at you, grabs you by the arm or pounds your desk in his endeavor to impress you. Every time you use such type instead of doing what advertising should do—increase the respect for and confidence in your store—you actually make more people mistrust you. I know many a store that would do a larger business and make more money to-day if they had not advertised at all during the past year. Most of them will be out of business in another year or two unless they change their methods.

Gentlemen, your customers are human beings—fine sensitive sensible folks of common sense and possessing in more or less degree all of the finer human instincts that rebel at being insulted either directly or indirectly. They have been and will continue to put up with your loud mouthed exaggerative insulting advertising so long as they have to—no longer—which means so long as your competitors are all doing correspondingly as bad. But oh, what strides I have seen made by stores during the past year or two when they awoke to the far reaching importance of this thing about which I am now talking to you.

And type isn't the only way you can repel people by your advertising either. Any more than loud talking is the only way a salesman can make you want to do business with someone else.

He can come to you with a bad

breath or a filthy body—that is the border around your advertisement, the paper it is on, etc.—it is body. He can come to you with sloppy, dirty, uninviting clothes—that is the pictures of your advertisements and the arrangement of the entire composition.

When I speak of loud-mouthed, bad breathed, filthy bodied, sloppy clothed individuals, I am not using the pleasantest of words and for that I ask your pardon, but the end I hope will justify the means. You know what you think of that sort of a personal salesman.

You know that far from attracting you by his blatancy he repels you. You know you won't do business with him if you can help it. Do I make the picture clear? What chance then have you to appeal successfully for the confidence, belief and trade of women who buy or influence the buying of nearly everything you sell and who possesses God-given qualities of refinement and good taste and an instinctive revulsion against that which is coarse, crude, or ugly far more than you or I—what chance, I ask you have you got to win their respect and confidence and trade by advertising that which is not only uninviting but actually ugly and repelling?

Only a savage would throw something into your face to attract your attention. Only a rough low-down human being will shout in your ear; the natural inference then is that only a low-bred merchant insensible to the finer feelings required in the development or selection of nice things to wear or decorate the home would

The Brecht COMPANY ESTABLISHED 1853 ST. LOUIS

A typical Brecht installation. Modern display counters and refrigerators will add fifty per cent to the appearance, economy and sales power of your store. Let us tell you why Brecht six-inch wall refrigerators are preferred by progressive market men. Write Dept. B.

THE BRECHT COMPANY - ST. LOUIS, MO.

BRANCHES
New York: 174-176 Pearl St.
Chicago: Monadnock Bldg.
San Francisco: 67 Second St.
Liverpool, England
Madrid, Spain
Buenos Aires, A. R.
Capetown, S. A.
Sydney, N. S. W.
Shanghai, China

MAIN OFFICES AND FACTORIES: ST. LOUIS, MISSOURI

shout at you through his advertising. The only reason more people haven't refused to cross your threshold because of similar adverse impressions is because before they first entered it they knew that other women did trade there.

Pictures are the greatest single attractive force in advertising, but pictures make the strongest appeal because of what they picture and not because of their size. One of the most common crimes against both the customer who is solicited and the store owner who pays the bills is the use of pictures in advertisements way out of proportion in size to the amount of white space or text accompanying them.

In closing let me say that the country's most forward looking, far seeing merchants in many of the larger cities and from some of the smaller towns are already well along the way. They are already cashing in on the awakening to the fact that beauty and taste in advertising are most important of all.

I beg of you who have complete files of the Retail Ad-News when you get home to get out an issue of two years ago—yes, even one year ago—and compare the appearance of the advertisements in it with those in a recent issue. You can't help being astoundingly impressed with how rapidly the appearance of retail advertising is being improved and at the same time you will be most earnestly impressed with the necessity of getting busy on your own advertising if you are not to fall behind the business procession in the next very few years.

Just as the traveling salesman of some years ago—the blustering, loud-mouthed talkative individual has largely passed out, making way for the man of poise, charm, taste and common sense, so the ugly blatant disorderly advertisements of the past are rapidly being replaced by subtly, attractive, appealing ones.

Blatant and senseless dialect are not essential in personal selling; in fact we have learned that they are harmful. No one wants a loud-mouthed, exaggerative, obviously insincere salesman on his staff. Why, then, should so many tolerate the same sort of distasteful advertising?

Detroit—The Crystal Corporation, 3609 Gratiot avenue, has been incorporated to deal in electrical and mechanical appliances, with an authorized capital stock of \$60,000 common and \$120,000 preferred, all of which has been subscribed and paid in in property.

De roit—The Harry H. Jones Co., with business offices in the Goodnow building, has been incorporated to deal in wood and metal products, with an authorized capital stock of \$10,000, all of which has been subscribed and \$2,500 paid in in cash.

Clare—The Clare Hay, Grain & Bean Co. has increased its capital stock from \$30,000 to \$40,000.

Jackson—The Connor Shoe Co. is reported to have filed a petition in bankruptcy.

Travelers Getting After Hotel Men.

The International Federation of Commercial Travelers, representing 600,000 traveling men, has taken the warpath against the hotel men in an effort to bring down hotel prices. One of these affiliated associations, the Illinois Commercial Men's Association, in a circular to members, says:

"It's time to get after the hotel men, and to get after them hard. They have overcharged us long enough. To-day almost every industry has recognized that the war is over and has reduced prices on all commodities accordingly, but owners and managers of hotels have taken little or no action.

"The following tabulation and figures are forceful arguments for an immediate reduction in hotel rates, for hotel men can no longer use the alibi that they are obliged to pay excessive prices for articles they are obliged to have for the maintenance and equipment of their establishments. Below is a statement showing reductions in percentage in wholesale prices of hotel supplies from the maximum or peak price paid during the war to August, 1921:

Hotel help	25
Food	53.7
Kitchen utensils and equipment	22½
Kitchen galvanized ware and buckets	50
Table linen	35
Cotton table cloths and napkins	40
Pillow cases	50
Carpets, rugs and floor coverings	40
Plumbing fixtures	40
Soap	25
Table china and glassware	15
Table sterling silverware	30
Bed springs and mattresses	25
Bed sheets	50
Cotton and woolen blankets	40
Towels	40
Furniture	40

"If hotel proprietors will not reduce their rates voluntarily, they must expect to have drastic legislation put on the statute books in their respective states. It is evident that any measure of success that our organization will

have in getting a reduction in hotel rates is dependent upon the amount of co-operation which our membership is disposed to give. Now let's all pull together and see what we can do to stop this robbery."

No Danger.

There was an old coffee-mill in the attic which the Cokeleigh twins greatly desired to possess. Harry sought his mother and begged her to give it to them.

"I don't believe I can, Harry," said

she, regretfully. "I should like to, but I'm afraid I can't."

"But, why, mother," urged Harry. "You don't use it."

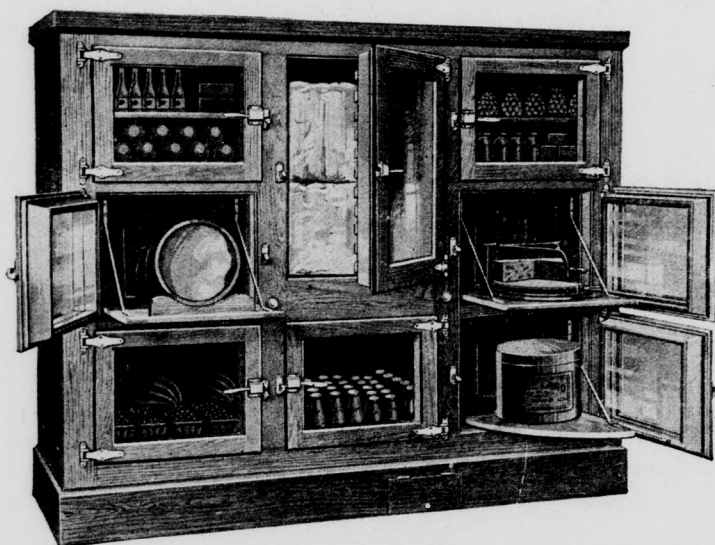
"No, we don't use it."

"Then why won't you give it to us?"

"Well, dear," said the mother, gently. "I'm afraid you and Clarence will get to quarreling over it."

"Oh, no, we shan't!" cried Harry eagerly. "You needn't be a bit afraid of that mother. I won't let Clarence touch it!"

"DRY-KOLD" REFRIGERATORS



Meat Coolers, Complete Market Fixtures, "Freezer" Display Counters.

REFRIGERATORS FOR ALL PURPOSES.

Send for Grocers' and Butchers' Catalog No. 12.

THE "DRY-KOLD" REFRIGERATOR CO.
Manufacturers

NILES

MICHIGAN



A Valuable Impression



pleasing impression upon customers is of value. You can create one and at the same time save your goods from damage by spreading sheets of TANGLEFOOT in your show windows, especially over Sunday.

TANGLEFOOT will then be at work for you and will not only catch the flies, but attract the attention of people who pass your store to your efforts to keep your stock clean and fresh, and create in them a desire to use TANGLEFOOT themselves. This means extra sales to you. For 1922 TANGLEFOOT has been reduced 60 cents per case. This will allow you to sell at the old price, two double sheets for 5 cents, and make a profit of 50 per cent.

Remember TANGLEFOOT catches the germ as well as the fly, and that poisons, traps or powders cannot do it.

Spiritualist Missionary Who Has Not Yet Made Good.

Grant, May 2—Sir Arthur Conan Doyle comes to this country with the avowed purpose of presenting his proofs of spirit communication with denizens of this world. It is an interesting subject which concerns the whole human race and the talented Englishman will be given every opportunity to demonstrate that men do live after death, and that they sometimes communicate with people left behind. Once establish this as a fact and the greatest boon to mortals will have been given. The sorrow of parting with dear ones will be ameliorated and the dark shadows of the grave dissipated.

If Sir Conan Doyle has this proof he can spread it to the great mass of sorrowing sons and daughters none too soon.

With eager eyes, with trembling forms and bleeding hearts, mothers of sons fallen in the Argonne woods, amid the blistering hillocks of No Man's Land far across the brine, stand waiting for the good news the author of Sherlock Holmes professes to have in his keeping.

This is no time for imposture and deceit. Palsied be the tongue that would speak a false word while mothers, fathers, wives wait on the revelations this man declares he is ready to bring forth.

Up to date nothing of a startling nature has been produced. The mediums the titled foreigner has consulted seem to be of the earth earthy, and not in line with the declarations of faith this man made on landing in America. The coming here of another highup English nobleman, who preceded the present expounder of the spiritualistic faith by a few months, did not serve to increase the faith of doubting men and women.

It may be that Sir Arthur imagines we Americans are mostly of that class of which a noted showman said one was born every minute. We trust he has not so far forgotten the ideas of common honesty as to imagine anything of the kind. The American people are the most intelligent of any on earth, and no tamborine playing, table tipping mountebanks will be given credence in this country.

This British visitor has a great message to unfold else he must be classed with the other frauds who have played on the credulity of suffering humanity all too long in the past. The writer believes in a future existence, but that direct communication between inhabitants of the other world and our own has been established is still, in his mind, a question of much doubt.

We are open to conviction, however, and await with no little interest what this British exponent of spirit communication has to expound.

Up to date his meeting with so-called mediums and the seances held, seem puerile and unworthy of his great professions. If he has nothing better to offer the strained and bleeding hearts of motherhood he had far better remained at home.

It seems that Doyle's beliefs are founded on theories rather than on facts. Spiritualism is of too long standing to give credence to theoretical opportunists who have no proof to offer except their mere belief along certain lines.

Spiritism has many followers in England, especially so since the great war which consigned so many of her sons to untimely graves. Naturally, the human heart must turn somewhere for consolation in the hour of its great trial. Standing beside the open grave of one we love, the excess of woe seems to demand surcease through a beckoning hand across the line which divides this material world from the one over there.

If Sir Arthur has a genuine message, assuring the sorrowing mortals here of a reunion beyond the grave, let him give it in a manner which will

have some semblance of truth and not go scurrying into dark seances, where all manner of idiotic nonsense is enacted, and which would no more assure us of our friends gone before than a jazz band discoursing from the entrance of a side show at a circus.

No sane minded person can imagine receiving messages from the spirit world through the instrumentality of the ouija board.

Too much of tom-foolery and diabolism have engrafted themselves on the mediumistic profession to appeal in the least to the sound common sense of the American people. Let not Sir Arthur, or any other, imagine we are to be deceived in any such manner. Our friends in the beyond have not changed. Those who were kind and sensible here have not lost their identity and become raving idiots over there. We refuse to believe in anything of the kind. Our loved ones have more likely gone up a step rather than retrograded.

We shall continue to watch the movements of our British visitor, trusting that he has something more sensible and reliable to make known before he takes his departure for

That which is proof to one person may not appeal at all to another. We have in the great universe the knowledge of a higher power than man. That fact is broadcasted throughout the world, distributed through the blue and boundless arch of heaven, made manifest in the twinkling of millions of stars, the shining of the sun.

Why should we doubt?

It is not necessary to wait for a message from beyond to convince us of the great, material fact of the immortality of man. The desire for such a condition would not have been implanted in the human breast otherwise.

We trust that Sir Arthur has news for a waiting world. Until it is revealed, however, in a more striking manner than his first showing we beg to be considered skeptical.

Old Timer.

Another Ice Cream Soda Originator.

Detroit, May 10—The origin of the ice cream soda is again a disputed subject. With the announcement that a monument is to be erected over the grave of Robert McCay, whom Philadelphia heralded as the first soda mixer, F. W. Sanders, manager of the Sanders shops of this city, passed the matter off with a jest and declared comment useless. No one in this section of the country had any doubts about his grandfather, Fred Sanders, being the unquestionable originator of the famous creamy beverage, he said.

Now comes Joseph German, 503 Vinton building, with proof in the person of Mrs. Susie B. Dominick, 1535 Elm street, who, with her school chums from the old Hill Seminary on Lafayette boulevard, declares that in 1865 they drank the first ice cream soda in German's ice cream parlor, then located on Monroe avenue near Farmer street. This was before Mr. Sanders moved here from Indiana, according to Mrs. Dominick. The store was owned by the claimant's father, Ignatius German, who has been dead for many years.

"Each noon, the girls from the school where I taught music would walk over to the little store for ice cream," said Mrs. Dominick, whose name was Balcom before her marriage. One day a chum, Emma Hulsiger, and I ordered a dish of ice cream and a glass of flavored soda water. In a spirit of fun, she dared me to mix the two and drink the concoction.

"To our surprise, the ice cream did not melt as readily as we expected and the combination was delicious. We kept ordering more, and it was not many days before Mr. German put a sign in his window which read—'Ice Cream Sodas, five cents.'"

A Quick Turn-Over

—that's what counts these days.

You get it with—

Nu-Way
or
EXCELLO
RUBBERLESS

**Suspenders, Garters
and Hose Supporters**



NU-WAY Stretch Wide Web Garter.
Feels like velvet. No metal touches
the leg. A wonderful 50c seller
and profit maker.



Sold by nearly forty thousand live
merchants, which alone proves they
are ready sellers.

—and the Reason

Every pair you sell means service to your
customers,—long wear, an easy fit and
perfect satisfaction;

—and a pleased customer pays good profits.

Write for
prices and
liberal terms.

Nu-Way Stretch Suspender Co.
THE STRETCH IS IN THE SPRING
Adrian, Michigan, U. S. A.

FIRE

TORNADO

BETTER INSURANCE

AT

LESS COST

During the year 1920 the companies operating through

The Mill Mutuals Agency

paid more than \$4,000,000 in dividends to their policy
holders and \$6,300,000 in losses.

How do they do it?

By **INSPECTION** and **SELECTION**

Cash Assets Over \$20,000,000.00

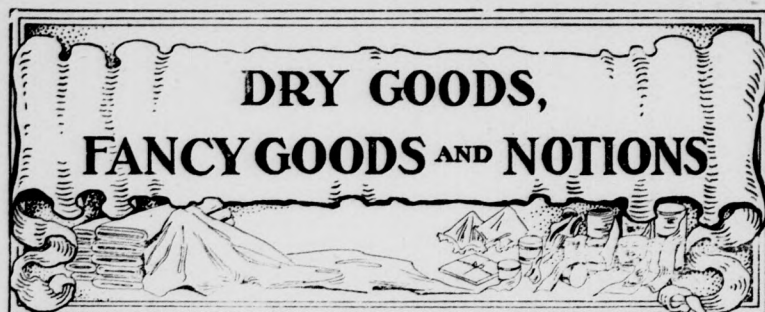
We Combine

STRENGTH and ECONOMY

**THE MILL MUTUALS
AGENCY**

120 W. Ottawa St.

Lansing, Michigan



Michigan Retail Dry Goods Association.
 President—J. W. Knapp, Lansing.
 First Vice-President—Geo. T. Bullen, Albion.
 Second Vice-President—H. G. Wesener, Saginaw.
 Secretary-Treasurer—Fred Cutler, Ionia.

Co-operative Organizations Going and Coming.

Lansing, May 9—In the Detroit papers of April 13, we read that the Gleaners' Association dissolved with assets amounting to \$446,745 and liabilities aggregating over one-half million. This Association has been operating twenty elevators in Michigan cities for the purpose of buying and selling farm supplies on a co-operative basis.

From the Detroit papers of April 26 we quote: "Members of the University of Michigan, faculty, students and resident alumni, have the opportunity now of a co-operative store as one remedy for reducing the high cost of supplies at Ann Arbor. A committee has reported definite plans for the undertaking, to be capitalized at \$50,000. A deposit membership of \$2 is required. Membership will be open to all residents of the city." One co-operative effort follows another and usually with the same result. Perhaps the Ann Arbor experiment will be attended with a greater degree of success than most of such schemes. We will watch its development and progress with interest.

All Southern Michigan dry goods dealers are invited to attend our Cold-water meeting at 6 p. m. (slow time) Thursday, May 18. The discussions arranged for this meeting will be led by Verne C. Divine, President Standard Advertising Co., Chicago; L. C. Stiefel, President Indiana Retail Dry Goods Association, Angola; J. C. Toeller, Toeller Department Store, Battle Creek.

I visited Lapeer on a lucky day and soon learned by handbills posted in business places that the Lapeer Commercial Club had an idea. The notice read as follows:

An invitation to all farmers and their families from Lapeer business men.

We invite you to be our guests on Wednesday, April 26.

A free lunch will be served to all farmers and their families in Arcadia hall starting at 11:30 and continuing until 1:30.

Theater tickets will also be provided free of charge, for an afternoon show, at Lapeer's handsome new playhouse, the Lyric Theater.

We are counting on you to be with us and will do our best to show you a good time.

Lapeer Commercial Club.

I was present at the luncheon. The dining room was filled with farmers and their families, with a sprinkling of merchants and business men. The victuals were fine and good feeling prevailed. This is a good idea and is worth copying by business men.

Jason E. Hammond,
 Manager Mich. Retail Dry Goods Association.

Situation in Wool and Woolens.

A stronger tone marked the wool markets during the week. Quite a brisk demand with higher quotations was the rule at the auction sales abroad, American buyers taking part

in the bidding. Considerable sales, also occurred of the domestic clip, holders standing firm in their demands. Even higher prices are predicted if the rates in the tariff bill run the gauntlet of the two houses of Congress. Imports continue large. Those in March totaled over 43,000,000 pounds, which were the largest for any month since April, 1921, when the emergency tariff act went into effect. The higher cost of wool is the reason given for the advances in the prices of worsted goods, which were announced by the American Woolen Company during the week, and the suggestion was thrown out by one of its officers that more were likely to occur in the future. It is presumed that a little better demand is setting in for worsted fabrics, as against woolen ones, because of their better wearing qualities. But this does not appeal so much to the manufacturing clothiers, who are aiming to get out presentable garments at a price that will satisfy consumers. Reports from clothing salesmen on the road show cautious ordering by retailers, who are still waiting to see how their customers respond. They will know soon, because the first warm spell will bring a call for Summer suits and put a stop to the buying of woolen ones. A constant, although not very pronounced, demand is shown for women's garments.

Cotton Figures and Fabrics.

A net gain was recorded in cotton quotations during the past week. Taken in connection with previous ones recently made, it figures out nearly 2c per pound advance in a short time. The gains were based on two things. One of them was the recurrence of heavy rains in parts of Texas. The other was a rather curious statement issued by official authority purporting to give world cotton figures. The rains may safely be left to take care of themselves. The figures call for some notice. The world's consumption of cotton for the period from Aug. 1 last to March 31 was estimated at 14,429,000 bales, leaving on hand 14,903,000 bales. It was assumed that 7,000,000 of the latter would be consumed before the opening of the next cotton year, that the carryover then would be 7,900,000 bales. Of the total to be consumed, the amount of American cotton was placed at 13,000,000 bales. The only trouble with these figures is that there is no way to verify them and they are, at the best, only a guess. Meanwhile, the strikes in Eastern mills are holding up consumption. As to the crop of this year, nothing authoritative has as yet appeared. Planting is not much be-

hind and the increase of acreage has been estimated at as high as one-fifth above last year's, although no one knows what last year's was. An interesting incident is the plan broached during the week, to have cotton come

We are manufacturers of
Trimmed & Untrimmed HATS
 for Ladies, Misses and Children,
 especially adapted to the general
 store trade. Trial order solicited.

CORL-KNOTT COMPANY,
 Corner Commerce Ave. and
 Island St.
 Grand Rapids, Mich.

GRAND RAPIDS KNITTING MILLS

Manufacturers
 of
 High Grade
 Men's Union Suits
 at
 Popular Prices

Write or Wire
Grand Rapids Knitting Mills
 Grand Rapids, Mich.

A FEW SPECIALS

- | | |
|---|---------|
| 27—McCawley's Navy, blue or plain white Middy Dresses, trimmed with red braid, belted, pleated skirt, lace front, boxed 6-12 doz. sizes assorted 6 to 14, per doz. | \$22.50 |
| 416—Boy's Blouse made of light blue chambray, military collar, closed cuff, boxed 1 doz. assorted sizes 6 to 15, per doz. | 4.75 |
| 957—Youths khaki Coverall, made of heavy drill, open stock. All sizes 26 to 32, per doz. | 16.50 |
| 1253-1254—Men's pajamas—made of standard count fast color percales, assorted stripes and patterns, all sizes A-B-C-D, boxed 6-12 doz. solid, per doz. | 16.50 |
| Laundered cuff Dress Shirts made of 80 square Borden's percales, asst. colors and patterns, bxd. 3-12 doz., sizes 14 to 17, per doz. | 16.50 |
| 104-105-106—Ladies' House Dresses, made of "Amoskeag" Checks, plaids and striped gingham, trimmed with plain color chambrays, belted model, generous full cut garments, bxd. 6-12 doz., assorted sizes 38 to 44, per doz. | 18.50 |
| 214—Men's Hose—heavy weight ribbed, warranted superior quality, Fast Black, extra fine, work number, bxd. 1 doz., sizes 10 to 11½, black, per doz. | 1.85 |
| 1869T—Ladies' fine ribbed summer weight vest, tube top, low neck, no sleeves, fine neat lace trim., Reg. sizes 36-38, per doz. | 4.25 |
| Out sizes, 40-42, per doz. | 4.50 |

GRAND RAPIDS DRY GOODS CO., WHOLESALE ONLY

MEN'S WEAR

We have in stock for immediate delivery a complete line of Men's and Youths' Khaki Pants in prices ranging from \$12.00 to \$27.00 per doz.

Men's Dress Shirts, Soft Collars attached, a wide variety in fancy stripes and plain colors, from \$8.50 to \$27.00 per doz.

Men's Dress Shirts, Neck Band, Fancy Stripes, Fancy Checks and Plain colors, from \$9.00 up to \$30.00 per doz.

Men's Sport Shirts, Plain Tan and Fancy stripes—14 to 17—Solid sizes at \$9.00 per doz.

Quality Merchandise — Right Prices — Prompt Service

PAUL STEKETEE & SONS
 WHOLESALE DRY GOODS GRAND RAPIDS, MICH.

This is

Tom Wye
 SEASON

and the sale has begun to hum.

All colors of both four pocket and two pocket now on the floor. We had to work to get them, too.

\$5.75 and \$5.00.

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

by water to New Bedford, there to be distributed to New England mills. This, it is claimed, will save freight, and lighterage charges, extra handling and damage to the bales and will be quicker. In the goods market the particular feature of the week was the advance in prices of printcloths and sheetings without, however, any corresponding rise in finished fabrics. An increased demand accompanied the advance in prices.

Proceedings of St. Joseph Bankruptcy Court.

St. Joseph, May 1.—In the matter of Arthur Reed, bankrupt, of Hartford, the inventory and report of appraisers was filed, showing property of the appraised value of \$14,395.45, of which amount \$14,000 was covered by chattel mortgages and land contracts for more than the appraised value of the property, resulting in no equity for the bankrupt estate. The trustee also filed his report of exempted property. Creditors will receive no dividends unless further assets are discovered.

In the matter of Edgar F. Bauley, Walter Clements and Bauley & Clements, a co-partnership, bankrupt, of Benton Harbor, the trustee filed report of sale showing sale of the assets of the bankrupt estate, which consists of a small stock of jewelry to Burkhard Brothers, of St. Joseph, for \$600. Unless cause to the contrary is shown, the sale will be confirmed within five days by the referee.

May 2. In the matter of Max Benton, of Paw Paw, the inventory and report of appraisers was filed showing assets of the appraised value \$1,561.52, including the bankrupt's specific property exemptions in tools, etc., of \$250. The trustee also filed report of exempted property. Pursuant to action taken at the first meeting of creditors, the trustee filed a report of sale of the assets, except the account receivable and exemptions, to D. W. Williams, of Paw Paw, for the sum of \$768.78 which is the appraised value of the same, and unless cause to the contrary is shown the same will be ratified and confirmed by the referee.

May 3. In the matter of Samuel Gillis, bankrupt, of White Pigeon, the first meeting of creditors was held at Centerville and William E. Lamb, of Constantine, was elected trustee. His bond was fixed at \$1,000. John W. Davis, of White Pigeon, T. Arthur Beesley and P. L. Vail, of Constantine, were appointed appraisers. The bankrupt was sworn and examined by the referee and attorneys present without a reporter. Following his examination, he was directed to file in court an account of his doings since last November, when he engaged in business at White Pigeon. The meeting was adjourned for three weeks.

May 4. In the matter of Lester Linsey, bankrupt, of Otsego, an order was made calling the first meeting of creditors at Allegan May 15 for the purpose of proving claims, the election of a trustee, the examination of the bankrupt and the transaction of such other business as may properly come before the meeting.

In the matter of George W. Merriman, bankrupt, of Hartford, the offer of \$4,000 for the farm property of 120 acres, also of \$4,000 for the compromise and settlement of all claims against Lewis P. Walker was considered and an order entered by the referee directing creditors to show cause on or before May 16 why such offers should not be accepted and ratified and approved. If the above offers are approved by the referee, creditors within thirty days will receive another dividend of 10 per cent., making total dividends of 50 per cent., which is rather unusual for a bankruptcy case.

May 5. In the matter of Vern Cairns, bankrupt, of Kalamazoo, the first meeting of creditors was held at the latter place and, owing to a mistake in the publication of the notice, the meeting was adjourned for two weeks, also another publication ordered and further notice to creditors directed. The schedules show no assets which are not exempt, and unless cause to the contrary is shown, the estate will be closed at the next meeting.

May 6. In the matter of Max Benton, bankrupt, of Paw Paw, the trustee's report of sale of the stock of plumbing goods and fixtures to D. W. Williams, of the same place, was ratified and approved and the trustee directed to execute to him proper bill of sale.

In the matter of Peter Weber, bankrupt, of Bridgman, the trustee's report of exempted property was confirmed, allowing the bankrupt \$124.15 in lieu of his specific property exemptions.

When you advertise a bargain that is not as much of a bargain as you advertise it to be, look out for a resultant loss of trade from every buyer of that so-called bargain, and from that buyer's friends and acquaintances.

PRICES CURRENT ON STAPLE DRY GOODS.

List prices corrected before going to press, but not guaranteed against changes.

Bleached Museline.

Auto	15
Fruit of the Loom	17 1/2
Bravo	13 1/2
Cabot	14 1/2
44 in. Indian Hd. S.F.	26
Big Injun	11 1/2
Lonsdale	13 1/2
Hope	20
36 in. Indian Head	18 1/2
33 in. Indian Head	18 1/2
54 in. Ind. Head L. F.	32 1/2

Unbleached Museline.

Plaza	08
96A 36 in.	11 1/2
Giant	11 1/2
40 in. Exposition	12 1/2
40 in. 96A shorts	11 1/2

Pillow Tubing.

42 in. Seneca	32 1/2
45 in. Seneca	34 1/2
45 in. Pepperell	30
45 in. Pepperell	31
36 in. Edwards	25
42 in. Indian Head	20
42 in. Cabot	31 1/2
45 in. Cabot	32 1/2
42 in. Pequot	35
45 in. Pequot	37 1/2
40 in. Quinebaug	20

Denims, Drills and Ticks.

220 Blue Denim	18 1/2
240 Blue Denim	17
260 Blue Denim	16
Steifels Drill	16 1/2
8 oz. Canvas	18 1/2
Armour, ACA Tick	27 1/2
8 oz. Cordis, ACA Tick	25
Warren Fancy Tick	35
Thorndyke Fy. Sat.	37 1/2
Amoskeag, ACA	27 1/2

Cambrics and Longcloths.

Berkley, 60 Cambric	19
Berkley, 60 Nainsook	19
Berkley, 100 Nainsook	25
Old Glory, 60 Camb.	17 1/2
Old Glory, 60 Nain.	17 1/2
Diamond Hill, Nain.	15 1/2
Diamond Hill, Camb.	15 1/2
77 Longcloth	12 1/2
81 Longcloth	16
84 Longcloth	17 1/2
7001 Longcloth	15
7002 Longcloth	16 1/2
7003 Longcloth	19 1/2
7004 Longcloth	24 1/2

Ginghams.

Seminol Dress Ginghams, solid colors	15
A. F. C.	17
Tolle du Nord	18 1/2
Red Rose	17 1/2
Dan River	17 1/2
Everett Classics	15
Amoskeag Staples	12 1/2
Haynes Staples	12 1/2
Lowe Chevelots, 32 in.	15
Bates, 32 in.	22 1/2
Treffan, 32 in.	25
B. M. C. Seersucker	18 1/2
Kalburnie, 32 in.	19 1/2
Jacquelin, 32 in.	35
Gilbrae, 32 in.	37
32 in. Tissue	42 1/2
Manville Chambray	16 1/2
Red Seal Zephyr	18 1/2

Prints and Percalés.

Columbia, Lights	13 1/2
Columbia, Darks	15
Am. Prints, Greys	10
Am. Prints, Indigo	10 1/2
Manchester 80x80 Lt.	18 1/2
Manchester 80x80 Dk.	19 1/2
Scout, 64x60, Lights	12 1/2
Scout, 64x60, Darks	14 1/2
Shirtings	09
Reds	11

Children's Waists.

"Cub" Knit Waist	2 50
"Bear" Knit Waist	3 75
"R & J" Muslin Waist	\$2 25, \$3 50 4 50

Ladies' Knit Summer Vests.

1x1 Rib Gauze Vest, Bodice Top	2 00
V nk., Band top ect. reg. szs. 36-38	2 25
extra sizes 40-42-44	2 25
Mercerized 1x1 and 2x1 rib vests	4 50
Asst. Styles, reg. sizes 36x38	4 50
extra sizes 40-42-44	5 00

Ladies' Knit Summer Union Suits.

12 Cut Double Carded, Asst. Style, reg. size 36-38	4 75
extra sizes 40-42-44	5 25
14 Cut Combed Yarn, Asst. Style, Regular Sizes 36-38	6 00
Extra Sizes, 40-44	6 50
14 Cut Mercerized Lisle, Asst. Styles, Regular Sizes	7 50
Extra Sizes	8 00

Hosiery—Men's.

Men's 176 Needle Cotton Cut Toe	1 00
Men's 200 needle full combed yarn hose	1 85
Men's 220 needle full merc. hose	2 85
Men's 240 needle fiber silk hose	4 50
Men's pure silk hose	6 00
Nelson's Rockford socks, bdls.	1 20
Nelson's Rockford socks, bdls.	1 30
Nelson's Rockford socks, bdls.	1 50

Outings and Cantons.

Cashmere Twill	14 1/2
27 in. Unble. Canton	14
100 Flannelette	12 1/2
1931 Outing Lights	13 1/2
1921 Light Outings	13 1/2
Scotchdown Shaker	15
Appledown Shaker	15
Appledown Shaker	16
24 in. White Shaker	11 1/2
26 in. White Shaker	12 1/2
Daisy Cloth	14 1/2
1931 Dark Outings	14 1/2

Draperies and Cretonnes.

Hamilton Twill	14 1/2
Dresden Fy. Drapery	17 1/2
Tudor Fy. Drapery	19
Nu Drape	32
Westmoreland Creto.	16
Fancy Silkoline	16 1/2
Stratford Cretonne	16
3544 D. B. Scrim	13 1/2
8177 Curtain Net	30
8432 Curtain Net	62 1/2
4039 Marquisette	19 1/2
Dragon Drapery	27 1/2
36 in. Art Cretonne	25
36 in. Elco Tapestry	30

Linings and Cambrics.

Tico D Satine	30
No. 40 Bk. Satine	16 1/2
No. 1 White Satine	14 1/2
No. 50 Percaline	16 1/2
DD Black Satine	25
Satin Finished Satine	42 1/2
Raidant Bloomer Sat.	42 1/2
36 in. Printed Satine	60
Windsor Cambric	09
Parkwood Wash Sat.	57 1/2

Meritas Oil Cloth.

5-4 White	3.25
5-4 Mossaics	3.10
5-4 Blue Figure	3.25
6-4 White	4.25
4-4 Fancy	4.10
5-4 Sanitas	3.50
All oil cloth sold net cash, no discount.	

Flags.

16x24 in. Spearheads	1 32 1/2
18x30 in. Spearheads	1 90
24x36 in. Spearheads	2 95
Each	
3x5 ft. Reliance Prt.	70
4x6 ft. Reliance Prt.	1 30
5x8 ft. Reliance Prt.	1 90
6x9 ft. Reliance Prt.	2 90
8x12 ft. Reliance Prt.	4 25
4x6 ft. Defiance Swd.	2 00
5x8 ft. Defiance Swd.	2 75
6x9 ft. Defiance Swd.	3 60
8x12 ft. Defiance Swd.	5 20
10x15 ft. Defiance Swd.	8 00
6x9 ft. Sterling Wool	7 50
8x12 ft. Sterling Wool	11 50
Gross	
No. 7 Muslin Flags	7 20

Sheets and Pillow Cases.

63x90 Pequot Blea.	15 85
63x90 Pequot Blea.	17 35
72x90 Pequot Blea.	17 35
72x90 Pequot Blea.	19 00
81x90 Pequot Blea.	18 85
81x90 Standard	13 50
42x38 1/2 Utica Cases	3 75
42x36 Pequot Plain	3 16
45x36 Pequot Plain	4 20
42x36 Pequot S. S.	4 96
45x36 Pequot S. S.	5 20
42x36 Meadowbrook	2 50
42x36 Lenox	2 75
42x36 Standard	3 00
Less 5%	

Wool Goods.

36 in. Hamilton, All	
Wool Storm Serge	57 1/2
No. 75, 44 in. Storm	
Serge	82 1/2
No. 4040, 50 in. Storm	
Serge	1 10
40 in. Julliards Pla.	1 32 1/2
50 in. Julliards Pla.	2 00
6120, 50 in. French	
Serge	1 50
K S. 36 in. Storm	
Serge	37 1/2
2215, 50 in. Storm	
Serge	1 22 1/2
56 in. All Wool	
Coating	2 00
D R N Tricotine	1 65

Carpet Warp.

Peerless, White	42
Peerless, Colors	43

Diaper Cloth.

18 in. Seconds	75
20 in.	1 25
22 in.	1 35
24 in.	1 45
27 in.	1 60
30 in.	1 75

Notions.

1225-F Boston Garters	2 25
Rubber Fly Swatters	90
Per Box	
Roberts Needles	2 50
Stork Needles	1 00
Per Box	
Steel Pins, S. C. 300	42 1/2
Steel Pins, M. C. 300	45
Brass Pins, S. C. 300	75
Brass Pins, M. C. 300	80
Doz.	
Coats Thread	59
Clarks Mile-End Td.	59
J. J. Clarks Thread	56
Gainsborough Hairnets	
D. Mesh	1 00
Gainsborough Hairnets	
S. Mesh	80
Per Box	
R. M. C. Crochet Cot.	75
B-4 Clarks Crochet C.	90
Silkline Crochet Cotton	90
Sansilk Crochet Cot.	55
Dexters' Knitting	
Cotton, White	1 50
Dexters' Knitting	
Cotton, Blk., col'd.	1 75
Allies' Yarn, bundle	6 50
Found	
Fleishers Knitted	
Worsted, skeins	2 30
Fleischers Spanish	
Worsted, balls	2 60
Fleishers Germantown	
Zephyr, balls	3 70
Fleishers Saxony, ba.	3 70
Fleishers Knitted	
Worsted, balls	2 60
Fleishers Scotch &	
Heather, balls	2 90
Doz.	
Ironweave Handkfs.	90
Rit Dye Soap	80
Wolverine Dmsh Cap	
Net	80

Infants Hosiery.

Cashmere, Silk Heel and Toe.	
60 per cent. Wool	4 12 1/2
Infants' Cotton Hose 1x1 Rib	1 00
Infants' Mercerized 1x1 Rib	2 50
Infants' Fibre and Wool Hose	6 50

Boys', Misses and Ladies' Hosiery.

Boys' 2x1 Cotton Ribbed Hose	
\$2.25 on 8 R. 10c, F. 5c	
Boys' 3 lbs. on 9, extra clean yarn	
on 8 (R10F5)	2 25
Misses 1x1 Cotton Ribbed Hose	
\$1.35 on 7 R. & F. 5c	
Misses 300 needle combed hose,	
bx'd. 1 doz. \$2.25 on 7 rise 10 fall	05
Ladies' 220 needle combed yarn	
hose, seamed back	2 50
Ladies' 220 needle merc. hose with	
440 needle rib. top fashion seam	5 25
in back	
Ladies' fleeced hose, hem top	2 25
Ladies' fleeced hose, rib. top	3 00
Ladies' fleeced hose, rib. top	3 25

Bathing Suits for Spring Delivery.

Men's all pure worsted, plain	22 50
Men's all pure worsted with chest	
stripes	27 00 to 33 00
Ladies' all pure worsted, plain	25 00
Ladies' all pure worsted striped and	
color combinations	27 00 up

Athletic Underwear For Spring.

B.V.D.'s, No.01, Men's union suits	12 62 1/2
Seal Pax, No. 10, union suits	10 50
Men's 72x80 Nainsooks, may be	
had at	7 25 to 9 00
Men's Soisettes, highly mercerized	
at	13 50
Men's No. 150 "Hallmark" 72x80	
Nainsook	9 75
Men's 64x60 Nainsooks	6 50
Men's 84 Square Nainsooks	9 00
Men's Fancy Nainsooks	9 00

Wide and Medium Stripes.

B. V. D. Shirts and Drawers,	
Shirts	6 87 1/2
Drawers	7 25
B. V. D. Athletic Style No. U-101	12 62 1/2
U-D Youth's B. V. D.	8 50
Boys' "Hanes" No. 756, 72x80,	
Nainsook Union Suits	7 25
Boys' "Hanes" No. 856, 72x80,	
Union Suits	6 25
Boys' 64x60 Union Suits	5 00
Boys' 72x80 Union Suits	6 25
LSSI—Girls "Sealpax" pin ch'k N'sk.	8 50
LBBI—Boys "Sealpax" pin ch'k N'sk.	8 50

Men's and Boys' Cotton Underwear for Spring.

Men's Egypt Balbriggan Shirts	
and Drawers	4 50
Men's Egypt Balbriggan Union	
Suits	7 50
Men's Egypt Ribbed Union Suits	8 00
Lawrence Balbriggan Shirts and	
Drawers	7 50
Men's Cotton Ribbed Union	
Suits, Egyptian	8 50
Men's Combed Yarn Cotton Union	
Suits, Egyptian	12 00
Boys' Balbriggan Union Suits,	
Egypt	4 50

Men's Dress Furnishings.

Slidewell collars, linen or soft	1 60
Neckwear 2 10, 3 75, 4 50, 6 00, 7 50	9 00
Flannel night shirts	10 50
Dress pants	22 50 to 48 00
Mufflers	12 00 to 19 50
Dress shirts	8 00 to 48 00
Laundered stiff cuff shirts, 80 sq.	
percale	16 50
President and Shirley suspenders	4 50
Men's "Lining" Collars, per box	34 1/2
Men's "Challenge" cleanable, doz.	2 75
Men's Wash Ties	\$1.35, \$2.00 2 75
Men's Muslin Night Shirt, doz.	9 00
Men's Muslin Pajamas, per doz.	16 50

Men's Work Furnishings.



Michigan Retail Hardware Association.
 President—Charles A. Sturmer, Port Huron.
 Vice-President—J. Charles Ross, Kalamazoo.
 Secretary—Arthur J. Scott, Marine City.
 Treasurer—William Moore, Detroit.
 Directors—R. G. Ferguson, Sault Ste. Marie; George W. Leedle, Marshall; Cassius L. Glasgow, Nashville; Lee E. Hardy, Detroit; George L. Gipton, Britton.

Suggestions on Handling the Builders' Hardware Trade.

Written for the Tradesman.

While complaint regarding the high cost of living is always more or less prevalent, the situation is far from being entirely detrimental to business. If living costs more, one of the main reasons for that fact is that people have come to regard what they once classed as luxuries in the light of absolute necessities. This is true of all things—food, clothing, recreation, homes. The standard of living has increased along with the cost; and the very best of everything is now demanded.

This has a marked effect on the sale of builders' hardware. It is now accepted as a foregone conclusion that the new home must have the very latest finishings in the shape of door knobs, lock sets and push buttons. People who once thought a porcelain knob plenty good enough now insist on a Renaissance or Gothic finish. Even the citizen who builds his modest home on the time plan doesn't believe in scrimping when it comes to the hardware.

Thus, even with building to some extent restricted, the builders' hardware department is a very important one for the dealer, and should command considerable attention. Particularly at this season of the year when building operations are getting under way and the call for builders' hardware is becoming stronger.

The subject has widened appreciably in recent years. The modern house is not fitted out with hardware in any haphazard manner. The door fixtures must be strictly in accordance with the general plan of the house. For instance, if the plan of architecture partakes of the ornate French style of the eighteenth century, Louis XIV hardware is in order. If the house is Colonial, there are types of hardware to match. It would not do to put hardware designed to match architecture of the Elizabethan era into a typical 1922 dwelling.

The subject of builders' hardware has, therefore, become more complex and a higher order of salesmanship is called for. It is a wise plan for the dealer either to acquire a pretty extensive knowledge of the subject himself or to have at least one member of his staff specialize on it so as

to be thoroughly conversant with the various phases of the subject. All members of the staff must, of course, be sufficiently posted to sell the stock intelligently; but at least one member should be in a position to give what may be termed "expert advice" to customers in the matter of house fittings. The average customer has no very clear knowledge of the various styles; but with his smattering of information he is very much impressed and will be largely guided by the man who does know.

The salesman who thoroughly understands his work will first ask his customer what size the house is, how it is built, and how laid out. "A bronze finish will tone in well," he suggests. "I would recommend it to you ahead of the lighter finishes for this house." He is able to explain why the bronze finish is best, in a way to convince the customer. The house, when fitted up, looks better than if the customer had gone ahead and made his own "blind" selection; with the result that satisfaction is insured.

To know when to recommend plain and when ornate styles, when to push the very best quality goods and the latest specialties, calls for a knowledge of hardware requirements which can be acquired only by the closest study and observation.

It is quite as important, though, to be on the ground and on the job. Builders' hardware trade does not always come to the dealer. In a great many cases the selection of the hardware is left with the builder or the architect; and, being busy men, they are likely to place the order with the first dealer they get in touch with or the dealer they know best, quality and prices being right this is the custom, because owners are in the habit of leaving everything to the architect.

However the interest of owners can be aroused to such an extent that in a good many cases they will elect to personally select the hardware. The method for the dealer to pursue in arousing this interest is to make a personal call on the owner, taking along samples or a catalog. The dealer may find that the owner has stipulated for the best, but has not expressed any preference as to style or pattern. The man who is building a house can always be interested in anything pertaining thereto, and the dealer will find little or no difficulty in getting his attention. He gets after the architect, tells him what he wants, and the dealer gets the benefit.

This will work out in a great many instances—sufficient to more than justify the outside salesmanship. It pays, of course, to call on the archi-

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Complete Line of Fixtures.

Will show evenings by appointment.

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VIKING TIRES give the user the service that brings him back to buy more.

Cured on airbags in cord tire molds, giving a large oversize tire.

We have an excellent money-making proposition for the dealer. Write us for further information.

BROWN & SEHLER CO.

State Distributors

Grand Rapids, Mich.

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICH.

**Exclusive Jobbers of Shelf Hardware,
 Sporting Goods and
 FISHING TACKLE**

tect and builders also; but quite often the best results are secured by interesting the owner.

To get on the ground early, the dealer should keep closely in touch with real estate and building news. This can be done in various ways. Some dealers carefully clip all references to building operations from the local newspapers and follow up this information, at the same time filing the clippings for future guidance. Others watch the building permits; but this method is not always dependable, as in many cities the permits are not filed until buildings are well under way.

One small town dealer has his staff make a regular patrol of his town. As soon as an excavation is reported, or a load of bricks or concrete blocks are dumped on a vacant lot, he makes it his business to find out what is to be built, together with the names of owner, architect and builder. He then calls on the interested party and solicits orders for builders' hardware, tar paper, roofing, paint, etc. This system gives the dealer a chance to figure on practically every building erected.

Outside salesmanship is particularly effective in pushing the sale of builders' hardware. Of course some hardware dealers do not believe in outside canvassing. With some it is prejudice, with others mere indifference, particularly where a business is well established and the need for outside work is not urgent.

In builders hardware, however, canvassing not merely results in bigger aggregate sales but improves the quality of the demand. A personal talk often brings the owner to purchase a good quality of hardware, where otherwise an order for cheap goods would have gone in.

Figuring on contract work requires close attention. The ready reckoner type of salesman is fairly common—the man who makes a cursory examination of a building and quotes a figure on the spot. This practice is dangerous. The ready reckoner is almost certain to forget an item or two and thus to figure short in his total.

The best method is to have estimate and contract sheets to fill out. The dealer enters on a sheet every article he will have to supply, and marks down the cost price. He then knows how much the job will cost, and prices it accordingly.

Here is an outline of a good form of contract sheet. At the top have blanks for date, owner's name, location of building, contractor's name and address, and name of architect. Rule the space below into seven sections. In the first section put the location of the door, window or room where each article listed is to go. Second, the quantity; third, the article; fourth, the finish; fifth, the cost; sixth, the selling price, and seventh, the space reserved for remarks with reference to the various items. Thus an entry would read: Hall to parlor—1 set D. S. locks, O. B., 6964—\$4.10—\$5.10—1¾ inch door.

Each room and door would be

taken in turn, and every lock, push button, floor hinge, door check, push plate, mortise bolt, transom lift, sash lock and lift would be accounted for. Nothing would be forgotten or left to chance.

These sheets should be prepared in duplicate and copies filed for future reference. In figuring on other contracts, the dealer will find it handy to refer back to these sheets on file. Not only will he be able to check over his list of articles, but price comparisons will also be found valuable. The sheets can also be used to good purpose in checking over deliveries.

The importance of window displays should not be lost sight of. Very effective window trims can be arranged from builders' hardware lines.

Victor Lauriston.

Working Only Fifty Per Cent. Capacity.

Severe indictments of union labor men and methods were made during the past week before a general committee of Washington business men who are investigating housing conditions in the hope of suggesting to Congress legislation which will be of assistance to the entire country in recovering from the shortage caused by the war. It is a question whether Congress will be able to put an end to the abuses being developed by the committee, but there can be no doubt that the general public is deeply interested in the subject under discussion.

A union labor official, in addressing the committee, declared that "nobody to-day is trying to serve the public honestly." This he said applied to union labor as well as to other classes.

"The laborer isn't working as hard as he used to," he said. "Before we joined the union we undertook to give our employers the best there was in us, but now that we became imbued with union ideas and espoused union teachings, we never work to over 50 per cent. of our capacity. That is the union religion. If an employer wants his work done on the old basis of efficiency and thoroughness, he must employ non-union men. In return for his doing so, we will see that he is properly slugged by our regular paid sluggers (all unions have sluggers on their payrolls) and that his non-union men are sent to the hospital."

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It gives satisfaction wherever it goes.

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Michigan Representative

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REFRIGERATORS
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No. 64 for Meat Markets
No. 75 for Florist Shops

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INVENTORY

Ask about our way
BARLOW BROS. Grand Rapids, Mich.

Red Star Flour

Good things cost more to buy because they cost more to make—but you get more value out of them because more value has been put into them.

RED STAR costs more because more value (better wheat) has been put into it than is used in making ordinary flours.

The man who buys RED STAR—A quality product—soon forgets that he paid more for it and remembers only the satisfaction it gives him. It means trade that stays with you year in and year out. It means that you will be able to hold what you have and add to it. It means enduring trade, and not trade built upon the quicksands of here-today-and-gone-tomorrow customers.

These claims sound interesting, don't they? If we can prove them, isn't it worth while to let us figure with you?

JUDSON GROCER CO.
GRAND RAPIDS, MICHIGAN

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BAKING
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Not merely baking powder but increased leavening power. The special process of manufacture is the reason.

RYZON is an improvement over old-fashioned powders. It has more raising power, is a slow, steady raiser. It retains its full strength to the last spoonful.

Order from your jobber today.

REG. U.S.

PAT. OFF.



Gabby Gleanings From Grand Rapids.

Grand Rapids, May 9—Since it has been published in State papers that Michigan hotels have reduced rates 25 per cent., the U. C. T. Hotel Committee has been asked to secure the names of these, that the list may be published in the Michigan Tradesman. The same Committee has been requested to investigate the excess telephone rates prevailing at some hotels throughout the State. Their report is awaited with interest by all commercial men.

Ira Gordon has gone to the Mayo Brothers Hospital, at Rochester, Minn., for a surgical operation.

C. W. Bosworth, formerly proprietor of the Park Hotel, at Mt. Pleasant, spent a couple of days in Grand Rapids on his way back to Elk Rapids, where he will open a resort in the near future. If all his old time patrons make good on their promises to visit him during the coming season, Mr. Bosworth will have a very busy time of it.

L. V. Pilkinton, candidate for Grand Sentinel at the coming convention is just about letter-perfect in the U. C. T. ritual. A close second is R. A. Waite, who has studied diligently and whose delivery is most excellent.

'Tis a queer dog which hath no fleas and a poor prune which hath no wrinkles.

Some men must lose their legs before learning how far their brains will carry them.

The short course back to normalcy is to cut the other fellow's wages.

A number of reservations have already been made for hotel accommodations at Muskegon on June 1, 2 and 3. This is the date of the United Commercial Travelers convention and Grand Rapids will send a large delegation, according to present indications. W. E. Lypps has a chart of all rooms at the Occidental. It would be well to call him on the Bell telephone, Main 1342, if parking space has not as yet been provided for.

It is the fool who blames Providence for calamities which might have been averted by the exercise of common horse-sense.

When a man and a motor both knock there is probably something wrong with both of them.

W. S. Lawton was hit by a ford truck at Northville last week and all but lost the Northeast end of his automobile. The truck was driven by a woman.

Residents of Washington, D. C., have adopted fast time without tinkering with the clocks. They simply go to work one hour earlier.

Opportunity seldom breaks down the door to get a foot-hold.

Open your mail and answer your letters. Tell the other fellow to go to — or any old thing just so you answer him. Try to state your point decently, but, for the love of Mike, answer. This is especially important to your business success if the other fellow is the credit man.

If you get the order, don't crow about it; if you lose, don't be a grouch. Pause for a moment to analyze the situation. It may help in landing other orders in the future.

Last Sunday the U. C. T. base ball club defeated the Tigers 4 to 0 at Island Park. There were nineteen U. C. T. players on the ground and many more within hailing distance,

proving beyond doubt that U. C. T. fans have lost none of their old-time pep. A strong schedule has been outlined for the summer. Practice work at 9:30 every Sunday.

John Berg has moved to his summer headquarters at Baptist Lake.

R. H. Larrabee had rather a strenuous trip through Northern Michigan last week by automobile.

Walter Burgess, representing Kelly & Levan, of Cleveland, is driving a new Oakland.

Mr. John D. Martin underwent a serious operation at Blodgett hospital Saturday afternoon and is reported out of danger.

Referring to the 5 cent price on coffee, lauded by Verbeck in his correspondence last week, Samuel Gompers Hannaford calls the attention of Gabby to the fact that he has never charged over 5 cents for coffee at his Cafeteria and that any one who desires a second cup is always served free. This is in keeping with the generous attitude Mr. Hannaford and his son have always maintained toward their patrons. Their portions are always liberal. Their food is good and well cooked and their service is superb. John B. Olney.

At Last.

A clergyman, called to other duties, preached his last sermon before the installation of his successor, and the local weekly, in announcing the order of services, gave it as follows:

"Sermon by the Reverend Doctor Blank; solo and quartet, 'Hushed at Length.'"

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is only as good
as the house
THAT SELLS IT."**

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organization second to none in
Michigan.

Consider this when you buy your
NEXT CAR.

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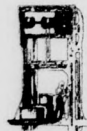
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Remodeled, refurnished and redecorated throughout.

Cafe and Cafeteria in connection
where the best of food is obtained at moderate prices.

Rooms with running water \$1.50, with
private toilet \$1.75 and \$2.00, with
private bath \$2.50 and \$3.00.

J. T. TOWNSEND, Manager.



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 platform wanted, as well as height. We will quote a money saving price.

Sidney Elevator Mfg. Co., Sidney, Ohio

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.



WHEN U THINK OF A

Business Education

THINK OF



Bookkeeping, Accounting, Auditing,
Shorthand, Typewriting, Secy. Training,
Salesmanship, Telegraphy and English
subjects. Catalogue free.

New Term { Day Evening } Starts Jan. 30.

3 Short Blocks from Union Depot and Business Center

HOTEL BROWNING

MOST MODERN AND NEWEST IN
GRAND RAPIDS

ROOMS with Duplex Bath \$2.00; With Private Bath \$2.50 or \$3.00

Beach's Restaurant

Four doors from Tradesman office

QUALITY THE BEST

PARK-AMERICAN HOTEL

Near G. R. & I. Depot

Kalamazoo

European Plan \$1.50 and Up

ERNEST McLEAN, Manager

CUSHMAN HOTEL

PETOSKEY, MICHIGAN

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

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

OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.

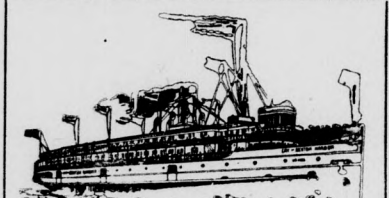
Muskegon :: Michigan

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION



Graham & Morton
TO

CHICAGO

Michigan Railroad

Boat Train 7 p. m.

G. R. Time

Sundays — Tuesdays — Thursdays

FREIGHT RATES LOWER

Telephones
Freight—Citz., 64241; Bell, M-3116
Passenger—Citz., 4322; Bell, M-4470

MICHIGAN RAILWAY LINES

Buyers' Week Proved To Be Unqualified Success.

Detroit, May 9—Buyers' Week, which was held all last week, under the auspices of the Wholesale Merchants' Bureau, of the Detroit Board of Commerce, was successful from every standpoint, which is saying a great deal in view of the fact that this affair was something in the nature of an experiment. Never before has the Wholesale Merchants' Bureau, which is the official organization of the wholesalers of the city, attempted to bring buyers from all parts of the city's tributary district into Detroit at one time.

The purpose of the Buyers' Week was to undertake to bring back to Detroit some of the trade that was lost in past years to Chicago, owing to unfavorable freight rates and lack of railroad facilities in and out of Detroit. In this effort, the Wholesale Merchants' Bureau was more than successful.

At the beginning of the week, it was announced that the wholesalers would set up a total of 2,000 visitors as a mark to shoot at; the most sanguine wholesaler did not expect to see a total of more than 800; the total registration at the close of the week was in excess of 1,200.

To say that 1,200 buyers, from Michigan, Northern Indiana and Northern Ohio, were in the city all at one time would be untrue, because a majority of them stayed only long enough to do their buying, to enjoy the entertainment offered by the individual wholesalers whom they visited, and then hastened home again to take advantage of the rapidly growing spring retail business. Nevertheless, this registration of 1,200 buyers in one week was by far the largest the city ever has had.

At the luncheon, tendered by the Board of Commerce to the buyers on May 3, the attendance was approximately 100 persons. A. E. Stevens, of the Chope-Stevens Paper Co., acted as toastmaster. The buyers were welcomed by Harvey Campbell, general secretary of the Board of Commerce, in the absence of the president, Harold H. Emmons, who was in Washington. W. B. Holden, chairman of the Wholesale Merchants' Bureau of the Board of Commerce, delivered a brief address on the subject of closer trade relationships between Detroit and the retailers of Michigan, Indiana and Ohio. E. E. Prine, secretary of the Wholesale Merchants' Bureau and its subsidiary organization, the L. C. L. Traffic Association, told of the work of the Bureau and the Association, outlining what had been accomplished in the past and what is projected for the future.

The series of lectures on window display advertising, which is intended to teach the merchant the value of his window, is being conducted by the Retail Merchants' Bureau of the Detroit Board of Commerce through the co-operation of the Detroit Display Men's Association and is one of the biggest educational events ever attempted by the bureau.

Every merchant in the city who is interested in learning the most modern and attractive way to doll up his window with the merchandise that he sells, is invited to attend these lectures.

Men who are specialists in the art of window display, including display managers from the larger stores in the city, will give lectures and demonstrations on their particular lines and it is hoped that a real crowd will be in attendance at the first meeting in order that all merchants may be acquainted with the general outline of the course.

The series of lectures will be free of charge and it is planned to hold these events monthly.

The Transportation Department of the Detroit Board of Commerce is receiving many enquiries from members in regard to solicitors who seek financial support for a campaign to

secure reduced rates on mileage books.

These men are particularly active at the present time. Passenger rates are high and their representations of what they can accomplish appeal to a good many business men who are not well informed on transportation matters.

The commercial travelers organizations have repeatedly denounced these schemes in no uncertain terms, and have repudiated any connection with them and have warned the public to beware of solicitors who seek contributions to promote mileage book legislation or propaganda.

The Hudson Motor Car Co., and Essex Motors announce the appointment of William A. James as advertising manager. Mr. James has been connected with Hudson and Essex for a number of years, first in the sales and technical service departments, and later in the advertising department. Previous to factory activities he had considerable experience in the field as a retail salesman. The appointment is effective immediately.

R. T. Arvidson, a student in the Adcraft Club's Advertising Class has been selected as the winner of the first prize, for the best advertisement written for Berry Brothers Luxeberry Enamel.

The Brown-McLaren Co., 5853 West Fort street, has added a radio department, and the company is working overtime to turn out radio equipment, including binding posts, galena cups, etc.

Crooked Proceeding By Creasey Crooksters.

The latest dodge resorted to by the so-called American Adjustment Co., the Creasey agent, is entitled, "Summons before court proceedings." The pseudo court document takes on the appearance of a regular legal notice as it shows the state and county, the Creasey Corporation as plaintiff and the name of the retail merchant as defendant. This part of it has every ear mark of a routine legal document but the catch, it will be noticed, is in the heading "summons before court proceedings."

In other words, it is not a summons at all, although apparently every effort is made to give that impression to the recipient, who, being unacquainted with legal documents, might be inclined to assume that it was authoritative, whereas it is nothing more or less than a fake notice and has no standing in court whatever. It is the same sort of a notice frequently used by collection agencies to fool people who are ignorant of legal forms to frighten them into selling a claim by an alleged summons to court but with which no court has any connection. The fake legal document goes on to say:

To the Above Named Defendant: The Plaintiff, Creasey Corporation, states that the claim in this action against you, the defendant, is for \$283.75 due plaintiff for contract and that it is a just claim, and therefore unless you remit to the American Adjustment Company, Louisville, Ky., on or before the 10th day of May, A. D., 1922 before 3 o'clock p. m. of said day, for payment of said claim, action will be filed against you for the sum of \$283.75.

Wherefore Execution and a Bill of Discovery will be duly issued and that you be required to state under oath what property he or she has, and surrender property sufficient to satisfy plaintiff's debt with interest, together with court costs and disbursements of this action.

Witnesseth, our hands this 29th day of April 1922. American Adjustment

Company, Incorporated, Attorneys for Plaintiff, Lincoln Bank Building, Louisville, Ky.

This procedure is in perfect keeping with the crooked methods which Creasey and his crooked cohorts resort to on the least provocation. The document above described has no more significance than a piece of waste paper. The dodge is one which no honest person would use, because it bears evidence of fraudulent intent—the intent to deceive—on its face. In the first place a corporation purports to be an attorney. No corporation can act in that capacity. Only individuals can be licensed to act and advertise themselves as attorneys. The merchant who pays any attention to the bluff and bluster tactics of Creasey or any of his cheap legal representatives has less sense than the Tradesman gives him credit for.

As stated by the Tradesman last week: "Barking dogs never bite."

Cover Flour Requirements For Two or Three Weeks.

Written for the Tradesman.

Wheat during the past week declined approximately 6c per bushel, the reaction having been brought about by improved crop conditions.

Speculative interests have also been a factor, one large operator in May wheat being particularly active in selling this option. Naturally, his activities caused quite a large number of the smaller holders of May wheat to take to cover, creating a bearish sentiment all along the line.

Cash wheat declined with futures, which is rather unusual, compared to the previous action of cash during the past six months. As a matter of fact, choice grades of wheat are none too plentiful and the price is holding reasonably firm or had up to a few days ago.

Futures are inclined to work up to a somewhat higher basis again but it is doubtful if any material advance can be scored or maintained in the face of improved crop conditions. On the other hand, we are not looking for lower prices on flour or choice grades of cash wheat in the immediate future. As a matter of fact, the history of the market during the past six months indicates that purchases have been fairly profitable on breaks, yet, of course, there is no advantage, at least we believe this to be so, in purchasing heavily at this time for future shipment.

A month ago crop experts were estimating the winter wheat production in the United States, including both hard and soft varieties, at 500,000,000 bushels. To-day both Government experts and private investigators are estimating the harvest will turn out about 600,000,000 bushels of these varieties. This shows an increase in estimates of 100,000,000 bushels and makes possible a total crop of both winter and spring wheat of 850,000,000 bushels, which certainly would not be a burdensome amount of wheat, particularly in view of the fact that Europe is depending mainly upon the United States and Canada for supplies, as Russia is not producing enough to care for her own people. In other words, the normal Rus-

sian crop before the war was approximately 600,000,000 bushels and last year Russia did not produce to exceed 235,000,000.

We can see no reason for the trade changing their policy of buying in sufficient volume to cover their requirements two or three weeks in advance. We believe this policy is perfectly safe, but, as stated above, it does not appear that any advantage would be gained by purchasing for thirty or sixty day shipment, while on the other hand, of course, it is certainly good business to purchase in sufficient volume to provide for trade requirements. Lloyd E. Smith.

Ann Arbor All Set For Drug Convention.

Ann Arbor, May 9—"You Ought to Go by Auto" is the slogan that heads the bulletin hailing the coming convention of the Michigan State Pharmaceutical Association, combined with the convention of the Michigan Pharmaceutical Travelers Association. This combined convention of the druggists and the travelers will take place here on June 6, 7 and 8. Every effort is being made to have the members use their autos and bring their families. On the face of the bulletin, the attractions of the convention are explained with detail and on the back is printed a road map of Michigan. Every provision is being made for the care of the machines when they reach Ann Arbor. This will be the fortieth annual convention of both associations, the former being the druggists of the State and the latter being the traveling men calling upon the druggists. The invitation is signed by both associations, the Ann Arbor Retail Druggists Association and the University of Michigan.

No pains will be spared by the druggists association of Ann Arbor, nor by the faculty of the University of Michigan in making this the biggest and most profitable convention that these associations have ever held. Special exhibits will be offered in the University of Michigan in order to impress the visitors with the work done in their own college.

Death of Department Store Manager.

Flint, May 8—Mrs. Margaret Dear, aged 52, buyer for the art department of Smith, Bridgman & Co., died suddenly while at work in the store. She leaves her mother, a son Robert at home, a daughter Margaret who is also employed in the Smith-Bridgman store; two other daughters, Mrs. Dorothy Reardon of Detroit and Mrs. Norrine Raynor, of New York City.

Mrs. Dear was considered one of the most successful department store managers in the country and her rapid advance in the field had been made the subject of a number of articles in periodicals and trade magazines. Left a widow with four small children twelve years ago, and with no experience in commercial work, she sought employment in a department store in order to support her family. Finding herself naturally adapted to such work, her advancement was rapid.

Mrs. Dear came to the Smith-Bridgman organization three years ago from a large department store in Grand Rapids.

Poor Remedy.

The big hotel was losing coin; The owner threw a fit And raised the rates on all his guests—Then everybody quit.

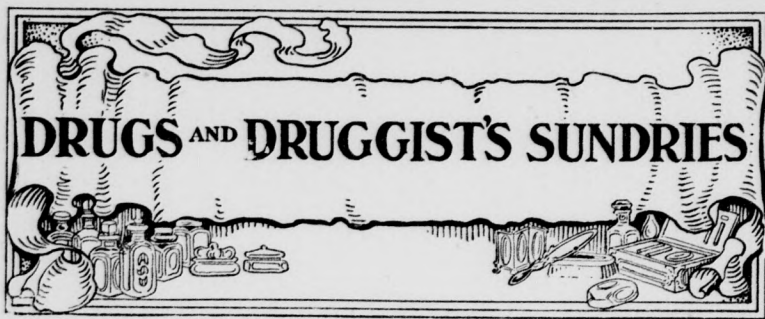
RED EDGE AND VENTIPLEX SWEAT PADS

Will take good care of your orders.

HORACE D. SHIELDS

Jobber of Saddlery Goods and Auto Trimmers' Supplies

6-8 Commerce St. S.W. Grand Rapids, Michigan



Michigan Board of Pharmacy.

President—James E. Way, Jackson.
Sec'y and Treas.—Charles S. Koon, Muskegon.

Director of Drugs and Drug Stores—
H. H. Hoffman, Sandusky; Oscar W. Gorenflo, Detroit; Jacob C. Dykema, Grand Rapids; J. A. Skinner, Cedar Springs.

March Examination Session—Grand Rapids, March 21, 22 and 23.

June Examination Session—Detroit, June 20, 21 and 22.

Programme For the Ann Arbor Pharmacy Meeting.

Grand Rapids, May 9—The following is the detailed programme for the meeting of the Michigan State Pharmaceutical Association, to be held at Ann Arbor June 6, 7 and 8:

Tuesday Morning.

10 a. m. sharp. Opening headquarters at the Michigan Union.

11 a. m. Informal reception to delegates and all druggists and their wives.

Tuesday Afternoon.

1:30 sharp. Opening the convention in the reading room, second floor of the Michigan Union.

Announcements, reading of communications, appointment of Committee on Resolutions.

Address of the President—John G. Steketee, Grand Rapids.

Report of the Secretary—Louis V. Middleton, Grand Rapids.

Report of the Treasurer—Ellis E. Faulkner, Middleville.

Reports of the Standing Committees—

Executive—E. W. Austin, Midland, chairman.

Legislative—D. G. Look, Lowell, chairman.

Membership—W. G. Leacock, Detroit, chairman.

Publicity—R. T. Lakey, Detroit, chairman.

1923 Convention—W. G. Leacock, Detroit, chairman.

Paper: "How to interest the drug clerk in the State Association," by Henry Steining, President of the National Association of Drug Clerks.

Immediately after the afternoon session, the Nominating Committee will meet.

Tuesday Evening.

8 p. m. Natural Science Auditorium

The following papers will be equally as interesting to the ladies and will be considered as part of the entertainment program:

"The search for drug plants in South America," by Prof. Alexander G. Ruthven, of the Department of Botany, University of Michigan.

"Fixation of Nitrogen and the Muscle Shoals Plant," by Lieut. Col. A. H. White, Prof. in the Department of Chemical Engineering, University of Michigan. This paper will be illustrated with lantern slides and motion picture film.

Wednesday, June 7.

Michigan Union at 9 a. m. sharp.

Paper: "The N. A. R. D. and National Legislation," by Samuel C. Henry, Secretary of the National Association of Retail Druggists.

Paper: "Accounting and Business," by Prof. William A. Paton, of the Department of Economics, University of Michigan.

Wednesday Noon.

Luncheon room, Michigan Union, 12 noon.

Noon luncheon, followed by a talk by George R. Swain on "Conditions in the Near East." Mr. Swain was of-

ficial photographer of the Kelsey expedition.

Wednesday Afternoon.

Convention room of the Michigan Union at 2:30 p. m.

Illustrated lecture, "Manufacture and sale of ice cream and fountain products," by Mr. W. A. McDonald, of the Connor Ice Cream Co.

The ladies will be taken through the Library, Art Gallery and other University buildings. This tour of inspection will be through in time for the next event.

4:15 p. m. Hill Auditorium.

Twilight Recital.

Musical program furnished by the University School of Music.

This program has been arranged so that the druggists and their wives will be able to attend this concert.

Wednesday Evening.

Banquet hall of the Michigan Union at 6:30 p. m.

Banquet at the Michigan Union for all registered guests.

Address, "The Marks of a Citizen," by Prof. Marion L. Burton, President of the University of Michigan.

Dance following banquet and address.

Thursday, June 8.

Thursday morning, Michigan Union at 9 a. m. sharp.

Report of the Trades Interest Committee, G. H. Grommet, Detroit, Chairman.

Paper on "The Future for the College of Pharmacy," by Acting-Dean Edward H. Kraus.

Report of the Secretary of the Board of Pharmacy, Charles F. Koon, Muskegon.

Report of the Prescott Memorial Scholarship Association, Charles F. Mann, Detroit, Chairman.

Report of the Committee on Resolutions.

Report of the Committee on Nominations, Glen Staines, Detroit, chairman.

Election and Installation of Officers.

Thursday Afternoon.

Inspection of the University buildings and grounds at the invitation of President Marion L. Burton, of the University of Michigan.

Athletic program. Details to be announced later.

Louis V. Middleton, Sec'y.

Retail Instruction Tour Cities of State.

Madison, Wis., May 9—The University of Wisconsin's extension division is now sending out a circuit instructor, who visits five towns a week, giving instruction in modern merchandising and conducting classes in retail selling.

R. E. Ellingwood is the instructor and each week he visits Fond du Lac, Neenah, Appleton, Green Bay and Oshkosh. Each of these cities has vocational schools for presenting courses to sales clerks in retail stores.

The working principles of modern and up-to-date merchandising methods as applied in progressive retail establishments are given to the students as a means of helping their own problems. The courses cost the merchants nothing, the expenses being borne by the individual vocational schools.

Doubt is the most potent paralyzer of efficiency.

The Survival of the Fittest in Pharmacy.

H. G. Wells in his outline of History says: "There is always a slight difference which we speak of as individuality. A thousand butterflies this year may produce two or three thousand next year; these latter will look to us almost exactly like their predecessors, but each one will have just that slight difference. It is hard for us to see individuality in butterflies because we do not observe them very closely, but it is easy for us to see it in men.

"Every species of living things is continually dying and being born again, as a multitude of fresh individuals. Consider, then, what must happen to a new-born generation of living things of any species. Some of the individuals will be stronger or sturdier or better suited to succeed in life in some way than the rest, many individuals will be weaker or less suited. In particular single cases any sort of luck or accident may occur, but on the whole the better equipped individuals will live and grow up and reproduce themselves and the weaker will as a rule go under. The latter will be less able to get food, to fight their enemies and pull through. So that in each generation there is as it were a picking over of a species a picking out of the most of the weak or unsuitable and a preference for the strong and suitable. This process is called Natural Selection or the Survival of the Fittest."

Let us analyze the changes which have taken place in the last thirty

years in the entire drug industry. First let us consider the manufacturer, then the wholesaler and finally the retail pharmacist.

The most reliable manufacturers who are putting their products not only up to standard, but of the very highest purity, have established a reputation which will continue to flourish as long as this policy does. Everyone is familiar with these manufacturing houses, and their reliability is never questioned. A good many other manufacturers have sunk into oblivion because they did not follow the examples of the better houses. In other words the fitter survived.

In the wholesale drug or jobbing field a radical change took place in the last few years. So many newcomers suddenly appeared since prohibition, the reason for which is quite clear to all of us. It is needless for me to say that there really is no legitimate demand for so many wholesalers. All the old wholesalers whose sole purpose is to supply the druggists' demands, and whose reputations are untarnished are still in force, and in spite of unfair competition, such as unheard of price cutting, will continue to lead the field. I know of at least three houses where the third generation is now taking the leading part. Again the fitter will survive—because good will and confidence of the retail trade will strengthen the honest wholesalers to continue in their honest practices.

And finally we come to the retailer. A similar condition confronted us. Prohibition brought about a new

Novelties—Advertising—Specialties

The Calendar Publishing Co.

G. J. HAAN, President-Manager

1229 Madison Ave.

Grand Rapids, Michigan

CITIZENS PHONE 31040

S.C.W. 5¢ Cigar
"Good to the very end"
X CIGAR CO. DISTRIBUTORS

Springtime Candies

Now that Spring is here, get that Candy Case Freshened up with a new stock of

Putnam's High Grade Bulk Candies

Made especially for those who prefer Good Candy.

Let us serve you.

You should see those new
LOWNEY PACKAGES
the last word in
Package Chocolates

Putnam Factory
Grand Rapids, Michigan

phase to our profession. The Treasury Department placed this added burden upon our shoulders. For years we have tried to raise the standards of our profession. The new type of drug stores which are being opened daily are besmirching our good name instead of cleansing it.

I still remember the remarks of Dr. Solis Cohn, the well-known Philadelphia physician, on "The Function of the True Pharmacist." He said,

"It seems to me that a larger and nobler meaning be given to the term pharmacist. The true pharmacist has a high function to fulfil—a much higher function than drawing soda water or handing out proprietaries over the counter. When the physician ceased to collect and prepare the drugs that he administered and turned over to the apothecary that important duty, in order to devote more time to his own special study of diagnosis, pathology and therapeutics, the apothecary became charged with all the responsibilities concerning the medicaments that had heretofore rested upon the physician. In the evolution of science and of art the responsibilities both of physicians and pharmacists have become greater, not less. The grocer, or the notion dealer, or the six-dollar clerk in the department store, has sufficient knowledge to take a package from the shelf and hand it to a purchaser, or even to decant a portion of it into another container. As a physician I look to my brother of the pharmaceutical profession for greater knowledge, greater skill and greater assistance than I can get from the grocer's clerk or the errand boy."

All good physicians and all good pharmacists agree heartily with Dr. Cohn. The point remains, does the new style pharmacist without his

scientific knowledge come under the heading, or is he simply a member of the "Order of the Brass Rail." Do not confuse my statement. By the new style pharmacist, I do not mean the newly graduated pharmacist, but rather new drug store owner who never was connected with or intended to be, until the advent of prohibition. The already established pharmacists who conduct their business in a similar manner are just as despicable as the new comers. And the number of these is not few.

But have a care. The law of the survival of the fittest applies here. Only the true pharmacists will survive. The public will only too soon realize that the great majority of the new pharmacists are simply flying false colors and that they do not care about the drug end of the business, since their illegitimate practices pay them better.

Pharmacy should be the greatest of applied sciences and the pharmacist should occupy as high a position as the physician or the chemist, and we have all tried our best to make it so.

Shall we allow these "camouflage" drug stores to flourish? But nay, it is not up to us to decree. The law of the survival of the fittest will decide.

Stick to the straight and narrow path and mark my word, you will survive.

J. Leon Lascoff, Phar. D.

The Spring Cleaning.

Of course every pharmacy is kept so neat and sweet that there is no necessity for a general spring house cleaning; still this is the season when it is a good idea to go over the closets, shelves and corners and collect useless junk. Its value reached the zero point some time ago.

Soda Fountains

1922—The Banner Year—1922

Let us remind you again that we are the distributors for the Guarantee Iceless Soda Fountains manufactured by the Fountain Specialty Co., of Grand Haven.

We have placed since Jan. 1, 1922, over a score of Fountains in Drug Store, Candy Stores and Lunch Rooms in Michigan.

We are still in a position to give your wants immediate attention. Write our Mr. A. W. Olds for plans and prices.

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

Wholesale Drug Price Current

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

Aids		Almonds, Sweet.		Tinctures	
Boric (Powd.)	17 1/2 @ 25	Imitation	60 @ 1 00	Aconite	@ 1 80
Boric (Xtal)	17 1/2 @ 25	Amber, crude	2 00 @ 2 25	Aloe	@ 1 45
Carbolic	31 @ 36	Amber, rectified	2 25 @ 2 50	Arnica	@ 1 10
Citric	60 @ 65	Anise	1 25 @ 1 50	Asafoetida	@ 2 40
Muriatic	3 1/2 @ 8	Bergamont	8 00 @ 8 25	Belladonna	@ 1 35
Nitric	9 @ 15	Cajuput	1 50 @ 1 75	Benzoin	@ 2 10
Oxalic	18 @ 30	Cassia	2 50 @ 2 75	Benzoin Comp'd	@ 2 65
Sulphuric	3 1/2 @ 8	Cedar Leaf	1 50 @ 1 75	Buchu	@ 2 55
Tartaric	40 @ 50	Citronella	85 @ 1 10	Cantharides	@ 2 85
Ammonia		Cloves	3 25 @ 3 50	Capsicum	@ 2 20
Water, 26 deg.	10 @ 13	Cocunut	25 @ 35	Catechu	@ 1 75
Water, 18 deg.	8 1/2 @ 13	Cod Liver	1 15 @ 1 25	Cinchona	@ 2 10
Water, 14 deg.	6 1/2 @ 12	Croton	2 25 @ 2 50	Colchicum	@ 1 50
Carbonate	22 @ 26	Cotton Seed	1 25 @ 1 35	Cubeb	@ 2 00
Chloride (Gran)	10 @ 20	Cubeb	9 50 @ 9 75	Digitalis	@ 1 80
Balsams		Eigerson	4 00 @ 4 25	Gentian	@ 1 35
Copaiba	60 @ 1 00	Eucalyptus	75 @ 1 00	Ginger, D. S.	@ 1 80
Fir (Canada)	2 50 @ 2 75	Hemlock, pure	1 50 @ 1 75	Gualac	@ 2 20
Fir (Oregon)	60 @ 80	Juniper Berries	3 00 @ 3 25	Gualac, Ammon.	@ 2 00
Peru	3 75 @ 4 00	Juniper Wood	1 50 @ 1 75	Iodine	@ 95
Tolu	1 00 @ 1 20	Lard, extra	1 25 @ 1 45	Iodine, Colorless	@ 1 50
Barks		Lard, No. 1	1 00 @ 1 20	Iron, clo.	@ 1 35
Cassia (ordinary)	25 @ 30	Lavender Flow	5 00 @ 5 25	Kino	@ 2 10
Cassia (Saigon)	50 @ 60	Lavender Gar'n	1 75 @ 2 00	Myrrh	@ 2 60
Sassafras (pw. 55c)	@ 50	Lemon	1 75 @ 2 00	Nux Vomica	@ 1 55
Soap Cut (powd.)	30c	Linseed Boiled bbl.	@ 99	Opium	@ 3 50
Berries		Linseed bld less	1 06 @ 1 14	Opium, Camp.	@ 85
Cubeb	1 75 @ 1 85	Linseed, raw, bbl.	@ 97	Opium, Deodorz'd	@ 3 50
Fish	25 @ 30	Linseed, ra., less	1 04 @ 1 12	Rhubarb	@ 1 70
Juniper	7 @ 15	Mustard, true, oz.	@ 2 75	Paints	
Prickly Ash	@ 30	Mustard, artifl. oz.	@ 50	Lead, red dry	12 1/4 @ 12 1/2
Extracts		Neatsfoot	1 15 @ 1 30	Lead, white dry	12 1/4 @ 12 1/2
Licorice	60 @ 65	Olive, pure	3 75 @ 4 75	Lead, white oil	12 1/4 @ 12 1/2
Licorice powd.	70 @ 80	Olive, Malaga, yellow	2 75 @ 3 00	Ochre, yellow bbl.	@ 2
Flowers		Olive, Malaga, green	2 75 @ 3 00	Ochre, yellow less 2 1/2	@ 6
Arnica	75 @ 80	Orange, Sweet	5 00 @ 5 25	Putty	@ 8
Chamomile (Ger.)	40 @ 50	Origanum, pure	@ 2 50	Red Venet'n Am.	3 1/2 @ 7
Chamomile Rom	75 @ 1 25	Origanum, com'l	1 00 @ 1 20	Red Venet'n Eng.	4 @ 8
Gums		Peppermint	2 50 @ 2 75	Whiting, bbl.	@ 4 1/2
Acacia, 1st	50 @ 55	Rose, pure	12 00 @ 15 00	Whiting	5 1/2 @ 10
Acacia, 2nd	45 @ 50	Rosemary Flows	1 50 @ 1 75	L. H. P. Prep.	2 50 @ 2 75
Acacia, Sorts	20 @ 25	Sandalwood, E.	10 50 @ 10 75	Rogers Prep.	2 50 @ 2 75
Acacia, powdered	25 @ 30	I.	10 50 @ 10 75	Miscellaneous	
Aloes (Barb. Pow.)	25 @ 35	Sassafras, true	1 75 @ 2 00	Acetanalid	55 @ 75
Aloes (Cape Pow.)	25 @ 35	Sassafras, artifl	1 00 @ 1 25	Alum	08 @ 12
Aloes (Soc. Pow.)	70 @ 75	Spearment	3 75 @ 4 00	Alum, powd. and ground	09 @ 16
Asafoetida	65 @ 75	Sperm	2 40 @ 2 60	Bismuth, Subnitrate	2 76 @ 2 93
Camphor	1 00 @ 1 25	Tansy	12 50 @ 12 75	Borax xtal or powdered	7 1/2 @ 13
Gualac	@ 65	Tar, USP	50 @ 65	Cantharides, po	1 75 @ 4 00
Gualac, pow'd.	@ 75	Turpentine, bbl.	@ 89	Calomel	1 29 @ 1 40
Kino	@ 75	Turpentine, less	96 @ 1 04	Capsicum	40 @ 45
Kino, powdered	@ 85	Wintergreen, leaf	6 50 @ 7 00	Carmine	6 00 @ 6 50
Myrrh	@ 70	Wintergreen, sweet birch	3 25 @ 3 60	Cassia Buds	25 @ 30
Myrrh, powdered	@ 75	Wintergreen art	80 @ 1 10	Cloves	50 @ 55
Opium	9 00 @ 9 40	Wormseed	6 50 @ 6 75	Chalk Prepared	14 @ 16
Opium, powd.	10 25 @ 10 60	Wormwood	18 00 @ 18 25	Chloroform	61 @ 72
Opium, gran.	10 25 @ 10 60	Potassium		Chloral Hydrate	1 35 @ 1 85
Shellac	1 00 @ 1 15	Bicarbonate	35 @ 40	Cocaine	9 25 @ 10 25
Shellac Bleached	1 05 @ 1 20	Bichromate	15 @ 25	Cocoa Butter	55 @ 75
Tragacanth	3 25 @ 3 75	Bromide	35 @ 45	Corks, list, less	40 @ 50
Tragacanth, pw.	2 75 @ 3 00	Carbonate	30 @ 35	Copperas	3 @ 10
Turpentine	25 @ 30	Chlorate, gran'r	23 @ 30	Copperas, Powd.	4 @ 10
Insecticides		Chlorate, powd.	16 @ 25	Corrosive Sublim	1 11 @ 1 30
Arsenic	09 @ 20	Cyanide	3 92 @ 4 08	Cream Tartar	37 @ 45
Blue Vitriol, bbl.	@ 07	Permanganate	25 @ 40	Cuttle bone	55 @ 75
Blue Vitriol, less	8 @ 15	Prussate, yellow	45 @ 55	Dextrine	55 @ 15
Bordeaux Mix Dry	14 @ 29	Prussate, red	65 @ 75	Dover's Powder	3 50 @ 4 00
Hellebore, White	@ 20	Sulphate	40 @ 50	Emery, All Nos.	10 @ 15
powdered	20 @ 30	Roots		Emery, Powdered	8 @ 10
Insect Powder	45 @ 75	Alkanet	@ 50	Epsom Salts, bbls.	@ 3 1/2
Lead Arsenate Po.	16 @ 28	Blood, powdered	30 @ 40	Epsom Salts, less	4 1/4 @ 09
Lime and Sulphur	@ 20	Calamus	25 @ 30	Ergot, powdered	1 75 @ 2 00
Dry	09 1/2 @ 23 1/2	Elicampane, pwd	25 @ 30	Flake White	15 @ 20
Paris Green	30 @ 40	Gentian, powd.	20 @ 30	Formaldehyde, lb.	13 @ 20
Leaves		Ginger, African, powdered	23 @ 30	Gelatine	1 30 @ 1 50
Buchu	1 75 @ 1 90	Ginger, Jamaica	52 @ 60	Glassware, less 55%.	
Buchu, powdered	@ 2 00	powdered	42 @ 50	Glassware, full case 60%.	
Sage, bulk	67 @ 70	Goldenseal, pow.	5 50 @ 6 00	Glauber Salts, bbl.	@ 03 1/2
Sage, 1/4 loose	72 @ 78	Ipecac, powd.	2 75 @ 3 00	Glauber Salts less	04 @ 10
Sage, powdered	55 @ 60	Licorice	40 @ 45	Glue, Brown	21 @ 30
Senna, Alex.	1 40 @ 1 50	Licorice, powd.	25 @ 30	Glue, Brown Grd	12 1/2 @ 20
Senna, Tinn.	30 @ 35	Orris, powdered	30 @ 40	Glue, White	25 @ 35
Senna, Tinn. pow	25 @ 35	Rhubarb, powdered	30 @ 35	Glue, White Grd.	30 @ 35
Uva Ursi	20 @ 25	Rhubarb, powd.	1 15 @ 1 25	Glycerine	20 @ 30
Oils		Sarsaparilla, powd.	30 @ 35	Hops	65 @ 75
Almonds, Bitter, true	10 50 @ 10 75	Sarsaparilla, Hond. ground	1 25 @ 1 40	Iodine	5 63 @ 6 09
Almonds, Bitter, artificial	2 50 @ 2 75	Sarsaparilla Mexican, ground	@ 70	Iodoform	6 60 @ 7 05
Almonds, Swete, true	1 00 @ 1 25	Squills	35 @ 40	Lead Acetate	18 @ 25
Seeds		Squills, powdered	60 @ 70	Lycopodium	1 50 @ 1 75
Anise	33 @ 35	Tumeric, powd.	15 @ 20	Mace	75 @ 80
Anise, powdered	38 @ 40	Valerian, powd.	50 @ 60	Mace, powdered	95 @ 1 00
Bird, 1s	13 @ 15	Leaves		Menthol	8 50 @ 9 00
Canary	9 @ 15	Anise	33 @ 35	Morphine	7 75 @ 8 80
Caraway, Po.	17 @ 20	Anise, powdered	38 @ 40	Nux Vomica	@ 30
Cardamon	1 50 @ 1 75	Bird, 1s	13 @ 15	Nux Vomica, pow.	23 @ 30
Celery, powd.	40 30 @ 35	Canary	9 @ 15	Pepper black pow.	32 @ 35
Coriander pow.	25 15 @ 20	Caraway, Po.	17 @ 20	Pepper, white	40 @ 45
Dill	10 @ 20	Cardamon	1 50 @ 1 75	Pitch, Burgundy	10 @ 15
Flax	08 1/2 @ 13	Celery, powd.	40 30 @ 35	Quassia	12 @ 15
Flax, ground	08 1/2 @ 13	Coriander pow.	25 15 @ 20	Quinine	82 @ 1 43
Foenugreek pow.	8 @ 15	Dill	10 @ 20	Rochelle Salts	30 @ 40
Hemp	8 @ 15	Flax	08 1/2 @ 13	Saccharine	@ 30
Lobelia, Powd.	@ 1 50	Flax, ground	08 1/2 @ 13	Salt Peter	11 @ 22
Mustard, yellow	10 @ 15	Foenugreek pow.	8 @ 15	Selditz Mixture	30 @ 40
Mustard, black	15 @ 20	Hemp	8 @ 15	Soap, green	15 @ 30
Poppy	25 @ 30	Lobelia, Powd.	@ 1 50	Soap mott castle	22 1/2 @ 25
Quince	@ 2 25	Mustard, yellow	10 @ 15	Soap, white castle	@ 13 50
Rape	15 @ 20	Mustard, black	15 @ 20	Soap, white castle less, per bar	@ 1 50
Sabadilla	20 @ 30	Poppy	25 @ 30	Soda Ash	05 @ 10
Sunflower	10 @ 15	Quince	@ 2 25	Soda Bicarbonate	3 1/4 @ 10
Worm American	30 @ 40	Sabadilla	20 @ 30	Soda, Sal	2 1/4 @ 5
Worm Levant	2 65 @ 2 75	Sunflower	10 @ 15	Spirits Camphor	@ 1 35
Zinc		Worm American	30 @ 40	Sulphur, roll	04 @ 10
Zinc Sulphate	06 @ 15	Worm Levant	2 65 @ 2 75	Sulphur, Subl.	4 1/2 @ 10

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

Van Camp Beans
Wool
Apples No. 10
Asparagus No. 1
Gasoline

DECLINED

Clothes Lines
Split Peas
Twine
H. P. Beans
Flake White Soap
Calif. Lima Beans
Pillsbury's Best Cereal
N. Y. and Michigan Cheese

AMMONIA

Arctic Brand
16 oz., 2 doz. in carton,
per doz. 1 75
1 X L, 3 doz., 12 oz. 4 05
Parsons, 3 doz. small 5 00
Parson, 2 doz. med. 4 20
Parsons, 1 doz., lge. 1 35

AXLE GREASE



48, 1 lb. 4 25
24, 3 lb. 5 50
10 lb. pails, per doz. 8 20
15 lb. pails, per doz. 11 20
25 lb. pails, per doz. 17 70

BAKING POWDERS

Calumet, 4 oz., doz. 97 1/2
Calumet, 8 oz., doz. 1 95
Calumet, 16 oz., doz. 3 35
Calumet, 5 lb., doz. 12 00
Calumet, 10 lb., doz. 19 00
K. C., 10c, doz. 95
K. C., 20c, doz. 1 85
K. C., 25c, doz. 2 35
K. C., 5 lb., doz. 7 00
Queen Flake, 6 oz. 1 35
Queen Flake, 50s, kegs 11 00
Royal, 10c, doz. 95
Royal, 6 oz., doz. 2 70
Royal, 12 oz., doz. 5 20
Royal, 5 lb., doz. 21 20
Rumford, 10c, doz. 95
Rumford, 8 oz., doz. 1 85
Rumford, 12 oz., doz. 2 40
Rumford, 5 lb., doz. 12 50
Ryzon, 4 oz., doz. 1 35
Ryzon, 8 oz., doz. 2 25
Ryzon, 16 oz., doz. 4 05
Ryzon, 5 lb., doz. 24 00
Rocket, 16 oz., doz. 1 25

BLUING

Jennings Condensed Pearl
C-P-B "Seal Cap"
3 doz. Case (15c) 3 75

BREAKFAST FOODS

Cracked Wheat, 24-2 4 85
Cream of Wheat 7 50
Pillsbury's Best Cerl 2 35
Quaker Puffed Rice 5 45
Quaker Puffed Wheat 4 30
Quaker Brfst Biscuit 1 90
Ralston Purina 4 00
Ralston Branzen 2 70
Ralston Food, large 3 60
Ralston Food, small 2 90
Saxon Wheat Food 4 80
Shred Wheat Biscuit 3 85

Post's Brands.

Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Postum Cereal, 12s 2 25
Post Toasties, 36s 2 85
Post Toasties, 24s 2 85

BROOMS

No. 4, 4 String 4 00
Standard Parlor 23 lb. 5 50
Fancy Parlor, 23 lb. 7 00
Ex Fancy Parlor 25 lb 8 50
Ex. Fey, Parlor 26 lb 9 00
Toy 2 00
Whisk, No. 3 2 25
Whisk, No. 1 3 00

BRUSHES

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

Stove

No. 1 1 10
No. 2 1 35

Shoe

No. 1 90
No. 2 1 25
No. 3 2 00

BUTTER COLOR

Dandelion, 25c size 2 85
Nedrow, 3 oz., doz. 2 50

CANDLES

Electric Light, 40 lbs. 12 1
Plumber, 40 lbs. 12 8
Paraffine, 6s 14 1/2
Paraffine, 12s 14 1/2
Wicking 40

CANNED FRUIT.

Apples, 3 lb. Standard 1 75
Apples, No. 10 5 75@6 00
Apple Sauce, No. 2 2 35
Apricots, No. 1 1 90@2 00
Apricots, No. 2 2 25
Apricots, No. 2 1/2 2 25@3 50
Apricots, No. 10 9 00@13 50
Blueberries, No. 2 3 00
Blueberries, No. 10 15 00
Cherries, No. 2 3 00@3 50
Cherries, No. 2 1/2 4 00@4 95
Cherries, No. 10 18 00
Loganberries, No. 2 3 00
Peaches, No. 1 1 85
Peaches, No. 2 2 75
Peaches, No. 2 1/2 2 60
Peaches, 2 1/2 Cal. 3 00@3 75
Peaches, No. 10, Mich 7 75
Peaches, No. 10, Cal. 10 50
Pineapple, 1, slic. 1 60@1 75
Pineapple, No. 2, slic. 2 75
Pineapple, 2, Brk slic. 2 25
Pineapple, 2 1/2, sliced 3 50
Pineapple, No. 2, crus. 2 25
Pineap., 10, crus. 7 00@9 00
Pears, No. 2 3 25
Pears, No. 2 1/2 4 25
Plums, No. 2 2 25
Plums, No. 2 1/2 3 00
Raspberries No. 2, blk. 3 25
Rhubarb, No. 10 5 25

CANNED FISH.

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 3 00@3 40
Clams, Steamed, No. 1 1 75
Clams, Minc'd, No. 1 2 50
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 1 75
Fish Flakes, small 1 35
Cod Fish Cake, 10 oz. 1 85
Cove Oysters, 5 oz. 1 45
Lobsters, No. 1/2, Star 4 50
Lobster, No. 1/4, Star 2 75
Shrimp, No. 1, wet 1 75
Shrimp, No. 1, dry 1 75
Sardines, 1/4 Oil, k. 4 25@4 75
Sardines, 1/4, Smoked 7 00
Sardines, 1/4, Mus. 3 75@4 75
Salmon, Warrens, 1/2 2 75
Salmon, Warrens, 1 lb 4 00
Salmon, Red Alaska 2 85
Salmon, Med. Alaska 2 85
Salmon, Pink Alaska 1 45
Sardines, 1/4, ea. 10 23
Sardines, 1/4, ea. 25
Sardines, Cal. 1 75@2 10
Tuna, 1/2, Albocore 90
Tuna, 1/2, Nekco 1 65
Tuna, 1/2, Regent 2 25

CANNED MEAT.

Bacon, Med. Beechnut 2 70
Bacon, Lge. Beechnut 4 50
Bacon, Large, Erie 2 25
Beef, No. 1, Corned 2 70
Beef, No. 1, Roast 2 70
Beef, No. 1/2, Rose Sli. 1 35
Beef, No. 1, Qua. sli. 1 90
Beef, No. 1, B'nut sli. 3 10
Beef, No. 1/2, B'nut sli. 3 15
Beefsteak & Onions, 1s 3 35
Chili Con Ca., 1s 1 35@1 45
Deviled Ham, 1/4s 2 20
Deviled Ham, 1/2s 3 60
Hamburg Steak &
Onions, No. 1 3 15
Potted Beef, 4 oz. 1 40
Potted Meat, 1/4 Libby 50
Potted Meat, 1/2 Libby 90
Potted Meat, 1/2 Rose 85
Potted Ham, Gen. 1/4 2 15
Vienna Saus., No. 1/2 1 35
Veal Loaf, Medium 2 30

Derby Brands in Glass.

Ox Tongue, 2 lb. 19 50
Sliced Ox Tongue, 1/2 4 60
Calf Tongue, No. 1 6 45
Lamb Tongue, Wh. 1s 6 00
Lamb Tongue, sm. sli. 2 25
Lunch Tongue, No. 1 6 00
Lunch Tongue, No. 1/2 3 65
Deviled Ham, 1/2 3 00
Vienna Sausage, sm. 1 80
Vienna Sausage, Lge. 2 90
Sliced Beef, small 1 85
Boneless Pigs Feet, pt. 3 15
Boneless Pigs Feet, qt. 5 50
Sandwich Spread, 1/2 2 25

Baked Beans.

Beechnut, 16 oz. 1 35
Campbells 1 15
Climatic Gem, 18 oz. 90
Freemont, No. 2 1 15
Snider, No. 1 1 10
Snider, No. 2 1 55
Van Camp, Small 1 00
Van Camp, Med. 1 40

CANNED VEGETABLES.

Asparagus.
No. 1, Green Tips 3 90
No. 2 1/2, Lge. Gr. 3 75@5 00
Wax Beans, 2s 1 35@3 75
Green Beans, No. 10 6 00
Green Beans, No. 2 1 60@4 75
Green Beans, No. 10 8 25
Lima Beans, No. 2 Gr. 2 00
Lima Beans, 2s, Soaked 95
Red Kid., No. 2 1 30@1 55
Beets, No. 2, wh. 1 60@2 40
Beets, No. 2, cut 1 25@1 75
Beets, No. 2, St. 1 10@1 35
Corn, No. 2, Ex-Stan. 1 55
Corn, No. 2, Fan 1 60@2 25
Corn, No. 2, Fy. glass 3 25
Corn, No. 10 7 25
Hominy, No. 3 1 15@1 35
Okra, No. 2, whole 1 90
Okra, No. 2, cut 1 60
Dehydrated Veg. Soup 1 60
Dehydrated Potatoes, lb 45
Mushrooms, Hotels 35
Mushrooms, Choice 48
Mushrooms, Sur Extra 65
Peas, No. 2, E.J. 1 25@1 50
Peas, No. 2, Sift. 1 60@2 10
June 1 90@2 10
Peas, Ex. Fine, French 32
Pumpkin, No. 2 1 60
Pumpkin, No. 10 3 75
Pimientos, 1/4, each 15@18
Pimientos, 1/2, each 27
Sw't Potatoes, No. 2 1 15
Saurkraut, No. 3 1 85
Succotash, No. 2 1 60@2 35
Succotash, No. 2, glass 3 45
Spinach, No. 1 1 45@1 75
Spinach, No. 2 1 25@1 85
Spinach, No. 3 2 10@2 85
Spinach, No. 10 7 25
Tomatoes, No. 2 1 45@1 65
Tomatoes, No. 3 1 90@2 25
Tomatoes, No. 2, glass 2 85
Tomatoes, No. 10 7 00

CATSUP.

B-nut, Large 2 95
B-nut, Small 1 80
Fraziers, 14 oz. 2 25
Libby, 14 oz. 2 90
Libby, 8 oz. 1 90
Van Camp, 8 oz. 1 90
Van Camp, 16 oz. 3 15
Lilly Valley, pint 2 95
Lilly Valley, 1/2 Pint 1 80

CHILI SAUCE.

Snider, 16 oz. 3 50
Snider, 8 oz. 2 25
Lilly Valley, 1/2 Pint 2 40

OYSTER COCKTAIL.

Sniders, 16 oz. 3 50
Sniders, 8 oz. 2 35

CHEESE.

Roquefort 85
Kraft Small tins 1 40
Kraft American 2 75
Libby, small tins 1 40
Pimento, small tins 1 45
Roquefort, small tins 2 25
Camembert, small tins 2 25
Brick 18
Wisconsin Flats 19
Wisconsin Daisy 19
Longhorn 22
New York 22
Michigan Full Cream 18
Sap Sago 48

CHEWING GUM

Adams Black Jack 65
Adams Bloodberry 65
Adams Calif. Fruit 65
Adams Chiclets 65
Adams S'n Sen 65
Adams Yucatan 65
Beeman's Pepsin 65
Beechnut 65
Doublemint 65
Juicy Fruit 65
Sapota Gum 1 25
Spearment, Wrigleys 65
Spic-Spans Mxd Flavors 65
Wrigley's P-K 65
Zeno 65

CHOCOLATE.

Baker, Caracac, 1/4s 35
Baker, Caracac, 1/4s 33
Baker, Premium, 1/4s 35
Baker, Premium, 1/4s 32
Baker, Premium, 1/4s 32
Hersheys, Premium, 1/4s 35
Hersheys, Premium, 1/4s 36
Runkle, Premium, 1/4s 34
Runkle, Premium, 1/4s 37
Vienna Sweet, 24s 1 75

COCOA

Baker's 1/4s 40
Baker's 1/4s 42
Bunte, 1/4s 35
Bunte, 1/2 lb. 32
Bunte, 1/2 lb. 32
Droste's Dutch, 1 lb. 9 00
Droste's Dutch, 1/2 lb. 4 75
Droste's Dutch, 1/2 lb. 2 00
Hersheys, 1/4s 33
Hersheys, 1/4s 28
Huyler 36
Lowney, 1/4s 40
Lowney, 1/4s 40
Lowney, 1/4s 38
Lowney, 5 lb. cans 31
Van Houten, 1/4s 75
Van Houten, 1/2s 75

COCOANUT

1/4s, 5 lb. case Dunham 50
1/4s, 5 lb. case 43
1/4s & 1/2s, 15 lb. case 49
Bulk, barrels 19
96 2 oz. pkgs., per case 8 09
48 4 oz. pkgs., per case 7 60

CLOTHES LINE

Hemp, 50 ft. 1 60
Twisted Cotton, 50 ft. 1 50
Braided, 50 ft. 2 50
Sash Cord 3 65

COFFEE ROASTED

Bulk
Rio 16 1/2
Santos 23@24
Maracaibo 26
Guatemala 26
Java and Mocha 39
Bogota 27
Peaberry 26
McLaughlin's XXXX
McLaughlin's XXXX pack-
age coffee is sold to retail-
ers only. Mail all orders
direct to W. F. McLaugh-
lin & Co., Chicago.

Coffee Extracts
N. Y., per 100 11
Frank's 50 pkgs. 4 25
Hummel's 50 1 lb. 09 1/2

CONDENSED MILK

Eagle, 4 doz. 9 00
Leader, 4 doz. 5 60

MILK COMPOUND

Hebe, Tall, 4 doz. 3 70
Hebe, Baby, 8 doz. 3 60
Carolene, Tall, 4 doz. 3 40
Carolene, Baby 3 35

EVAPORATED MILK

Carnation, Tall, 4 doz. 4 50
Carnation, Baby, 8 doz. 4 40
Every Day, Tall 4 50
Every Day, Baby 3 30
Goshen, Tall 4 25
Goshen, Gallon 4 25



Oatmeal's Dundee,
tall, 48s 4 50
Oatmeal's Dundee,
baby, 96s 4 40
Pet, Tall 4 50
Pet, Baby, 8 oz. 4 40
Silver Cow, Tall 4 50
Silver Cow, Baby 4 40
Van Camp, Tall 4 50
Van Camp, Baby 3 30
White House, Tall 4 25
White House, Baby 4 00

CIGARS

Worden Grocer Co. Brands
Harvester Line.
Kiddies, 100s 37 50
Record Breakers, 50s 75 00
Delmonico, 50s 75 00
Perfecto, 50s 95 00

The La Azora Line.

Agreements, 50s 58 00
Washington, 50s 75 00
Biltmore, 50s, wood 95 00

Sanchez & Haya Line
Clear Havana Cigars made
in Tampa, Fla.

Specials, 50s 75 00
Diplomatics, 50s 95 00
Bishops, 50s 115 00
Rosa, 50s 125 00
Victoria Tins 115 00
National, 50s 130 00
Original Queens, 50s 150 00
Worden Special, 25s 185 00

Webster Cigar Co.

Plaza, 50s, Wood 95 00
Coronado, 50s, Tin 95 00
Belmont, 50s, Wood 110 00
St. Reges, 50s, Wood 125 00
Vanderbilt, 25s, Wd 140 00

Ignacia Haya

Extra Fancy Clear Havana
Made in Tampa, Fla.
Delicades, 50s 115 00
Queens, 25s 180 00
Perfecto, 25s 185 00

Starlight Bros.

La Rose De Paris Line
Coquettes, 50s 65 00
Caballeros, 50s 70 00
Rouse, 50s 115 00
Peninsular Club, 25s 150 00
Chicos, 25s 150 00
Palmas, 25s 175 00
Perfectos, 25s 195 00

Rosenthals Bros.

R. B. Londres, 50s,
Tissue Wrapped 58 00
R. B. Invincible, 50s,
Foil Wrapped 70 00

Union Made Brands

El Overture, 50s, foil 75 00
Ology, 50s 58 00

Our Nickel Brands

New Currency, 100s. 36 00
Lioba, 100s 35 00
Eventual, 50s 35 00
New Pantella, 100 37 50

Cheroots

Old Virginia, 100s 23 50

Stogies

Home Run, 50, Tin 18 50
Havana Gem, 100 wd 26 00

CIGARETTES.

One Eleven, 15 in pkg 96
Beechnut, 20, Plain 6 00
Home Run, 20, Plain 6 00
Yankee Girl, 20, Plain 6 00
Sunshine, 20, Plain 6 00
Red Band, 20 Plain 6 00
Stroller, 15 in pkg. 96
Nebo, 20, Plain 7 00
Camels, 20, Plain 6 80
Relu, 20, Plain 7 80
Lucky Strike, 20s 6 80
Sweet Caporal, 20, pl. 7 20
Windsor Castle, 20 8 00
Chesterfield, 10 & 20 7 20
Piedmont, 10 & 20, Pl. 7 20
Spur, 20, Plain 7 20
Sweet Tips, 20, Plain 7 50
Idle Hour, 20, Plain 7 50
Omar, 20, Plain 9 20
Falks Havana, 20, Pl. 9 75
Rich'm'd S Cut, 20, pl. 10 00
Rich'm'd 1 Cut, 20 ck. 10 00
Helma, 20, Plain 9 20
Helm, 20, Plain 10 50
English Ovals, 20 Pl. 10 50
Turkish Trop., 10 ck 11 50
London Life, 10, cork 11 50
Helmur, 10, Plain 11 50
Herbert Tarryton, 20 12 25
Egyptian Str., 10 ck. 12 00
Murad, 20, Plain 15 50
Murad, 10, Plain 16 00
Murad, 10, cork or pl. 16 00
Murad, 20, cork or pl. 16 00
Luxury, 10, cork 16 00
Melachrino, No. 9, 10,
cork or plain 16 00
Melachrino, No. 9, 20,
cork or plain 16 00
Melach'o, No. 9, 10, St 16 50
Melach'o, No. 9, 20, St 16 50
Natural, 10 and 20 16 00
Markaroff, No. 15, 10,
cork 16 00
Pall Mall Rd., 20, pl. 17 00
Benson & Hedges, 10 20 00
Rameses, 10, Plain 17 50
Milo Violet 10, Gold 20 00
Deities, 10 21 00
Condex, 10 22 00
Phillips Morris, 10 20 00
Brening Own, 10, Pl. 28 00
Ambassador, 10 28 00
Benson & Hedges
Tuberettes 55 00

Riz La Croix, Wh., dz. 42
Riz La Wheat Br., dz 42
Riz Tam Tam, 2 dz for 87
Zig Zag, per 100 7 25

TOBACCO—FINE CUT.

Liggett & Myers Brands
Hiawatha, 10c, doz. 96
Hiawatha, 16 oz., dz. 12 00
Red Bell, 10c, doz. 96
Red Bell, 35c, doz. 3 50
Red Bell, 75c Palls dz. 7 40
Sterling, 10c, doz. 96
Sweet Burley, 10c, dz. 96
Sweet Burley, 45c foil 4 25
Swt. Burley, 95c Dru. 9 45
Sweet Cuba, 10c, doz. 96
Sweet Cuba, 45c, doz. 4 25
Sweet Cuba, 95c Pall 9 45
Sweet Orange, 10c, dz 98

CIGARETTE PAPERS.

Riz La Croix, Wh., dz. 42
Riz La Wheat Br., dz 42
Riz Tam Tam, 2 dz for 87
Zig Zag, per 100 7 25

TOBACCO—FINE CUT.

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Swt. Burley, 95c Dru. 9 45
Sweet Cuba, 10c, doz. 96
Sweet Cuba, 45c, doz. 4 25
Sweet Cuba, 95c Pall 9 45
Sweet Orange, 10c, dz 98

Scotten Dillon & Co. Brand

Dan Patch, 10c, doz. 90
Dan Patch, 16 oz., dz. 7 50
Ojibwa, 10c, doz. 98
Ojibwa, 8 oz., doz. 3 35
Ojibwa, 95c, doz. 8 50
Ojibwa, 90c, doz. 8 00
Sweet Mist, 10c, doz. 96
Uncle Daniel, 10c, doz. 96
Uncle Daniel, 16 oz. 10 20

J. J. Bagley & Co. Brands.
Mayflower, 16 oz., ds. 15 00

P. Lorillard Brands.

Pioneer, 10c, doz. 96
Tiger, 10c, doz. 96
Tiger, 50c, doz. 4 80

Weyman Bruton Co. Brand
Right Cut, 10c, doz. 95
W-B Cut, 10c, doz. 95

PLUG TOBACCO.

American Tobacco Co.
Brands.

Amer. Navy, 10c, doz. 96
Amer. Navy, per plug 64
Jolly Tar, 24, per plug 16
Gold Rope, 10c, doz. 96
Boot Jack, 15c, doz. 1 44
Piper Heidsieck, 10c 96
Piper Heidsieck, 20c

Summertime, 65c Pails 6 50
Sweet Tip Top, 10c, dz 96
Velvet, Cut Plug, 10c 96
Velvet, Cut Plug, tins 1 52
Velvet, Cut Plug, 8 oz. 6 72
Velvet, C. Pl., 16 oz. 8 84
Yum Yum, 10c, doz. 96
Yum Yum, 70c pails 6 80

P. Lorillard's Brands.
Beechnut Scrap, doz. 96
Buzz, L. C., 10c, doz. 96
Buzz, L. C., 35c, doz. 3 30
Buzz, L. C., 80c, doz. 7 90
Chips, P. C., 10c, doz. 96
Honest Scrap, doz. 96
Open Book Scrap, doz. 96
Stag, Cut P., 10c, doz. 96
Union Leader, 10c tin 96
Union Leader, 50c tin 4 80
Union Leader, \$1 tin 9 60
Union Leader, 10c, dz. 96
Union Leader, 15c, dz. 1 44
War Path, 35c, doz. 3 35

Scotten Dillon Co. Brands
Dan Patch, 10c, doz. 96
Dillon's Mixture, 10c 96
G. O. P., 35c, doz. 3 00
G. O. P., 10c, doz. 96
Loredo, 10c, doz. 96
Peachy, Do. Cut, 10c 96
Peachy Scrap, 10c, dz. 96
Peninsular, 10c, doz. 96
Peninsular, 8 oz., dz. 3 00
Reel Cut Plug, 10c, dz. 96
Union Workman Scrap, 10c, doz. 96
Way Up, 10c, doz. 96
Way Up, 8 oz., doz. 3 25
Way Up, 16 oz., doz. 7 10
Way Up, 16 oz. pails 7 40
Yankee Girl Scrap, 10c 96

Pinkerton Tobacco Co. Brands.
American Star, 10c, dz 96
Big 9, Clip., 10c, doz. 96
Buck Shoe Scrap, 10c 96
Pinkerton, 30c, doz. 2 40
Pay Car Scrap, 10c, dz. 96
Pinch Hit Scrap, 10c 96
Red Man Scrap, doz. 96
Red Horse Scrap, doz. 96

J. J. Bagley & Co. Brands.
Broadleaf, 10c 96
Buckingham, 10c, doz. 96
Buckingham, 15c tins 1 44
Gold Shore, 15c, doz. 1 44
Hazel Nut, 10c, doz. 96
Klecko, 25c, doz. 2 40
Old Colony, Pl. C. 17c 1 53
Old Crop, 50c, doz. 4 80
Red Band, Scrap, 10c 96
Sweet Tips, 15c, doz. 1 44
Wild Fruit, 10c, doz. 96
Wild Fruit, 15c, doz. 1 44

Independent Snuff Co. Brands.
New Factory 5c, doz. 48
New Factory Pails, dz 7 60

Schmidt Bros. Brands
Eight Bros., 10c, doz. 96
Eight Bros., Pails, dz. 8 40

R. J. Reynolds Tobacco Co. Brands.
George Washington, 10c, doz. 96
Old Rover, 10c, doz. 96
Our Advertiser, 10c, 96
Prince Albert, 10c, dz. 96
Prince Albert, 17c, dz. 1 53
Prince Albert, 8 oz. tins, without pipes 6 72
Prince Albert, 8 oz. and Pipes, doz. 8 88
Prince Albert, 16 oz. 12 96
Stud, Gran. 5c, doz. 48
Whale, 16 oz., doz. 4 80

Block Bros. Tobacco Co.
Mail Pouch, 10c, doz. 96
Falk Tobacco Co., Brands.
American Mixture, 35c 3 30
Arcadia Mixture, 25c 2 40
Champagne Sparklets, 30c, doz. 2 70
Champagne Sparklets, 90c, doz. 8 10
Personal Mixture, 25c, per doz. 2 25
Serene Mixture, 16c dz. 1 60
Serene Mixture, 8 oz. 7 60
Serene Mixture, 16 oz. 14 70
Tareyton London Mixture, 50c, doz. 4 00
Vintage Blend, 25c dz. 2 30
Vintage Blend, 80 tins 7 50
Vintage Blend, \$1.55 tins, doz. 14 70

Superba Tobacco Co. Brands.
Sammy Boy Scrap, dz 96
Cigar Clippings
Havana Blossom, 10c 96
Havana Blossom, 40c 3 95
Knickerbocker, 6 oz. 3 00
Lieberman, 10c, doz. 96
W. O. W., 6 oz., doz. 3 00
Royal Major, 10c, doz. 96
Royal Major, 6 oz., dz. 3 00
Royal Major, 14 oz. dz. 7 20

Larus & Bro. Co.'s Brands.
Edgeworth Ready Rubbed, 17c Tins 1 62
Edgeworth Ready Rubbed, 8 oz. tins, doz. 7 00
Edgeworth Ready Rubbed, 16 oz. tins, doz. 14 50
Edgeworth Sliced Plug, 17c tins, doz. 1 62
Edgeworth Sliced Plug, 35c tins, doz. 3 55

United States Tobacco Co. Brands.
Central Union, 15c, dz. 1 44
Shag, 15c Tins, doz. 1 44
Shag, 15c Papers, doz. 1 44
Dill's Best, 16c, doz. 1 52
Dill's Best Gran., 16c 1 52
Dill's Best, 17c Tins 1 52

Snuff.
Copenhagen, 10c, roll 64
Seal Blandening, 10c 64
Seal Goteborg, 10c, roll 64
Seal Swe. Rapee, 10c 64
Seal Norkopping, 10c 64
Seal Norkopping, 1 lb. 85

CONFECTIONERY
Stick Candy Pails
Standard 14
Jumbo Wrapped 16
Pure Sugar Stick, 600's 4 20

Mixed Candy Pails
Kindergarten 17
Leader 14
X. L. O. 13
French Creams 16
Cameo 18
Grocers 11

Fancy Chocolates.
5 lb. Boxes
Bittersweets, Ass'ted 1 75
Choc. Marshmallow Dp 1 55
Milk Chocolate A. A. 1 90
Nibble Sticks 2 20
Primrose Choc. 1 60
No. 12 Choc. 1 20
Chocolate Nut Rolls 1 80

Gum Drops Pails
Anise 17
Orange Gums 17
Butterscotch Jellies 18
Favorite 20
Superior 18

Lozenges. Pails
A. A. Pep. Lozenges 15
A. A. Pink Lozenges 15
A. A. Choc. Lozenges 16
Motto Hearts 17
Malted Milk Lozenges 20

Hard Goods. Pails
Lemon Drops 17
O. F. Horehound Dps 17
Anise Squares 17
Peanut Squares 18
Horehound Tablets 18

Pop Corn Goods.
Cracker Jack, Prize 3 90
Checkers, Prize 3 90

Cough Drops
Putnam's 1 30
Smith Bros. 1 50

Package Goods
Creamery Marshmallows
4 oz. pkg., 12s, cart. 95
4 oz. pkg., 48s, case 3 75

Specialties.
Arcadian Bon Bons 13
Walnut Fudge 23
Pineapple Fudge 21
Italian Bon Bons 18
National Cream Mints 25
Silver King M. Mallovs 30

CRISCO
36s. 24s and 12s.
Less than 5 case 20
Five cases 19 1/4
Ten cases 19
Twenty-five cases 18 1/2
6s and 4s.
Less than 5 cases 19 1/4
Five cases 18 1/2
Ten cases 18 1/4
25 cases 18

COUPON BOOKS
50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1,000 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 40

DRIED FRUITS
Apples
Evap'd Choice, blk. 20
Apricots
Evaporated, Choice 30
Evaporated, Fancy 35

Citron
10 lb. box 40

Currants
Package, 15 oz. 18
Boxes, Bulk, per lb. 18

Peaches
Evap. Fancy, Unpeeled 21

Peel
Lemon, American 26
Orange, American 22

Raisins
Seeded, bulk 17
Seeded, 15 oz. pkg. 18 1/2
Sultana Seedless 18
Seedless, 1 lb. pkg. 24

California Prunes
90-100 25 lb. boxes 12
80-90 25 lb. boxes 13
70-80 25 lb. boxes 15
60-70 25 lb. boxes 16
50-60 25 lb. boxes 17
40-50 25 lb. boxes 18
30-40 25 lb. boxes 21

FARINACEOUS GOODS

Beans
Med. Hand Picked 07 1/2
Cal. Limas 10
Brown, Swedish 08 1/2
Red Kidney 08 1/2

Farina
25 1 lb. packages 2 80
Bulk, per 100 lbs. 06 3/4

Hominy
Pearl, 100 lb. sack 2 50

Macaroni
Domestic, 20 lb. box 07 1/2
Domestic, broken bbls. 06 1/2
Golden Age, 2 doz. 1 75
Fould's, 2 doz., 8 oz. 1 80

Pearl Barley
Chester 4 80

Peas
Scotch lb. 07
Split, lb. 08 1/2

Sago
East India 06 1/2

Taploca
Pearl, 100 lb. sacks 06 1/2
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant 3 50

FISHING TACKLE

Cotton Lines
No. 2. 15 feet 1 15
No. 3. 15 feet 1 60
No. 4. 15 feet 1 80
No. 5. 15 feet 1 95
No. 6. 15 feet 2 10

Line Lines
Small, per 100 yards 6 65
Medium, per 100 yards 7 25
Large, per 100 yards 9 00

Flats
No. 1 1/2, per gross wd. 5 00
No. 2, per gross, wood 5 50
No. 2 1/2, per gro. wood 7 50

Hooks-Kilby
Size 1-12, per 1,000 1 05
Size 1-0, per 1,000 1 20
Size 2-0, per 1,000 1 45
Size 3-0, per 1,000 1 65
Size 4-0, per 1,000 2 10
Size 5-0, per 1,000 2 45

Sinkers
No. 1, per gross 65
No. 2, per gross 80
No. 3, per gross 90
No. 4, per gross 1 20
No. 5, per gross 1 60
No. 6, per gross 2 00
No. 7, per gross 2 60
No. 8, per gross 3 75
No. 9, per gross 5 20
No. 10, per gross 6 75

FLAVORING EXTRACTS

Jennings
Pure Vanilla
Turpeneless
Pure Lemon
Per Doz.
7 Dram 1 35
1 1/2 Ounce 1 75
2 Ounce 2 75
2 1/2 Ounce 3 00
3 Ounce 3 25
4 Ounce 5 00
8 Ounce 8 50
7 Dram, Assorted 1 35
1 1/2 Ounce, Assorted 1 75

FLOUR AND FEED

Valley City Milling Co.
Lily White, 1/2 Paper sack 8 90
Harvest Queen, 2 1/2 8 90
Light Leaf Spring Wheat, 2 1/2 9 40
Roller Champion, 2 1/2 8 30
Snow Flake, 2 1/2 7 20
Graham 25 lb. per cwt 3 40
Golden Granulated Meal, 25 lbs., per cwt., N 2 50
Rowena Pancake Compound, 5 lb. sack 4 80
Buckwheat Compound, 5 lb. sack 4 80

Watson Higgins Milling Co.
New Perfection, 1/4s 8 30

Meal
Gr. Grain M. Co.
Bolted 2 25
Golden Granulated 2 45

Wheat
No. 1 Red 1 28
No. 1 White 1 25

Oats
Carlots 45
Less than Carlots 48

Corn
Carlots 68
Less than Carlots 72

Hay
Carlots 22 00
Less than Carlots 24 00

Feed
Street Car Feed 30 00
No. 1 Corn & Oat Fd 30 00
Cracked Corn 30 00
Coarse Corn Meal 30 00

FRUIT JARS

Mason, pts., per gross 7 55
Mason, qts., pr gross 8 90
Mason, 1/2 gal., gross 11 80
Ideal Glass Top, pts. 9 00
Ideal Glass Top, qts. 10 80
Ideal Glass Top, 1/2 gallon 13 90

GELATINE
Cox's 1 doz., large 1 90
Cox's 1 doz., small 1 25
Jello-O, 3 doz. 3 45
Knox's Sparkling, doz. 2 25
Knox's Acidu'd, doz. 2 25
Minute, 3 doz. 4 05
Nelson's 1 50
Oxford 75
Plymouth, White 1 55
Waukesha 1 35

GRANULATED LYE.
Wanders.
Single cases 5 15
2 1/2 cases 5 04
5 1/2 cases 4 95
10 cases 4 87
1/2 cases, 24 to case 2 60

CHLORINATED LIME.
Single cases, case 4 60
2 1/2 cases, case 4 48
5 1/2 cases, case 4 40
10 cases, case 4 32
1/2 case, 25 cans to case, case 2 35

HIDES AND PELTS
Hides
Green, No. 1 06
Green, No. 2 05
Cured, No. 1 07 1/2
Cured, No. 2 06 1/2
Calfskin, green, No. 1 10
Calfskin, green, No. 2 08 1/2
Calfskin, cured, No. 1 12
Calfskin, cured, No. 2 10 1/2
Horse, No. 1 3 00
Horse, No. 2 2 00

Pelts
Old Wool 50@1 00
Lamb 10@2 10
Shearlings 08@15

Tallow
Prime 5
No. 1 4
No. 2 3

Wool
Unwashed, medium 30
Unwashed, rejects 20
Fine 25

HORSE RADISH
Per doz., 7 oz. 1 25

JELLY AND PRESERVES
Pure, 30 lb. pails 2 60
Pure, 7 oz. Asst., doz. 1 35
Pure, 15 oz. Asst., doz. 2 00
Buckeye, 22 oz., doz. 2 00
O. B., 15 oz., per doz. 2 25

JELLY GLASSES
8 oz., per doz. 35

MATCHES.
Blue Ribbon, 144 box. 7 55
Searchlight, 144 box. 8 00
Safe Home, 144 boxes 8 00
Old Pal, 144 boxes 8 00
Red Stick, 720 1c bxs 5 50
Red Stick, 144 bxs 5 25

Safety Matches.
Red Top, 5 gro. case 5 25
Sociable, per gro. 95

MINCE MEAT.
None Such, 3 doz. 4 85
Quaker, 3 doz. case 4 00
Guthies, 3 doz. case 4 00
Libby Kegs, Wet, lb. 25

MOLASSES.
New Orleans
Fancy Open Kettle 60
Choice 48
Good 36
Fair 30
Stock 25

Half barrels 5c extra
Molasses in Cans.
Red Hen, 24, 2 lb. 2 60
Red Hen, 24, 2 1/2 lb. 3 25
Red Hen, 12, 5 lb. 3 00
Red Hen, 6, 10 lb. 2 90
Ginger Cake, 24, 2 lb. 3 00
Ginger Cake, 24, 2 1/2 lb. 3 75
Ginger Cake, 12, 5 lb. 3 75
Ginger Cake, 6, 10 lb. 3 50
O. & L. Spec., 24, 2 1/2 5 50
O. & L. Spec., 12, 5 lb. 5 25
O. & L. Spec., 6, 10 lb. 5 00
Duffs, 24, 2 1/2, Plain 5 25
Dove, 36, 2 lb. Wh. L. 6 60
Dove, 24, 2 1/2 lb. Wh. L. 6 30
Dove, 12, 5 lb. Blue L. 4 70
Dove, 6, 10 lb. Blue L. 4 45
Palmetto, 24, 2 1/2 lb. 4 50

NUTS.

Whole
Almonds, Terregona 22
Brazil, Large 14
Fancy mixed 21
Filberts, Sicily 16
Peanuts, Virginia raw 09
Peanuts, Vir. roasted 11
Peanuts, Jumbo raw 10
Peanuts, Jumbo, rstd 13
Pecans, 3 star 22
Pecans, Jumbo 80
Walnuts, Grenoble 34
Walnuts, Sorrento 35

Salted Peanuts
Fancy, No. 1 10
Jumbo 21

Shelled
Almonds 50
Peanuts, Spanish, 125 lb. bags 08 3/4
Pecans 50
Walnuts 75

OLIVES.
Bulk, 2 gal. keg 3 25
Bulk, 3 gal. keg 4 50
Bulk, 5 gal. keg 7 00
Quart, jars, dozen 5 25
1/2 oz. Jar, plain, dz. 1 35
5 1/2 oz. Jar, pl., doz. 1 60
10 oz. Jar, plain, doz. 2 35
16 1/2 oz. Jar, Pl. doz. 3 50
3 1/2 oz. Jar, stuffed. 1 45
8 oz. Jar, Stu., doz. 2 40
9 oz. Jar, Stuffed, doz. 3 50
12 oz. Jar, Stuffed, doz. 4 50

PEANUT BUTTER.

Bel Car-Mo Brand
8 oz., 2 doz. in case 2 45
24 1 lb. pails 4 25
12 2 lb. pails 4 10
5 lb. pails, 6 in crate 4 65
25 lb. pails 13 1/4
50 lb. tins 12 3/4

PETROLEUM PRODUCTS
Iron Barrels
Perfection Kerosine 12.4
Red Crown Gasoline, Tank Wagon 23.3
Gas Machine Gasoline 41.2
V. M. & P. Naptha 27.2
Capitol Cylinder 42.2
Atlantic Red Engine 23.2
Winter Black 13.7

Beef
Boneless 23 00@24 00
Rump, new 23 00@24 00

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

Pig's Feet
1/4 bbls. 2 15
1/2 bbls., 35 lbs. 7 00
1/2 bbls. 7 00
1 bbl. 14 15

Tripe
Kits, 15 lbs. 90
1/4 bbls., 40 lbs. 1 60
1/2 bbls., 80 lbs. 3 00

Casings
Hogs, per lb. @42
Beef, round set 14@26
Beef, middles, set. 25@30
Sheep, a skein 1 75@2 00

Uncolored Oleomargarine
Solid Dairy 20@23
Country Rolls 22@24
Gem Nut 22

RICE
Fancy Head 09
Blue Rose 06
Broken 04

ROLLED OATS
Steel Cut, 100 lb. sks. 3 25
Silver Flake, 10 Fam. 1 90
Quaker, 18 Regular 1 80
Quaker, 12s Family 2 65
Mothers, 10s, Family 2 80
Silver Flake, 18 Reg. 1 45
Sacks, 90 lb. Jute 2 60
Sacks, 90 lb. Cotton 2 75

SALAD DRESSING
Durkee's large, 1 doz. 6 75
Durkee's med., 2 doz. 7 35
Durkee's Picnic, 2 dz. 3 35
Snider's large, 1 doz. 3 50
Snider's small, 2 doz. 2 35

SALERATUS
Arm and Hammer 3 75

SAL SODA
Granulated, bbls. 2 25
Granulated, 100 lbs cs 2 50
Granulated, 36 2 1/2 lb. packages 2 60

COD FISH.
Middles 16 1/2
Tablets, 1 lb. Pure 22
Tablets, 1/2 lb. Pure, doz. 1 40
Wood boxes, Pure 24
Porter House, 1 lb. Tab. 19
Whole Cod 12

Holland Herring
Standards, kegs 90

Herring
K K K K, Norway 20 00
8 lb. pails 1 40
Cut Lunch 90
Boned, 10 lb. boxes 15

Lake Herring
1/2 bbl., 100 lbs. 6 35

Mackerel
Tubs, 50 lb. fancy fat 13 75
Tubs, 60 count 6 90

White Fish
Med. Fancy, 100 lb 13 00

Beef
Top Steers & Heifers 15
Good Steers & Heifers 13 1/2
Med. Steers & Heifers 12
Com. Steers & Heifers 10

Cows.
Top 11
Good 10
Medium 09
Common 07

POTASH
Babbitt's 2 doz. 2 75

FRESH MEATS.
Beef
Top Steers & Heifers 15
Good Steers & Heifers 13 1/2
Med. Steers & Heifers 12
Com. Steers & Heifers 10

PICKLES
Medium Sour
Barrel, 1200 count 13 00
Half bbls., 600 count 7 50
10 gallon kegs 5 50

Sweet Small
30 gallon, 2400 33 00
15 gallon, 2000 17 50
10 gallon, 800 12 75

Dill Pickles.
800 Size, 15 gal. 10 00
Cob, 3 doz. in bx 1 00@1 20

PLAYING CARDS
Broadway, per doz. 2 40
No. 90 Steamboat 2 75
Blue Ribbon 4 25
Cricket 3 50
Congress 6 00

SALT	
Colonial 24 2 lb. ---	90
Med. No. 1, Bbls. ---	2 70
Med. No. 1, 100 lb. bg	90
Farmer Spec., 70 lb. ---	92
Packers, 56 lb. ---	56
Blocks, 50 lb. ---	52
Butter Salt, 280 lb bbl. 4	50
Baker Salt, 280 lb. bbl. 4	25
100, 5 lb. Table ---	6 30
60, 5 lb. Table ---	5 80
30, 10 lb. Table ---	5 55
28 lb. bags, butter ---	50



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

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. ---	85

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

SOAP.	
Am. Family, 100 box 5	75
Export, 120 box ---	4 65
Flake White, 100 box 4	90
Fels Naptha, 100 box 5	60
Grdma White Na. 100s 4	85
Rub No More White	
Naptha, 100 box ---	5 50
Swift Classic, 100 box 4	90
20 Mule Borax, 100 bx	7 55
Wool, 100 box ---	6 50
Fairy, 100 box ---	5 50
Jap Rose, 100 box ---	7 85
Palm Olive, 144 box 11	00
Lava, 100 box ---	4 75
Pummo, 100 box ---	4 85
Sweetheart, 100 box ---	5 70
Grandpa Tar, 50 sm. 2	00
Grandpa Tar, 50 Lge 3	35
Fairbank Tar, 100 bx 4	00
Trilby, 100, 12c ---	8 50
Williams Barber Bar, 9s	50
Williams Mug, per doz. 48	

Proctor & Gamble.	
5 box lots, assorted	
Ivory, 100, 6 oz. ---	6 50
Ivory Soap Flks., 100s 8	00
Ivory Soap Flks., 50s 4	10
Lenox, 120 cakes ---	4 50
P. & G. White Naptha 5	25
Star, 100 No. 11 cakes 5	25
Star Nap. Pow. 60-16s 3	65
Star Nap. Pw., 100-10s 3	85
Star Nap. Pw., 24-60s 4	85

Tradesman Brand.
Black Hawk, one box 4 50
Black Hawk, five bxs 4 25
Black Hawk, ten bxs 4 00

Box contains 72 cakes. It is a most remarkable dirt and grease remover, without injury to the skin.

CLEANSERS.

KITCHEN KLENZER



80 can cases, \$4.80 per case

WASHING POWDERS.

Bon Ami Pd, 3 dz. bx 3	75
Bon Ami Cake, 3 dz. 3	25
Chlmaline, 4 doz. ---	4 20
Grandma, 100, 5c ---	3 90
Grandma, 24 Large ---	3 80
Gold Dust, 100s ---	4 00
Gold Dust, 20 Large ---	4 30
Golden Rod, 24 ---	4 25
Jinx, 3 doz. ---	4 50

La France Laun, 4 dz. 3	70
Luster Box, 54 ---	3 75
Miracle Cm, 4 oz. 3 dz. 4	00
Miracle C., 16 oz., 1 dz. 4	00
Old Dutch Clean, 4 dz 4	00
Queen Ann, 60 oz. ---	2 40
Rinso, 100 oz. ---	6 40
Rub No More, 100, 10	
oz. ---	4 00
Rub No More, 60, 4 oz. 3	45
Rub No More, 18 Lg. 4	50
Spotless Cleanser, 48,	
20 oz. ---	4 00
Sani Flush, 1 doz. ---	2 25
Sapolio, 3 doz. ---	3 15
Soapine, 100, 12 oz. ---	6 40
Snowboy, 100, 10 oz. 4	00
Snowboy, 24 Large ---	4 70
Speedee, 3 doz. ---	7 20
Sunbrite, 72 doz. ---	4 00
Wyandotte, 48 ---	5 50

SPICES.

Whole Spices.	
Allspice, Jamaica ---	@12
Cloves, Zanzibar ---	@42
Cassia, Canton ---	@16
Cassia, 5c pkg., doz. @40	
Ginger, African ---	@15
Ginger, Cochon ---	@22
Mace, Penang ---	@70
Mixed, No. 1 ---	@22
Mixed, 5c pkgs., doz. @45	
Nutmegs, 70-80 ---	@30
Nutmegs, 105-110 ---	@25
Pepper, Black ---	@15

Pure Ground in Bulk	
Allspice, Jamaica ---	@15
Cloves, Zanzibar ---	@55
Cassia, Canton ---	@25
Ginger, African ---	@22
Mustard ---	@31
Mace, Penang ---	@75
Nutmegs ---	@32
Pepper, Black ---	@20
Pepper, White ---	@29
Pepper, Cayenne ---	@32
Paprika, Spanish ---	@42

Seasoning	
Chili Powder, 15c ---	1 35
Celery Salt, 3 oz. ---	95
Sare, 2 oz. ---	90
Onion Salt ---	1 35
Garlic ---	1 35
Ponely, 3 1/2 oz. ---	3 25
Kitchen Bouquet ---	3 25
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 ---	03
Argo, 48 1 lb. pkgs. ---	3 75
Cream, 48-1 ---	4 80
Quaker, 40 1 ---	6
Gloss	
Argo, 48 1 lb. pkgs. ---	3 75
Argo, 12 3 lb. pkgs. ---	2 74
Argo, 8 5 lb. pkgs. ---	3 10
Silver Gloss, 48 1s ---	11 1/4
Elastic, 64 pkgs. ---	5 35
Tiger, 48-1 ---	2 85
Tiger, 50 lbs. ---	05 1/2

SYRUPS	
Corn ---	
Blue Karo, No. 1 1/2, ---	202
2 doz. ---	2 60
Blue Karo, No. 5, 1 dz. 2	60
Blue Karo, No. 10, ---	2 40
1/2 doz. ---	2 18
Red Karo, No. 1 1/2, 2	
doz. ---	2 18
Red Karo, No. 5, 1 dz. 3	00
Red Karo, No. 10, 1/2	
doz. ---	2 80

Maple Flavor.	
Karo, 1 1/2 lb., 2 doz. ---	3 95
Karo, 5 lb., 1 doz. ---	6 15

Maple and Cane	
Kanuck, per gal. ---	1 50
Sugar Bird, 2 1/2 lb.,	
2 doz. ---	9 00
Sugar Bird, 8 oz., 4	
doz. ---	12 00

Maple.	
Johnson Purity, Gal. 2	50
Johnson Purity, 4	
doz., 18 oz. ---	18 50

Sugar Syrup.	
Domino, 6 5 lb. cans 2	50
Bbls., bulk, per gal. ---	30

Old Manse.	
6, 10 lb. cans ---	9 40
12, 5 lb. cans ---	9 40
24, 2 1/2 lb. cans ---	1 40
24, 1 1/4 lb. cans ---	7 00
5 gal. jacket cans, ea. 7	15
36, 8 oz. bottles ---	5 25
24, pint bottles ---	6 75
24, 18 oz. bottles ---	7 25
12, quart bottles ---	5 75

Silver Kettle.	
6, 10 lb. cans ---	7 40
12, 5 lb. cans ---	8 15
24, 2 1/2 lb. cans ---	9 15
48, 1 1/4 lb. cans ---	11 00
5 gal. jacket cans, ea. 5	90
36, 8 oz. bottles ---	4 40
24, pint bottles ---	5 50
24, 18 oz. ---	5 75
12, quart bottles ---	4 75

Ko-Ka-Ma.	
6, 10 lb. cans ---	5 15
12, 5 lb. cans ---	5 65
24, 2 1/2 lb. cans ---	6 40
5 gal. jacket cans, ea. 3	90
24, pint bottles ---	4 25
24, 18 oz. bottles ---	4 50

TABLE SAUCES.

Lea & Perrin, large. ---	5 75
Lea & Perrin, small. ---	3 35
Pepper ---	1 60
Royal Mint ---	2 40
Tobasco ---	2 75
Sho You, 3 oz., doz. 2	70
A-1, large ---	5 75
A-1, small ---	3 60
Capers ---	1 80

TEA.

Japan.	
Medium ---	32 @ 38
Choice ---	40 @ 38
Fancy ---	54 @ 57
No. 1 Nibbs ---	58
1 lb. pkg. Siftings ---	15
Gunpowder	
Choice ---	28
Fancy ---	38 @ 40

Ceylon	
Pekoe, medium ---	33
Melrose, fancy ---	56

English Breakfast	
Congou, Medium ---	28
Congou, Choice ---	35 @ 36
Congou, Fancy ---	42 @ 43

Oolong	
Medium ---	36
Choice ---	45
Fancy ---	50

TWINE	
Cotton, 3 ply cone ---	35
Cotton, 3 ply balls ---	35
Wool, 6 ply ---	18

VINEGAR	
Cider, 40 Grain ---	30
White Wine, 40 grain 17	
White Wine, 80 grain 22	
Oakland Vinegar & Pickle	
Co.'s Brands ---	
Oakland Apple Cider ---	30
Blue Ribbon Corn ---	22
Oakland White Pickling ---	20
Packages no charge.	

WICKING	
No. 0, per gross ---	60
No. 1, per gross ---	85
No. 2, per gross ---	1 10
No. 3, per gross ---	1 85
Peerless Rolls, per doz. 45	
Rochester, No. 2, doz. 50	
Rochester, No. 3, doz. 2	00
Rayo, per doz. ---	90

WOODENWARE	
Baskets	
Bushels, narrow band,	
wire handles ---	1 75
Bushels, narrow band,	
wood handles ---	1 85
Bushels, wide band ---	1 90
Marked, drop handle ---	75
Market, single handle ---	90
Market, extra ---	1 40
Splint, large ---	8 50
Splint, medium ---	7 50
Splint, small ---	7 00

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

Egg Cases	
No. 1, Star Carrier 5	00
No. 2, Star Carrier ---	10 00
No. 1, Star Egg Trays 4	50
No. 2, Star Egg Tray 9	00

Mop Sticks	
Trojan spring ---	2 00
Eclipse patent spring 2	00
No. 2, pat. brush hold 2	00
Ideal, No. 7 ---	1 35
9 lb. Cot. Mop Heads 1	40
12 lb. Cot. Mop Heads 1	80

Pails	
10 qt. Galvanized ---	2 00
12 qt. Galvanized d. ---	2 20
14 qt. Galvanized ---	2 40
12 qt. Flaring Gal. Ir. ---	6 75
10 qt. Tin Dairy ---	4 50
12 qt. Tin Dairy ---	5 00

Traps	
Mouse, wood, 4 holes ---	60
Mouse, wood, 6 holes ---	70
Mouse, tin, 5 holes ---	65
Rat, wood ---	1 00
Rat, spring ---	1 00
Mouse, spring ---	30

Tubs	
Large Galvanized ---	7 50
Medium Galvanized ---	6 50
Small Galvanized ---	5 75

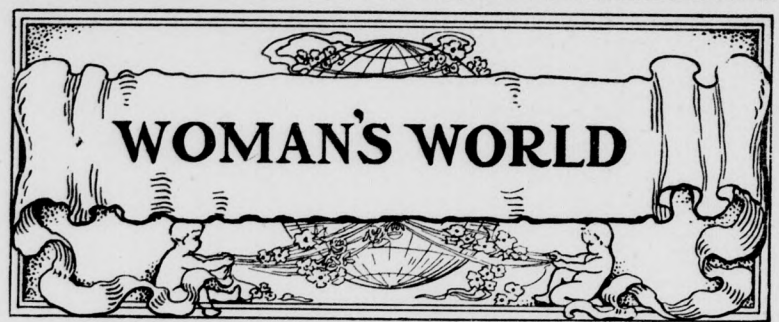
Washboards	
Banner Globe ---	5 75
Brass, Single ---	6 75
Glass, Single ---	7 00
Double Peerless ---	8 25
Single Peerless ---	7 50
Northern Queen ---	6 25
Universal ---	7 50

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

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

WRAPPING PAPER	
Fibre, Manila, white 05 1/2	
No. 1 Fibre ---	07 1/2
Butchers Manila ---	06
Kraft ---	09

YEAST CAKE	
Magic, 3 doz. ---	2 70
Sunlight, 3 doz. ---	2 70
Sunlight, 1 1/2 doz. ---	1 35
Yeast Foam, 3 doz. ---	2 70
Yeast Foam, 1 1/2 doz. 1	35
YEAST-COMPRESSED	
Fleischman, per doz. ---	28



Study of Nature One Way To Teach Manners.

Written for the Tradesman.

"Children don't have any manners any more," a worried mother said to me. "I'm not old-fashioned, and I don't know as I would care to live under the restrictions which used to keep children 'seen and not heard,' but I must say I do like to see children with good manners, respect for their elders, and something like reverence for something."

"My own children come home from school and kindergarten with all kinds of new fangled things that have been taught and told to them; but they don't seem to teach them the things that we used to think made for common politeness. I have a very hard time keeping in my children the simple things I took so much pains to instill into them before they went out from my home. Now, all this nature study, for instance—"

"Surely you don't object to nature study?" I protested.

"No, I don't object to the nature study; it is a good thing, and an interesting thing, I suppose, for children to know about nature; the names and habits of birds and all that; but it isn't helping them to know how to behave themselves in ordinary society."

"Well, I wonder," I said. "It strikes me that nature study and the things that lie back of it ought to help a great deal towards the teaching of manners."

My friend could not see what the two things had to do with each other; how it could help a child to learn the niceties of behavior through learning how many legs a frog had as compared with a spider or the difference between the leaf of a maple tree and the leaf of a pine.

So I tried to give her the idea, which is mine, that the first thing a child ought to be taught is to think of the welfare and comfort of other people; to share his pleasures. I remember that my own boy as a very little child used to think it great fun to offer spoonfuls of his supper to me, to anybody else who might be present, as well as to his doll and his woolly dog. I tried to encourage that; I do not believe that even very little children need to grow into selfish habits. They can be taught very early to take pleasure from sharing. And the basis of all politeness is unselfishness—consideration for the welfare and comfort and happiness of others. You may be able to teach a child of six or older to be formally polite; you may be able to awaken something like real and spontaneous unselfishness in him. But it is a lot

easier, and I think much more effective and lasting, to keep him from ever getting selfish in the first place; to breed it into his mental habits from infancy.

But what has nature study to do with manners? My reader may ask this, as my friend did in this conversation. It has a good deal to do with manners.

After you lay the basis of politeness in the habit of consideration of other people's comfort and happiness, the rest is, I think, largely a matter of observation. Manners are local customs, and a good many of them are matters of fashion, which change from time to time. I could mention a good many things that children were required to do and say when I was a little girl, but which would seem rather absurd and stilted now, even to those who lay the most stress on politeness.

The trouble with the modern child is that he does not notice things that are going on around him. He does not see what other people are doing in the way of manners. He is inclined to be obtuse to such things.

So it seems to me that anything that will tend to make a child more observant will tend to make him notice just

Proceedings of Grand Rapids Bankruptcy Court.

Grand Rapids, May 1.—On this day was held the first meeting of creditors in the matter of Smith Bros., and Andrew P. Smith, individually, Bankrupt No. 2083. The bankrupt Andrew P. Smith was present in person and by Renihan & Lillie, attorneys. No creditors were present or represented. There being no assets over and above exemptions, the court did not appoint a trustee. The exemptions were confirmed and an order made closing the estate. The same has been returned to the District Court as a no-asset case.

On this day also were received the schedules and order of reference in the matter of Joseph Savitsky, Bankrupt No. 2091. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of the city of Muskegon and has been engaged in the contracting business at that city. The schedules of the bankrupt list assets in the sum of \$250, all of which are exempt, and liabilities in the sum of \$4,462.27. From the fact that there are no assets available, the court has written for a deposit as indemnity for expense of first meeting and when such deposit is received the day for the first meeting will be set and note of the same made here. A list of the creditors of the bankrupt is as follows:

James S. Kolkowski, Muskegon ---\$487.87
P. J. Connell & Co., Muskegon --- 111.46
Towner Hardware Co., Muskegon --- 24.75
Joseph Hollenbeck, Muskegon --- 98.80
Keiler & Kryst, Muskegon --- 300.00
Bancuk Bros., Muskegon --- 300.00
Adolph Zabkowski, Muskegon --- 200.00
Markle Coal & Cement Co., Muskegon --- 44.42
Holland Furnace Co., Muskegon --- 556.30
Warren L. Tenney, Muskegon --- 298.12

Fredericks Lumber Co., Muskegon --- 966.90
Muskegon Glass Co., Muskegon --- 36.57
N. G. Vander Linde, Muskegon --- 341.05
Geo. B. Gilewski, Muskegon --- 57.00
Anthony Janubones, Muskegon --- 600.00
Louis Freye, Muskegon --- 39.03

On this day also was held the first meeting of creditors in the matter of E. L. Wellman Co., Bankrupt No. 2067. The bankrupt was present by Taggart & Kingston, attorneys. Clapperton & Owen were present for petitioning creditors. Norris, McPherson, Harrington & Waer; Travis, Merrick, Warner & Johnson; C. J. Hall and Eugene B. Houseman were present for various creditors. The Michigan Trust Company was appointed trustee by the referee, and the amount of its bond fixed by the referee at \$10,000. The first meeting was then adjourned to May 15.

May 3. On this day were received the schedules and order of reference in the matter of Herbert D. Jones, Bankrupt No. 2092. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of the township of Lincoln, Newaygo county. The occupation of the bankrupt does not appear from an examination of his schedules. The schedules list no assets and liabilities in the sum of \$1,581.39. The date of the first meeting in this matter has been set for May 23. A list of the creditors of the bankrupt is as follows:

Jacob Mulder, Fremont ---\$ 38.14
Robert J. Briggs, Chicago --- 1,230.50
Christian Wilde, White Cloud --- 312.75

May 4. On this day was held the first meeting of creditors in the matter of Regle Brass Company, Bankrupt No. 2081. The bankrupt was represented by Griswold & Cook. The petitioning creditors were represented by Jewell & Raymond. Claims were allowed against the estate of the bankrupt. Christian G. Kuennen was elected trustee and the amount of his bond fixed by the referee at \$10,000. Appraisers were appointed. The first meeting was then adjourned to May 23.

On this day also were received the schedules and order of reference in the matter of Fred B. Fleming, Bankrupt No. 2093. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of the city of Hastings and is a mechanic. The schedules of the bankrupt list assets in the sum of \$295, all of which is claimed as exempt to the bankrupt, and liabilities in the sum of \$6,316. From the fact that there are no assets of value that are not claimed as exempt, funds have been written for and upon receipt of the same the first meeting of creditors will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

Cool & Dooley, Hastings ---\$5,000.00
Universal Garage, Hastings --- 95.00
Dr. C. S. McIntyre, Hastings --- 30.00
W. A. Hall, Hastings --- 7.00
Skinner Garage, Hastings --- 25.00
Goodyear Bros. Hardware Co., Hastings --- 50.00
Jay Carpenter, Carlton Center --- 15.00
Richard Loppenthein, Hastings --- 30.00
Hastings City Bank, Hastings --- 100.00
Babbitt, Reigler & Co., Freeport --- 10.00
Loan & Deposit Bank, Grand Ledge --- 85.00
D. C. Sewark & Son, Grand Ledge --- 50.00
Fred Dolecke, Grand Ledge --- 25.00
Knickerbocker Hardware Co., Grand Ledge --- 14.00
Bellevue State Bank, Bellevue --- 130.00
J. L. Brown Estate, Grand Rapids --- 125.00
C. P. Stillwell, Grand Rapids --- 150.00
John Walker, Grand Ledge --- 25.00

Wesley Pew, Hastings --- 450.00
May 5. On this day were received the schedules in the matter of the Michigan Box Board Co., Bankrupt No. 2036. The schedules consist merely of a list of the creditors of the bankrupt from the fact that none of the bankrupts filed the same and the attorney for the petitioning creditors filed the same from such knowledge and material as he was able to collect. A list of the creditors of the bankrupt is as follows:

Grand Rapids Paper Box Co., Grand Rapids ---\$ 226.69
Phoenix Sprinkler Co., Grand Rapids --- 126.19
Appleton Woolen Mills, Appleton, Wis. --- 294.00
Barclay, Ayres & Bertsch Co., Grand Rapids --- 1,003.67
Hirth-Krause Co., Rockford --- 6.30
Register, Rockford --- 4.74
H. Schultz & Co., West Superior, Wis. --- 2,600.43

Cotton Electric Co., Grand Rapids --- 356.63
Reliance Guage & C. Co., (no address) --- 5.25
Hunting Co., Rockford --- 132.77
Dockary Bros., Rockford --- 1,590.53
L. E. McNitt, Rockford --- 15.75
Western Union Tel. Co., Grand Rapids --- .47

Henry Burch, Rockford --- \$1.27
Rockford Pharmacy, Rockford --- 6.89
W. H. Cooley, Rockford --- .80
Becker Auto Co., Grand Rapids --- 25.63
G. T. Parker, Rockford --- 2.00
C. H. Dietrich, Rockford --- 21.00
George E. Porter, Rockford --- 5.22
Charles F. Sears Co., Rockford --- .85
J. E. Wonders, Rockford --- 27.00
Mich. Boiler & Iron Works, Grand Rapids --- 373.56
Moore, White Co., Philadelphia --- 10.98
Dick Kimm Furniture Co., Rockford --- 5.70

Chas. G. Bard, Kalamazoo --- 11.16
Tish-Hine Co., Grand Rapids --- .68
Chas. A. Schieren Co., (no address) --- 283.00

Dodge Sales & Engineering Co., Mishawaka --- 3.94
John F. King, Kalamazoo --- 45.00
Walter H. Shults, Grand Rapids --- 79.00
Standard Oil Co., Grand Rapids --- 146.32
Conklin, Price & Webb, Chicago --- 179.40
Foster, Stevens & Co., Grand Rapids --- 5.00

Paper Mill & W. T. News, (no address) --- 4.00
Hazeltime & Perkins Drug Co., Grand Rapids --- 98.12
L. R. Klose Electric Co., Kalamazoo --- 37.35

Jeffrey Mfg. Co., Detroit --- 89.06
G. Vander Broek & Sons, Grand Rapids --- 466.00
Grasselli Chemical Co., Chicago --- 34.30

Joseph Lay Co., Marion, Ind. --- 6.77
Leitelt Iron Works, Grand Rapids --- 555.41
John Hartsma & Co., Muskegon --- 155.10
A. B. Knowlson & Co., Grand Rapids --- 600.00

Friedland Iron & Metal Co., Lansing --- 1,517.13
Peninsular Coal Co., Chicago --- 2,742.18
Sterling Midland Coal Co., (no address) --- 2,008.50

Interstate Coal & Dock Co., Green Bay --- 1,996.92
Pioneer Paper Stock Co., Chicago --- 5,501.62
Central Iron & Metal Co., Chicago --- 5,021.05

The C. L. LaBouteaux Co., Chicago --- 1,189.91
William G. Brummeler, Grand Rapids --- 10,143.52
A. D. Shoup Co., Chicago --- 1,443.78

Dayton Glove Iron Co., Dayton, (amount not known) --- 266.10
C. T. H. & S. L. R. R., Chicago --- 113.12
G. R. & I. R. R., Grand Rapids --- 5.75

E. B. Thurston, Grand Rapids --- 86.35
Commercial Savings Bank, Grand Rapids --- 215.48
Queen City Paper Co., Hartford, Conn. --- 215.48

From the fact that there are no assets in this estate that are tangible, the court has written for funds to conduct the first meeting and, on receipt of the same, note will be made of the date set for such meeting.

May 9. On this day was held the first meeting of creditors in the matter of Myron V. Gould, Bankrupt No. 2084. The bankrupt was present in person and by attorney, Chas. H. Lillie. No creditors were present or represented. No claims were approved against the estate. The bankrupt was then sworn and examined by the referee without a reporter. No trustee was appointed from the fact that there were no assets. An order was made confirming the bankrupt's exemptions. An order was made closing the estate. The first meeting of creditors was then adjourned no date. This case will now be closed and returned to the District Court as a no-asset case.

Luxuries.

When to the drug store you apply,
With confidence serene,
For preparations, as you try
To keep all neat and clean,
The clerk puts on the stamps with care
And ostentatious glee,
"The articles you've purchased there
Are luxuries," says he.

It is a luxury to shave,
Or soothe digestive woe;
To help your rumpled hair behave
Or try to make it grow;
To brush your teeth or use a balm
That soothes your sunburnt face,
We are, to speak in judgment calm,
A most luxurious race!

BUSINESS WANTS DEPARTMENT

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$3 per inch. Payment with order is required, as amounts are too small to open accounts.

Equity in thirty-two acres to trade for store building in small town. Address No. 755, care Michigan Tradesman. 755

WANTED—ONE PERSON in each town to manufacture a FAST SELLING CANDY. Make \$10 to \$50 per week. No expensive machinery, easily made. Instructions and formula \$1. No stamps. J. A. Eason, Ozark, Alabama, Dep't. A. 756

For Sale—In a live town of 8,000 on the main line of the Michigan Central Railway, a brick store and grocery stock. Or will sell stock and rent the store. Address Nick Daleo, Albion, Mich. 757

For Rent—A well located store in a town of 6,500 inhabitants, Three Rivers, Michigan, suitable for furniture and undertaking business. Only one competitor. A fine business opportunity. Address John Tripp, Charlotte, Mich. 758

For Sale—Bazaar, price \$3,000, yearly business \$6,000. Grocery, \$10,000, yearly business \$15,000. Restaurant, \$1,200, yearly business \$6,000. Grocery and wholesale bakery \$21,000, yearly business \$99,000. Candy and ice cream business, \$3,300, yearly business \$13,000. All in live towns. Chas. H. Palmer, 700 N. Burdick St., Kalamazoo.

WANTED—A farm, in exchange for country store doing good business. DeCoudres, Bloomingdale, Mich. 760

For Sale—Small grocery stock and fixtures, in good location. Sickness reason for selling. 875 E. Front St., Traverse City, Mich. 761

Business Opportunity—Michigan company running three stores want live business man or woman to join them. Must have experience retail business, ability to keep full set of books, and have \$1,000. Good weekly salary and share of profit given party filling requirements. Don't answer unless you mean business and can handle the job. Box 350, Bad Axe, Mich. 762

FOR SALE—My grocery store and property. Terms, or will exchange for movie theater in small town. F. R. Chaple, 399 S. Paddock St., Pontiac. 763

For Sale—Six practically new Singer power machines complete with shafting and dies for cutting out canvas gloves. Price \$250. Iver Peterson, Frankfort, Mich. 764

For Sale—Wardrobes, suitable for men's and boys' clothing. Dickery Dick, Muskegon, Michigan. 723

REBUILT CASH REGISTER CO., Inc.

Cash Registers, Computing Scales, Adding Machines, Typewriters And Other Store and Office Specialties. 122 N. Washington, SAGINAW, Mich. Repairs and Supplies for all makes.

RARE BUSINESS OPPORTUNITY—To one who can invest, with or without services, five to ten thousand dollars in an old established wholesale produce business in Central Michigan. Address No. 734, care Michigan Tradesman. 734

Detroit Grocery Store—One of very best. Sales \$80,000 per year. High class trade. Takes \$10,000 to handle. A. Newton, 2645 Vicksburg Ave., Detroit, Mich. 732

Salesmen—Profitable side line. Carry samples in pocket. Address Copper Journal, Hancock, Mich. 574

Price Tickets and Feature Cards—Send for samples. Co-Operative Printing Co., Armada, Mich. 746

WANTED—Salesmen calling on the grocery trade in Michigan, Indiana, and Ohio to take orders for the FAMOUS KALAMAZOO CELERY. Good proposition. Apply by mail. Peerless Celery Co., Kalamazoo, Mich. 748

For Sale—Clean stock of hardware, stoves, paint, plumbing and tinshop, windmill and well work in good dairy community. Invoice about \$10,000. In corner brick building, seven-room flat above, steam heat, electric lights. Reasonable rent. V. J. Stevens, Maple Park, Ill. 749

For Sale—One Singer shoe patching machine. Price \$35. Iver Peterson, Frankfort, Mich. 745

For Sale—Complete line of building material. Also handle farm produce, hay, feed and grain. One lumber warehouse and two lumber sheds with plenty of land for handling the business. This business will bear the closest investigation. Good reasons for selling. Tustin Warehouse Co., Tustin, Mich. 740

1000 letterheads or envelopes \$3.75. Copper Journal, Hancock, Mich. 150

For Sale—Cash registers and store fixtures. Agency for Standard computing scales. Dickery Dick, Muskegon, Mich. 643

Will pay cash for whole stores or part stocks of merchandise. Louis Levinsohn, Saginaw, Mich. 993

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

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 274 East Hancock, Detroit. 566

Sand Lime Brick

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

Brick is Everlasting

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

SECOND-HAND SAFES

We are always in the market for second-hand safes.

Send us detailed description, including date of purchase, name of manufacturer, inside and outside measurements and general appearance and we will make you an offer.

GRAND RAPIDS SAFE CO.

GRAND RAPIDS, MICH.

Gabby Gleanings From Grand Rapids.

Grand Rapids, May 9—About one more meeting and Senior Counselor Bolen will be acting just like an old veteran in the chair. The meeting last Saturday night was well attended and full of old time ginger. Two candidates were received by initiation, Ralph S. Maynard, 535 Ethel avenue, representing Reed & Barton, silver-smiths of Taunton, Mass., and Karl A. Rindal, 1410 Broadway avenue, representing the Grand Rapids Butchers Supply Co. A. C. Hansen, representing the American Art Works, was received by transfer from Appleton Council, No. 155, of Appleton, Wis. The Council will investigate the report authorized by the Hotel Committee of the Grand Council in recent editions of the Michigan Tradesman to the effect that the hotels have lowered their rates 25 per cent. A list of such hotels is correctly desired. None of the traveling men present at the meeting have come in contact with any hotels making such a reduction. It was also voted to investigate the 50 per cent. extra toll charge made by certain hotels for telephone calls.

George A. Eggleston, who, with Mrs. Eggleston, has been spending the winter in Huntington Park, Los Angeles, Calif., is back in Grand Rapids for a short time, disposing of his real estate and completing preparations for making Los Angeles his future home. He is very enthusiastic over the country out there and says the only snow they get is what is brought down from the mountains.

Say, you fellows, you better get in on the blind auto trail to be given by the You-See-Tee Club Saturday, May 20. For further particulars call Mrs. A. F. Rockwell or Mrs. L. V. Pilkington. Autos will be furnished for those who have none.

The farther they go, the better they get! The You-See-Tee lunch Saturday was positively the best since the inauguration of the You-See-Tee Club.

Captain Charles E. Belknap, in his talk, took for his subject General U. S. Grant. Captain Belknap personally had experiences at the same time that General Grant was head of the army and he refutes many of the stories told of General Grant's reckless living. On the contrary, he was a man of sterling qualities and always had the interest of his men at heart, admitting, however, that in time of war it is sometimes necessary for the commanding officer to seem almost inhuman in pushing men to the front, seemingly in the face of death. Yet, as Captain Belknap explained, this way of handling the situation oft times was the only road to success, and we all know the outcome of General Grant's commanding the U. S. army. Even at the surrender of General Lee he showed him the extreme courtesy of allowing him to retain his arms.

The musical part of the program, in charge of Miss Catherine Janskeski, was very much enjoyed. The singing of Master Niel Cary, the boy Soprano was certainly a treat. Master Niel is a pupil of Miss Janskeski and the only disappointment was that Miss Janskeski did not herself render one or two solos in the beautiful style which is characteristic of her.

The coming lunch on Saturday, May 13, will be in charge of a committee with Alvah W. Brown as chairman. With Alvah at the head of any committee we sure know there will be something good. As this will probably be the last luncheon served in the Association of Commerce dining room until the fall opening, we hope there will be a good crowd turn out.

There are several places on the Michigan Railway Company between Grand Rapids and Kalamazoo where the ballasting is so defective that the passenger imagines his car is running on the ties, instead of on the rails.

George W. Gilkey, Manager of the Michigan Paper Co., Plainwell, is erecting a summer cottage near Englands landing, on Gun Lake.

It was necessary last week to take Mrs. John D. Martin to Blodgett hospital where she underwent a very critical operation and we are pleased to announce at this time to her many friends, as well as those of John's, that she came through the operation very well and the physician in charge gives the assurance that on her recovery she will be absolutely well, for a very careful examination was made of all parts that might have been affected by the trouble that caused the operation.

Smith & Lake, the Petoskey grocers, drove down to Grand Rapids Sunday, accompanied by their wives. They spent two days in the city, proceeding Tuesday to Ann Arbor and Detroit, where they expect to remain several days. They are looking for a big resort business the coming summer.

The National Biscuit Co. has leased the four story building at 459 South Ionia avenue and will occupy it with its office and shipping departments. The building has been remodeled to meet the requirements of the new tenant. The Bond avenue headquarters of the Biscuit Co. will be used for manufacturing purposes only hereafter. Two large trucks will transfer the goods to the new location as fast as they are manufactured. The new arrangement will enable the Grand Rapids branch to expedite shipments and serve its customers more acceptably than ever before. E. A. Warner will hereafter bear the title of sales agent, instead of sales manager. Mr. Warner started with the company as salesman twelve years ago and for the past four years has acted as sales manager.

Horace D. Shields, who has been connected with the Sherwood Hall Co., Ltd., more than thirty years and who has been one of the managers and treasurer of the company for several years, will retire from the house on the expiration of the present partnership agreement July 1 to engage in business on his own account and in his own name. He has leased the storeroom at 6 and 8 Commerce avenue and taken over the saddlery stock of the old house, to which he will add a complete line of auto trimming supplies, which has never been carried in this market before. Mr. Shields has made many friends among the trade during his long years of service who will be pleased to see him located in a business for himself. He is now able to fill saddlery goods orders from the new stock, although he will devote a portion of his time to the Sherwood Hall Co., Ltd., until July 1, when the latter business will be merged into a stock company, handling blacksmith, carriage and auto supplies, the same as heretofore.

The Golden Hotel, at Howard City, is still charging \$3.50 per day for a poor bed and three poorer meals—evidently due to the fact that the landlord is not aware that war prices ought to be a thing of the past. Many travelers who ought to remain in town over night run up to Big Rapids and return to Howard City on the morning train, rather than pay exorbitant rates for such inferior service.

A Waukesha (Wis.) correspondent writes as follows: E. G. Hamel, traffic manager of the Jiffy Dessert Co., has resigned, effective June 1, and plans to go into business at Grand Rapids, Mrs. Hamel is leaving the city to-morrow to take up her home there, Mr. Hamel remaining to dispose of a number of business matters. Mr. Hamel has been connected with the Jiffy Dessert Co. practically from its inception. He will establish himself at Grand Rapids as manufacturers' representative giving specialty sales service of Nationally advertised brands of food and drug products. Mr. Hamel's departure from Waukesha will be keenly regretted by his great number of friends in the city. He has taken an active interest in local affairs such as the Association of Commerce and the Junior Associa-

tion of Commerce. His duties as traffic manager with the local industrial plant made his counsel and services to other business houses in the Association of Commerce of exceptional value and he was generous in his help and advice.

Grand Rapids Press: Before tearing down the old Congregational church at Lamont, the site of which he has purchased to build himself a home, E. A. Stowe is arranging a series of meetings to be held in the landmark for the benefit of the community. Melvin E. Trotter, superintendent of the City Rescue Mission, will be the speaker at the first meeting which will be held Wednesday evening. His subject will be "Right Thinking and Right Living." Homer Hammontree, evangelistic singer and Homer Adrianse, accompanist, will furnish music. Capt. C. E. Belknap, pioneer resident of Western Michigan and a leader in its civic and military life will speak Wednesday evening, May 17, on "Ottawa County in the Civil War."

Rev. George L. Cady, corresponding secretary for the American Missionary association, will be another speaker during the series. He was born and reared near Lamont, attending the church there, of which his father was deacon and his mother a choir singer. The site on which the church stands was donated to the First Congregational society of Tallmadge, then known as Middleburgh, April 25, 1851. Trustees of the church were Abner M. Cook, James F. Cady, Hiram Bateman, George Chapman and James Phillips, all of whom died many years ago. The church edifice is 70 years old, having been built in 1852. It was enlarged in 1866. During the Civil war it never was locked, the old bell in the belfry summoning the populace from all directions to hear news received from the front. John Brown, Jr., spoke in the church in the early days of the war, when he was recruiting his regiment of "six-footers," and obtained several from Lamont and vicinity. Many men who later occupied responsible positions in the commercial and professional life of the Nation at one time were connected with this church.

L. K. Phillips, manager of the E. A. Phillips, Inc., Anacortes, Wash., who has been in Michigan for a couple of weeks, visiting relatives and friends at Nashville, Hastings, Coopersville, Grand Rapids and other towns, has headed homeward via the Canadian Pacific. His company conducts four hardware and grocery stores at Anacortes and he conducts a jewelry store at Bellingham. He also conducts a crab meat cannery at Anacortes on his own account and in his own name. Mr. Phillips' father died about fifteen months ago and his mother followed her husband about a year later, leaving the entire responsibility of managing all five mercantile establishments on the young man, who was an only son and only child. He is making a commendable record and developing a managerial ability which is conceded to be of a high order.

Hides and Pelts Both Firm.

Country Hides—Firm. Buff weights, 45@69 pounds, moderately active at 9c for free of grub goods, with some large dealers not inclined to sell at this figure, and talking up to 9½c. Goods running around 20 per cent. grubby can be had at ½c reduction. Extreme weights are offered at 12c for free-of-grub stock, with slightly grubby offered at ½c less, with some outside smaller dealers willing to sell at 11c, but offerings of straight cars of extremes are not liberal. The heavy cows and steers, over 60 lb., are still slow sale, but operators are inclined to hold them at about the same figures as buff weights, although free of grub stock, of best quality,

could no doubt be freely had at 9c, with slightly grubby at 8@8½c.

Calf and Kip—Strong, with tendency toward better values. Resalted lots range from 11@14c, as to quality.

Kip are also firm, with last sales at 13½c for both cities and packers, not now held at 14c, and in some instances higher for choice quality. Resalted lots listed from 10@13c, as to quality.

Horsehides—Firm for best lots. Renderer lots of heavy average listed \$4@4.25 and in some instances higher. Ordinary lots of mixed cities and countries listed around \$3.50.

Sheep Pelts—Firm and offerings light. Packer pelts last moved at \$2.15@2.25, with dealer lots listed 75c @ \$1.75 as to quality.

Looking Better at Boyne City.

Boyne City, May 9—Our new officers are getting "shook" into place and finding out what they have to do. Some important changes have been made in the personnel. David Vaughan succeeds W. F. Tucker as street and sewer commissioner, combined with the chief of police. F. O. Barden succeeds J. M. Farman on the board of public works. No new street work is contemplated this year. So much work was done last season that a bond issue of \$17,000 is necessary for operating expenses this season. This will come before the voters on May 15.

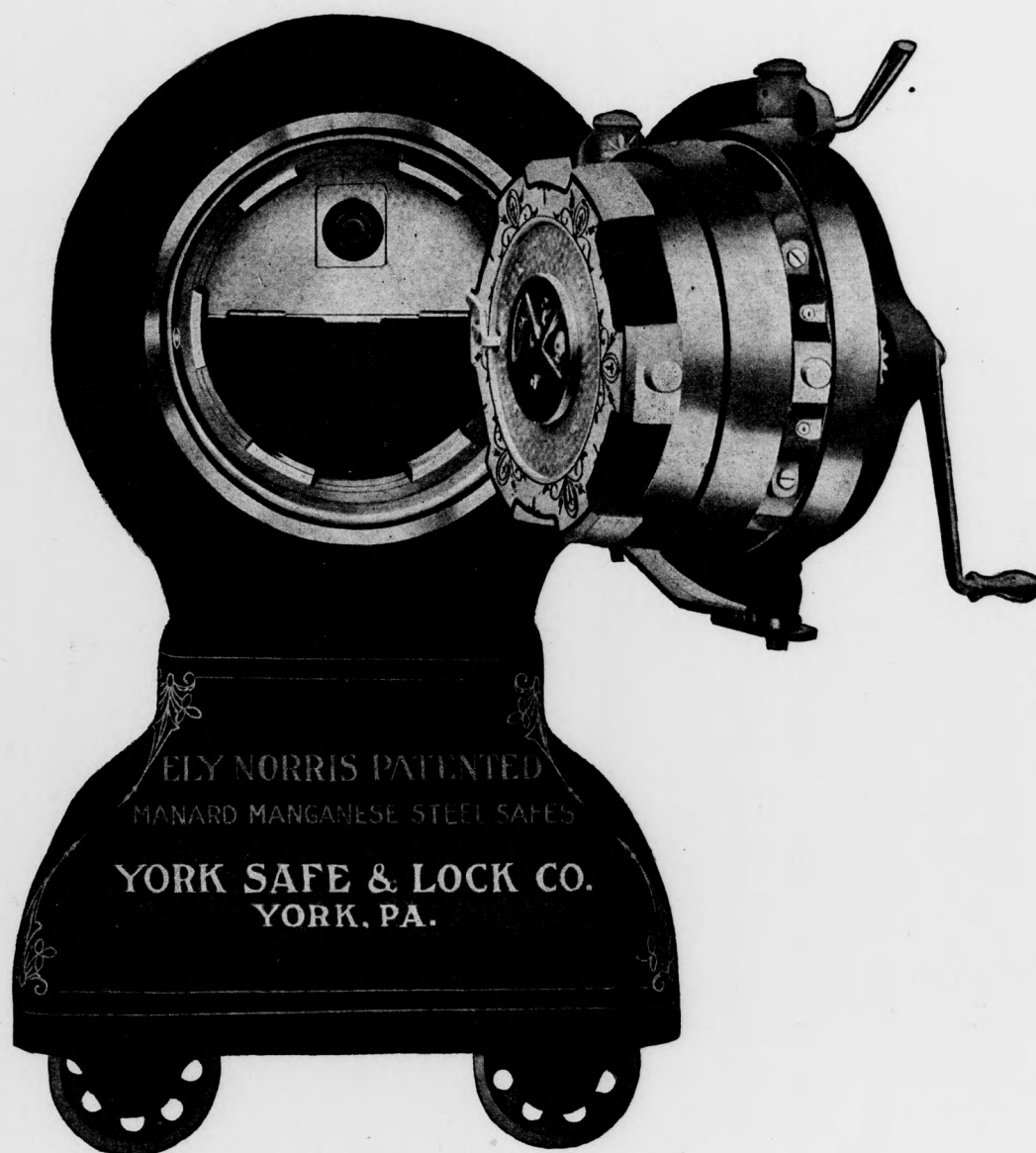
This year is a strong argument for setting our city election at least two months ahead on the calendar. Two months of the best weather of the year for outdoor work will have passed before things will be lined up for the season's work, necessitating the continuation of the work into the short days and bad weather of the fall.

The Boyne City Lumber Co. loaded out a cargo of wood the past week—we understand for Cheboygan, although it might have been Sheboygan—which is the first of the season's marine activity. The steamer Griffin, which laid at its dock all last season, is fitting out. Captain Gallagher expects to get out by May 15.

Our people are getting more optimistic as one by one our industries show signs of returning life. Last season was some gloomy, but things look better. Maxy.

Law and common sense are at one in the Supreme Court decision that a label shall mean what it says. People in trade may know perfectly well that "wool" does not mean wool; that it means a mixture of wool and cotton. The consumer learns this fact only at the price of repeated disappointments. He easily becomes aware that "strictly fresh eggs" is merely a way of indicating a grade somewhat better than that labelled "fresh eggs," but he cannot be expected to discover the truth about all labels so quickly. The decision observes that mixed goods labelled "wool" and even "all wool" are being sold in unfair competition with goods correctly labelled "all wool" or "part wool." Defense of such a practice is impossible.

In coming to the help of the consumer the Supreme Court is only advancing another step along the path which legislatures and courts have followed from time immemorial but which received new and emphatic recognition in the pure food act of 1906. The principal is clear. Its application is bound to be steadily widened.



ELY NORRIS PATENTED
MANARD MANGANESE STEEL SAFES
YORK SAFE & LOCK CO.
YORK, PA.

THE STRONGEST
SAFE IN THE WORLD.
Manufactured
Exclusively by
YORK SAFE
AND LOCK CO.

Sale in Western Michigan controlled exclusively by
GRAND RAPIDS SAFE CO.
Tradesman Building
GRAND RAPIDS

Visitin' Round

WITH
KELLY CLIENTS

EARLY in 1900 the people of Winnipeg, Manitoba were advised through their local papers that a new firm had entered the retail circle of the city.

THE firm of McNiel, McLean and Garland had taken over the business of the Glengary Store—then a little building 17 x 45 on Main Street about nine blocks out from the center of the City.

AT that time the store held about eight thousand dollars worth of clothing and the new management, through progressive business methods did a twenty thousand dollar volume the first year.

IT took them just four years to outgrow their small quarters and in 1904 they moved their business to the corner of Main and Market Streets—into a building 60 x 80 in the busiest part of the retail district.

THEIR little stock was multiplied to a sixty thousand dollar investment, in the most modern of clothing establishments and the people of Manitoba showed their appreciation of the excellent values given, by purchasing close to a quarter of a million dollars worth of clothing a year.

SINCE the very beginning of the business, the Kelly Sales System has been identified with this growth—conducting the first sale a few months after the stock was pur-



chased and last January the thirty-ninth sale was completed with extraordinary results.

IN a recent letter, Mr. McLean, the President, said—

"So long as we are in the mercantile business, we will never forget the most important business connection of our career—our connection with the T. K. Kelly Sales System of Minneapolis.

"This firm has sold hundreds of thousands of dollars worth of merchandise for us in the years we have been in business, and we will never forget to make the connection at least twice yearly."

OTHER evidence of this kind is yours for the asking—evidence that proves our record and ability among American merchants.

A FULL explanation of our methods will follow promptly the receipt of your inquiry, giving the size and character of your stock and will not obligate you in any way.

T. K. KELLY SALES SYSTEM
MINNEAPOLIS · MINNESOTA
U. S. A.