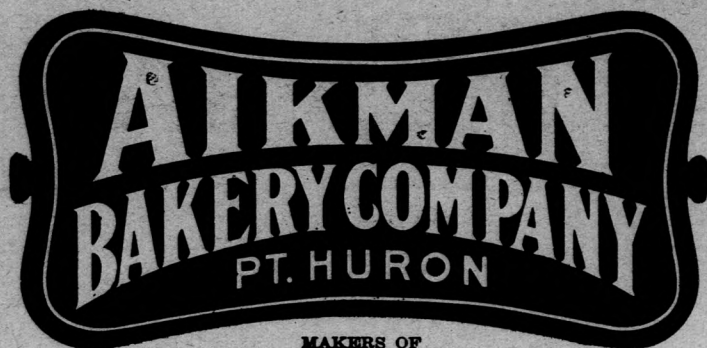


## BUSINESS AND MEN

Business is business, but men are men,  
Working, loving and dreaming,  
Toiling with hammer, brush or pen,  
Roistering, planning, scheming.  
Business is business, but he's a fool  
Whose business has grown to smother  
His faith in men and the golden rule,  
His love for friend and brother.

Business is business, but life is life,  
Though we're all in the game to win it;  
Let's rest sometimes from the heat and strife  
And try to be friends a minute.  
Let's seek to be comrades, now and then,  
And slip from our golden tether;  
Business is business, but men are men,  
And we're all good pals together.





MAKERS OF  
**FANCY COOKIE CAKES AND CRACKERS**  
LONG ISLAND SANDWICH—Our Specialty  
Samples sent on request. Detroit Branch  
Phone—Melrose 6929 3705 St. Aubin Ave.  
Distributors wanted in open territory.

## ON, ON, ON!

Advertising is one job that is never finished. Repeatedly the story must be told. Constantly the message must be impressed upon the public.

So the tale of the curative value of FLEISCHMANN'S YEAST goes on. This year it is especially directed at those people who are suffering from constipation.

We are telling them that the one way to get rid of this dread ill is by eating two or three cakes of FLEISCHMANN'S YEAST every day. The results of exhaustive research are behind our statements. It's a large audience—and there are undoubtedly many among your customers who will be glad to know you sell this new remedy for constipation. A valuable selling-point.

**THE FLEISCHMANN COMPANY**  
Fleischmann's Yeast Fleischmann's Service



Why not control  
in your town, the  
exclusive sale of  
the finest line of teas  
and coffees in the  
country?

Write us about  
our **SOLE AGENCY**

**CHASE & SANBORN**  
CHICAGO



## Citizens Long Distance Service



Reaches more people in Western Michigan than can be reached through any other telephone medium.

21,550 telephones in Grand Rapids.  
Connection with 150,000 telephones in Detroit.

**USE CITIZENS SERVICE**

**CITIZENS TELEPHONE COMPANY**

## Advertising Pays

Give your customer a little gift with your name and ad imprinted on, and immediately you create a good will which means additional business.

We sell all kinds of Specialty Advertising.

Write us for particulars

**Grand Rapids Calendar Co.**  
572-584 S. Division Ave.  
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.

## 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**



## 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

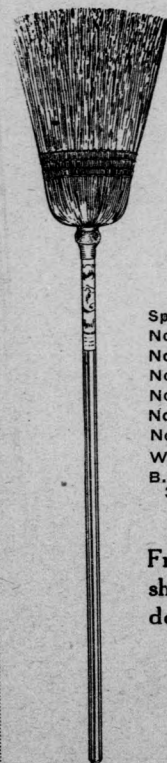
## Signs of the Times Are Electric Signs

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 Citizens 4261

## R. & F. Brooms



**THE DANDY LINE**

Also  
**B. O. E. LINE**

### Prices

Special ----- \$ 8.00  
No. 24 Good Value 8.75  
No. 25, Velvet -- 10.00  
No. 25, Special -- 9.50  
No. 27, Quality-- 11.00  
No. 22 Miss Dandy 11.00  
No. B-2 B. O. E. 10.50  
Warehouse, 36 lb. 11.00  
B.O.E. W'house,  
32 lb. ----- 10.50

Freight allowed on shipments of five dozen or more.

**All Brooms Guaranteed**

**Rich & France**  
607-9 W. 12th Place  
**CHICAGO, ILLINOIS**



Arthur W. Johnson, dealer in general merchandise at Kent City, renews his subscription to the Tradesman as follows: "I want to say that here is where I get full value and then some. Long may you and your Tradesman live."



## IN THE REALM OF RASCALITY.

### Cheats and Swindles Which Merchants Should Avoid.

Persistent and increasing effort on the part of unscrupulous brokers and financial sharpers to secure control or possession of maturing Victory notes and War Savings certificates in exchange for questionable or worthless bonds and stocks has impelled the United States Treasury Department to repeat the warning issued by Secretary Mellon at the first of the year to holders of such Government securities. John A. Prescott, President of the Investment Bankers Association of America, also issues the following cautionary advice:

These maturing Government securities are held by a large number of people who invested in them during the war from patriotic motives but who never before had made any investments and who therefore have little or no experience in such matters. It is this class of men and women who are being imposed upon by the promoters of fraudulent securities.

To protect people who apply to them for advice in the matter, many bankers are strongly recommending the reinvestment of such funds in other Government securities or other sound investments of proved worth.

The resolution adopted by the Investment Bankers Association of America declares all members of the association are hereby requested to refrain from any campaigns conducted either by public appeal, circulars, advertisements, or the concerted action on the part of salesmen which have for their purpose the inducing of owners of United States Government securities to exchange same for other forms of investments, and that all members of this association are urged to use all possible influence in causing others to refrain from using similar campaigns.

The following simple rules have been suggested by investment bankers of wide experience as an acid test for investors:

1. Never permit a salesman to rush you into buying by the argument that the securities will be sold over night.
2. Take the literature and the salesman's statements to your investment banker for analysis and investigation.
3. Confine your investment transactions to investment houses and bankers of established reputation and responsibility.
4. Do not deal with total strangers.
5. If your commercial or investment banker's recommendation is to let the securities alone, do so.

The Treasury Department states that there are still more than \$200,000,000 of United States Victory 4 1/2 per cent. notes of the Series A, B, C, D, E, and F, which were called for payment on December 15, but have not been presented for payment.

The Treasury Department further announces that it will retire the un-called Victory notes at any time, at 100 and accrued interest, if presented for payment.

### New Counterfeit Federal Reserve Note.

The Treasury Department in its circular letter No. 515 describes a new counterfeit \$20 Federal Reserve note as follows:

"On the Federal Reserve Bank of Cleveland, Ohio; check letter 'D'; face plate number indistinct, the last two figures being 19; A. W. Mellon, Secretary of the Treasury; Frank White, Treasury of the United States; portrait of Cleveland.

"This counterfeit is apparently printed from retouched photomechanical plates on genuine paper probably obtained by bleaching a one-dollar bill. The general appearance of the counterfeit is deceptive. The face of the portrait of Cleveland is not clearly defined, and does not stand out in relief from the background as in the genuine. In many places in the border design the fine lines of the lathe work are covered by solid black ink, due apparently to inexperience of the printer or the roughness of the paper caused by the bleaching process. This counterfeit is undoubtedly the work of the same person or persons responsible for the counterfeit \$20 Federal Reserve note on the Federal Reserve Bank of Atlanta, described in our Circular No. 501."

### Federal Stock Food Swindle.

A Michigan hardware dealer writes the National Hardware Bulletin as follows:

"I was particularly interested in the article on page 74 of the February issue because it brought to my mind the stinging I got from the Federal Stock Food Company of Mifflinburg, Pa. They mailed telegram to me to meet their salesman in Detroit and, of course, I bit hard. When I met the salesman he promised he would spend several days with me to get me started and gave all kinds of guarantees. When the goods were shipped I wrote the Federal Company to send him along and all I got was a letter to the effect that if I would get out and hustle instead of sitting down to write letters I would be money ahead. The salesman loaded me to the limit and it is impossible to give the stuff away."

### Proceedings of Grand Rapids Bankruptcy Court.

Grand Rapids, March 14—On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Frank Putt, Bankrupt No. 2243. The matter has been referred to Benn M. Corwin, as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and is a garage repairman. The schedules of the bankrupt list assets in the sum of \$407.17, of which the sum of \$225 is claimed as exempt to the bankrupt, and liabilities in the sum of \$1,845.37. The first meeting of creditors will be held on March 30. A list of the creditors is as follows:

|                                     |          |
|-------------------------------------|----------|
| S. F. Bowser & Co., Fort Wayne      | \$236.00 |
| Hayes Wheel Co., Jackson            | 18.54    |
| W. B. Jarvis Co., Grand Rapids      | 75.00    |
| Great Western Oil Co., Grand Rapids | 48.85    |
| Brown & Sehler Co., Grand Rapids    | 90.00    |
| Sun Oil Co., Grand Rapids           | 84.30    |
| Messenger Pub. Co., Chicago         | 7.95     |
| Leich Elec. Co., Genoa, Ill.        | 17.45    |
| Brass Products Co., Detroit         | 4.20     |
| Watson Garage, Grand Rapids         | 15.00    |
| R. W. Hollingshead Co., Chicago     | 30.00    |
| Commercial Credit Co., Grand Rapids | 8.50     |
| Swinhart Tire & Rub. Co., Detroit   | 694.76   |
| Warren Refining Co., Cleveland      | 182.00   |
| Fisk Rubber Co., Grand Rapids       | 173.70   |
| Lacey Co., Grand Rapids             | 55.82    |
| G. R. Insurance Co., Grand Rapids   | 25.30    |
| Doll C. Smith, New York             | 52.00    |
| Auto Indicator Co., Grand Rapids    | 14.00    |
| Air Reduction Sales Co., New York   | 12.00    |

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Strand Amusement Co., Bankrupt No. 2244. The matter has been referred to Benn M. Corwin referee in bankruptcy. The bankrupt is a corporation located at Muskegon Heights, and has conducted a motion picture theater at such place. The schedules of the bankrupt list assets, though no estimate of the value of the same is made in the schedules filed. The liabilities are in the sum of \$125,296.46. The value of the assets over secured claims being uncertain, the court has written for funds for the conduct of proceedings and upon the arrival of the same the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

|                                                        |             |
|--------------------------------------------------------|-------------|
| Grange Insurance Co., Lansing                          | \$80,000.00 |
| Hall J. Schlossman, Donald J. Campbell and Frank Holt, |             |
| Muskegon                                               | 37,000.00   |
| Mandel Bros., Chicago                                  | 108.00      |
| Towner Hardware Co., Muskegon                          | 673.91      |
| Campbell Wyant & Gannon,                               |             |
| Muskegon                                               | 1,322.88    |
| Highlights Lumber Co., Muskegon                        | 150.00      |
| Heights                                                | 150.00      |
| Cross, Foote & Sessions, Muskegon                      | 150.00      |
| Paul J. Schlossman Co., Muskegon                       | 6,000.00    |
| Union National Bank, Muskegon                          | 5,000.00    |
| Hackley Nat. Bank, Muskegon                            | 32,000.00   |

March 16. On this day was held the final meeting of creditors in the matter of E. L. Wellman Co., Bankrupt No. 2067. The trustee was present by representative, Butterfield, Keeney & Amberg, N. Beal Kelly, Clapperton & Owen and J. R. Gillard, attorneys, were present for various creditors and claimants. Additional claims were proved and allowed against the estate. E. L. Wellman was called and additional testimony taken on certain of the assets. There was no objection to the discharge of the bankrupt. The final meeting was then closed without date. The case will shortly be closed and returned to the district court.

On this day was held also the first meeting of creditors in the matter of Charles W. Morgan, Bankrupt No. 2239. The bankrupt was present in person and by attorney, A. S. Hinds, of Shelby. The bankrupt was sworn and examined without a reporter. No claims were proved against the estate. No creditors were present or represented. The exemptions claimed by the bankrupt were set off to him and the first meeting adjourned no date, it appearing that there were no assets over and above the exemptions to which he was entitled. The case has been closed and returned to the clerk of the district court.

On this day also was held the final meeting of creditors in the matter of Republic Sales & Service Co., Bankrupt No. 2190. The receiver was present. The trustee was present in person. The attorney for the receiver prior to bankruptcy was present in behalf of the receiver. Additional claims were proved and allowed against the estate. The trustee's final report and account was considered and the same approved and allowed. An order was made for the payment of administration expenses so far as the funds would permit, there being no funds for any dividend to creditors and not sufficient to take care of all of the expenses of the receivership prior to bankruptcy. The final meeting was then adjourned no date. The case will be closed and returned to the district court.

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### Pioneer Business Man of Edmore Dies.

Edmore, March 19—On Feb. 21 Alfred E. Curtis, prominent business man of Edmore for over thirty-five years, died of apoplexy. He had been in failing health for the past two years and just prior to his death had been at the Battle Creek Sanitarium.

Mr. Curtis was born in Woodland, Barry county, Michigan, Dec. 9, 1862. He received his early education in the public schools, later attending a private school conducted by Eugene Davenport, late Dean of Agriculture of the University of Illinois; and finished his education at the Hastings high school. At the age of 25 he came to Edmore and established a grocery business to which he gradually added other lines, hardware, implements, and later a bean elevator. At the time of his death he was interested in the Edmore Silver Black Fox Co., Ltd., a partnership composed of Fred E. Curtis, C. B. LaClear and himself.

He was very interested in the civic welfare of the town and at the time of his death was serving as a member of the Board of Education. Until the Congregational church was dissolved he was an active member and supporter. He later joined the Methodist church.

Funeral services were conducted by the Masonic fraternity, Rev. E. C. Eldred officiating.

Besides a host of friends and business associates, he leaves to mourn their loss a wife, Marion S. Curtis, three daughters, Mrs. S. H. Wilson, of St. Johns; Mrs. F. P. Alpaugh, of Chicago; Arline, of Battle Creek, and a son, Percy, who has managed the business for him and will continue to do so for the estate.

Mr. Curtis will be well remembered by many of the old timers among the traveling men and jobbers.

### Plea For the Country Weekly Newspapers.

Howard City, March 20—The majority of Michigan weekly papers have appreciably grown stronger and become better papers in the past decade than in any other period in their history. There are several reasons for this fact. Rural free delivery widened the opportunity of local weeklies, as well as dailies; up-to-date business houses finally saw the beneficial possibilities of larger use of advertising space at a cost within their reach and at a mere fraction of daily newspaper rates or any other form of legitimate advertising that would cover the local territory; the installation of linotypes gave the weeklies a much expanded range of service—and Michigan weeklies have more linotypes than almost any other state, outside of Iowa; and, lastly, the increase of rates to at least a living scale has given the weeklies a better grade of skilled help and has allowed proprietors to cease being mouth-pieces only for certain individuals and factional groups—that they may in a larger sense serve their entire community equitably and ably.

Many of the large dailies have increased circulations, but not at the expense of the weeklies for more people are reading both—and reading the weeklies the more closely.

When some of the so-called dry goods leaders are willing to spend as much money for newspaper advertising as they do to sweep their stores, they will find they can double and triple volume and reduce overhead at the same time. Many merchants have in the last two years practically discounted all advertising and when they begin to lose money try to "pass the buck." James B. Haskins.

### Travelers To Give Charity Ball.

Kalamazoo, March 20—Committees of Kalamazoo Council No. 156, United Commercial Travelers, including practically every member of the Council, are working hard preparing for the fourth annual charity ball to be held on Friday night, April 6, for the benefit of Pretty Lake Vacation camp.

Every cent received by the Travelers from this ball will be turned over to the Pretty Lake camp management for use in conducting the institution this summer. The money will go toward providing vacations for undernourished children of Kalamazoo. In the last three years the travelers have turned over \$1,500 to the camp and expect to clear a large sum from the coming ball.

The party will be strictly informal and tickets will cost \$1.50 per couple. The Masonic temple auditorium has been obtained for the party.

The following committees are in charge of arrangements:

Executive—George Kelley, chairman; D. L. Goodrich, H. W. Johnson. Publicity—F. A. Saville, C. C. DeFrance, C. W. Shipley.

Printing—Newton Root, H. W. Johnson.

Refreshments—A. W. Anderson, W. B. Taylor, J. A. Verhage, R. W. DeLand.

Check Room—George Stannard, Doc. Montgomery, G. L. Greene.

Door Committee—G. E. Tanney, H. G. Melvin, William Winey.

Reception—All members of the Council, and their ladies.

Lies and near lies told to customers must be classified with the other chickens that come home to roost.



### Items From the Cloverland of Michigan.

Sault Ste. Marie, March 20—It looks up here in the Northern zone as if there would be no spring this year, the temperature hanging around the zero mark and during the night usually gets down to 10 below. Still the ice man makes his daily delivery, while the coal men are doing a flourishing business.

Ben Rothwell, who for the past few years has been assistant manager for the Raymond Furniture Co. here, has been appointed manager to succeed Mr. Fisher, who has tendered his resignation. Mr. Rothwell is an expert salesman and worthy of the promotion and his many friends are extending congratulations.

A place in the sun, to be entirely comfortable right now, must be far South.

The Soo Co-Op Mercantile Association has had a very successful year, according to the report sent out to the stockholders and are to build a new store on the South side to care for their increasing business.

Now that the hospital site is settled we are to have that fine new \$160,000 hospital, which should be finished within the next year.

No matter what happens, somebody always knew it would.

The Soo friends of A. J. Woolfit, of Bay City, were shocked to learn of his death, which occurred last Tuesday at the age of 67 years. In the passing of Mr. Woolfit, the Cornwell Co. loses another pioneer meat and provision man. Mr. Woolfit was the first person to ship dressed beef from Chicago into Bay City, over thirty years ago. He was a man of sterling character and was ever faithful in the performance of his duties, a good citizen and an upright business man.

Chippewa county has been making great strides in the agricultural lines for the past few years, but will still have to go some to catch up with Lower Michigan cattle men, according to official announcement of the Holstein Friesian Association of America, which stated recently that the State champion cow owned by W. C. Cornwell, of Saginaw, breaks the three year old record. In one year she produced 23,218 pounds of milk and 747 pounds of fat.

George. Moutsatson and M. J. Vournakis, proprietors of the Olympia have secured the services of Nick Konis, an experienced candy maker, who has been making candy at the Olympia, which compares favorably with any of the best makes in the larger cities.

St. Ignace is to have one of the finest and most efficient pumping and electric lighting plants in Michigan. The engines are known as the Worthington type, two cycle Diessel engines. Unlike other engines they do not require spark plugs, blow torches, hot bulbs or other devices to burn oil. Ignition and combustion of the oil occurs mechanically by injecting hot air into the cylinder. This air in the cylinder is made hot by compression, the compression pressure is about 500 pounds per square inch and the temperature about 1200 degrees. With this high temperature it is possible to burn any grade of fuel oil, and the low fuel consumption is made possible by the high compression pressure. The engines can be started within five seconds. St. Ignace has once more shown her progressiveness in getting one of the best plants known.

The Soo Times contains an interesting item in this week's issue contributed by Louis F. Swift, of Swift & Co., Chicago. The article tells of obstacles overcome in developing America's biggest direct marketing system. It also deals with packing by-products and the avenue through which producer and consumer profit. The article is entitled, "Million a day paid to U. S. breeders of meat animals."

The hay shippers in this vicinity

have been getting relief the last week by the railroad company furnishing an average of ten cars per day. This will make considerable activity in the towns of Rudyard, Dafter and the Soo, where business has been almost at a standstill with the farmers.

William G. Tapert.

### Business in Canned Sauer Kraut Quiet

Canned sauer kraut is quiet, as a result of the fact that there has been a tremendous sale of the article, incident to the advertising campaign put on by the National Kraut Association during the last few months, and dealers are temporarily well stocked up. Distribution is good, however, and the stocks will need replenishing as sales to the retail trade increase.

Sales of Indiana tomatoes for future delivery of the output of 1923 have been very large. Many of the canners of the state are sold up to producing capacity, and will accept no more orders until the crop is well enough advanced for them to tell what their probable production will be.

The same situation seems to prevail among the canners of Wisconsin in regard to the 1923 output of canned peas. A number of the better known canners of peas in that state are accepting no more future orders or contracts.

A number of the state canners' associations are working under the old form of future canned foods contracts, or trying to do so, regardless of the fact that the wholesale grocers have agreed with the Western Canners' Association upon a form of contract which fully and completely protects the interests of canners and wholesale grocers. The contract form is free to be used by all canners and wholesale grocers, whether they belong to any of the various associations of canners or wholesale grocers.

John A. Lee.

### To Push Cotton Gloves.

Wholesalers are expected to open their fall lines of women's cotton gloves at an early date. Reports are current in the market that one of the largest firms would show lines of this merchandise before the end of this month, while the representative of another prominent glove concern said he planned to open very early in April. It is believed that during the fall cotton gloves will sell better than they have for the last two seasons, largely due to the advance in price of leather gloves. The early opening will afford a better chance to secure wider distribution under the more favorable circumstances. Incorporated in the showings will be, it is said, the largest number of novelties in these goods that has ever been prepared. On certain number the fall prices will show advances.

### Would Miss the Tradesman.

Kalamazoo, March 21—I certainly would miss the Tradesman. How anyone doing either a retail or wholesale business, can afford to be without it, is beyond my imagination. What you have saved them in insurance rates alone will pay for your valuable paper the natural life of any person, and your invaluable exposure of frauds and crooks is another great item they should not overlook. I wish you many more years of usefulness for your fellowman and great happiness to yourself.

Frank H. Clay.

## What Does it Cost You To Sell a Pound of Coffee?

### How Much is Your Time Worth Per Hour?

How much of your time does it take to tell a woman about some unknown coffee, persuade her to try a pound of it, weigh it, grind it and tie it up—with other customers standing there waiting?

If she doesn't like the blend, she criticizes you for recommending it and doubts your judgment thereafter. What does that loss of confidence cost you?

The time it takes to sell unknown coffee eats up much of the "long profit." The risk of dissatisfied customers isn't worth it.

Sell a well-advertised, unvaryingly good coffee, like **Quaker** brand, save time, reduce selling cost, satisfy customers and make more profit in the long run.



## WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers.



**MOVEMENT OF MERCHANTS.**

Coleman—James Carty has engaged the grocery business.

Reed City—Howard & Small have engaged in the meat business.

Belleville—The Mandt restaurant and cigar stand has been opened for business.

Pittsford—Culbert Bros. succeed R. J. Corlett & Sons in the fuel and lumber business.

Jackson—The Adams Axle Co., of Findlay, Ohio, is establishing a branch factory here.

Lansing—The Elliott Grocer Co. has increased its capital stock from \$50,000 to \$100,000.

Coleman—Mrs. L. Connor has opened a restaurant and cigar stand in the Cunningham building.

Muskegon—The Muskegon Salvage Co. has increased its capital stock from \$15,000 to \$50,000.

Jackson—Lloyd Koerning has opened a retail electrical supplies store at 615 Page avenue.

East Lansing—The East Lansing State Bank has increased its capital stock from \$20,000 to \$50,000.

Kalamazoo—The Dairymen's Milk Co., 221 East Ransom street, has changed its name to the Hygienic Milk Co.

Reed City—Wooster & Son have engaged in the cigar, restaurant and pool business under the style of the Club.

Battle Creek—A receiver has been appointed for Titus & Hicks, one of the oldest milling concerns in the State.

Martin—C. A. Nevins has removed his stock of general merchandise to Clarksville, where he will continue the business.

Port Huron—A. Pollock, boots and shoes, is reported to be offering to compromise with his creditors at 20 per cent.

Highland Park—The Kelly Furniture Co., 13831 Woodward avenue, has increased its capital stock from \$60,000 to \$100,000.

Detroit—The Martin-Gibson Co., 3143 Woodward avenue, tile, electric supplies, etc., has increased its capital stock from \$75,000 to \$150,000.

Lansing—Isaac W. Russell has closed out his stock of cigars, soft drinks, etc., at 104 North Washington street and will remove to Montana.

Eaton Rapids—Fred W. Culver, for the past twenty years engaged in the grocery business, died March 10, following a brief illness of pneumonia.

Wayland—A. W. Preap, formerly engaged in the grocery business at Caledonia and Martin, has engaged in the confectionery and ice cream business here.

Detroit—Webers Clothes Shop, 285 Gratiot avenue, has decreased its capital stock from \$22,500 to \$20,000 and then increased its capital stock from \$20,000 to \$50,000.

Fenton—The R. & A. Lumber Yards, Inc., of Bay City, has purchased the McHugh & McHugh lumber yards here and will continue the business under its own name.

Bay City—The May Clothing Co., Fifth and Water streets, has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Eben Junction—The Eben Farmers' Co-Operative Ass'n. will open a branch general store at New Swanzy about April 2. The company conducts stores here and at Chatham.

Battle Creek—Don's Auto Supply Co., 119 Main street, has been incorporated with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in cash.

Grand Rapids—The Mollers Warehouse Co., R. R. 1, has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Augusta—Dent Barnes has purchased the interest of his brother, Thad, in the garage and automobile supplies, accessories, etc., business of Barnes Bros. and will continue it under his own name.

Lansing—Boyd R. Small has leased the store building at 104 North Washington street and will occupy it with a stock of men's furnishings, hats, caps, etc., as soon as the store has been remodeled.

Lansing—Murl Hamilton has opened a wholesale and retail paint and wall paper store at 527 East Michigan avenue. Complete lines of painters' and decorators supplies and equipment will also be handled.

Fowler—Joseph Bower has sold his stock of agricultural implements and hardware to Fox Bros., who have added the International line to the stock. The business will be continued with Mr. Bower as manager.

Detroit—Hughes-Thompson, Inc., 1111 Stroh building, has been incorporated to deal in oil and products of same, with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Continental Clothes Shop, 2917 Hastings street, has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,000 has been subscribed and paid in, \$1,000 in cash and \$1,000 in property.

Trenton—The Trenton Motor Sales Co., 5 Washington avenue, has been incorporated with an authorized capital stock of \$20,000, of which amount \$12,200 has been subscribed and paid in, \$10,000 in cash and \$2,200 in property.

Owosso—W. E. Payne, farm implement dealer for nearly forty years, is closing out his stock at special sale and will remodel his store building and devote his entire attention to the sale of automobiles, accessories and supplies.

Detroit—The Jefferson-Gray Sales Co., 13144 East Jefferson street, has been incorporated to deal in auto accessories, parts and supplies, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Jackson—Jacobson & Capehart, Inc., 116 West Main street, has been incorporated to deal in men's furnishings, hats, caps, etc., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Ecorse—The Great Lakes Drop Forge Co. has been incorporated with an authorized capital stock of \$300,000 preferred and 30,000 shares at \$1

per share, of which amount \$82,460 and 6,531 shares has been subscribed and \$88,991 paid in in property.

Grand Rapids—The receiver of the Shaughnessy hardware stock, 45 South Division avenue, has sold the stock, fixtures, lease and good will to Ray Pringle and S. F. Dinsmore, who will continue the business on the same location under a name to be decided upon later.

L'Anse—Paquette Bros. Co. has built an addition to its store building and will occupy it with a complete stock of furniture, stoves, hardware, etc., as soon as the plate glass front has been installed. The company will continue its meat market in the old part of the building.

Albion—L. A. Wertheimer has merged his dry goods, clothing, shoes, etc., business into a stock company under the style of Wertheimer, Inc., with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and paid in, \$7,000 in cash and \$8,000 in property.

Trenton—The Trenton Lumber & Supply Co. has been incorporated with an authorized capital stock of \$2,500 common, \$5,000 preferred and 1,000 shares at \$1 per share, of which amount \$5,000 and 1,000 shares has been subscribed and paid in, \$5,000 in cash and \$1,000 in property.

Republic—Alfred Isaacson has leased a store in the Fountain block, Kroman avenue and will occupy it with a stock of hardware about April 2. Mr. Isaacson will conduct undertaking parlors in connection with his hardware business, being a licensed embalmer with years of experience.

Ionia—The Akme Corporation has been incorporated to deal in agricultural tools, implements, devices, machinery, etc., with an authorized capital stock of \$10,000 preferred and 10,000 shares at \$1 per share, of which amount \$4,000 and 10,000 shares has been subscribed and paid in, \$400 in cash and \$13,600 in property.

Grand Rapids—The Hendrikse Co., 408 Ethel avenue, has been incorporated to deal in and install oil burning machinery and equipment for heating and refrigerating, with an authorized capital stock of \$10,000 preferred and 500 shares at \$1 per share, of which amount \$3,700 and 300 shares has been subscribed, \$2,200 paid in in cash and \$1,800 in property.

Allegan—Clyde Frost, undertaker has bought the Harvey residence property at the corner of Chestnut and Cutler streets and will erect a modern funeral home on the property this year. This property is opposite the Presbyterian church and, when the residence is removed, only three other houses will remain in the block, due to the expansion of the business section.

**Manufacturing Matters.**

Calumet—The Calumet Motor Co. has increased its capital stock from \$100,000 to \$200,000.

Grand Rapids—The Shear-Maddox Furniture Co., 21 Ottawa avenue, N. W., has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed, \$3,000 paid in in cash and \$25,000 in property.

Kalamazoo—The Wolverine Casting Co., 406 East Ransom street, has increased its capital stock from \$10,000 to \$40,000.

Detroit—The Twin Fire Spark Plug Co., 3964 Grand River avenue, has decreased its capital stock from \$100,000 to \$40,000.

Petoskey—The Michigan Tanning & Extract Co. has increased its capital stock from \$3,000,000 to \$3,000,000 and 10,000 shares no par value.

Gaylord—The First National Fur Farms has increased its capital stock from \$200,000 and 2,000 shares no par value to \$400,000 and 4,000 shares no par value.

Sturgis—D. A. Hopping, factory manager of the National Carbon Coated Paper Co., has purchased the plant and business of the Sturgis Utility Manufacturing Co.

Detroit—The United Pretzel Co., 1414 21st street, has been incorporated with an authorized capital stock of \$25,000, \$2,000 of which has been subscribed and paid in in cash.

Marysville—The Athol Manufacturing Co. has been purchased by H. Scherer & Co., of Detroit. The Athol plant, which manufactures cloth for automobile tops, will be enlarged.

Detroit—The Sure Spark Plug Co., 1011 West Lafayette street, has been incorporated with an authorized capital stock of \$10,000, \$5,010 of which has been subscribed and paid in in property.

St. Joseph—The Silver Beach Coaster Co. has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in, \$20,000 in cash and \$5,000 in property.

Ann Arbor—The Drugcraft Co., 602-4 Ashley street, has been incorporated with an authorized capital stock of \$100,000, of which amount \$55,000 has been subscribed and paid in in property.

Augusta—William E. Bowen & Son have again assumed control of the milling property they sold two years ago to C. F. Bartlett. After general repairs are made the mill will be opened for business.

Randville—Copp's Reduction & Refining Co. has been incorporated with an authorized capital stock of \$100,000, of which amount \$68,000 has been subscribed and paid in, \$17,000 in cash and \$51,000 in property.

Detroit—The U. S. Metal Wheel Co., with business offices at 702 Penobscot building, has been incorporated with an authorized capital stock of \$100,000, \$31,000 of which has been subscribed and paid in, \$1,000 in cash and \$30,000 in property.

Grand Blanc—The Grand Blanc Gas & Oil Co. has been incorporated to conduct a wholesale and retail business in gasoline, oil products and auto accessories and supplies, with an authorized capital stock of \$20,000, of which amount \$15,650 has been subscribed and paid in in cash.

Bad Axe—The Great Lakes Power Co. has been incorporated to produce and sell electricity, appliances, fixtures, parts, etc., with an authorized capital stock of \$80,000 common and \$100,000 preferred, of which amount \$140,000 has been subscribed, \$18,000 paid in in cash and \$9,000 in property.



### Essential Features of the Grocery Staples.

**Sugar**—Sugar prices during the past week showed still greater firmness. Willett & Gray estimate the new Cuban crop at 4,000,000 tons, compared with 3,996,387 tons for the previous yield. Our attention has just been called to the fact that two statisticians in Cuba, whose conclusions may also be accepted as disinterested, give estimates ranging from 100,000 tons above to 200,000 tons below last year's crop. While the output so far is about 430,000 tons ahead of the same date last year, it is pointed out that this should not be construed as an indication that the total yield will run ahead of last year to any such extent. The present crop is early and last year's was belated, and the point is raised that during recent years the early crops have been the smaller ones. At the present time stocks in Cuba and the United States are about 600,000 tons less than a year ago. Nevertheless, on January 1, when raw sugar was selling close to 4 cents, cost and freight, stocks were 1,200,000 tons below those of the same date twelve months before. The change since then in the statistical position of sugar is certainly not such as to bring about the rise in prices that has recently taken place, but it is argued that there was nothing in the statistical position a few weeks ago to make sugar sell as cheaply as it then did. Traders at present are apparently accepting the latter view. Local jobbers hold cane granulated at 9 3/4c.

**Tea**—Tea is advancing, notably Ceylons, Indias and Javas. The demand is good and the situation very firm. Other grades of tea are also wanted and at prices that show a constantly hardening tendency.

**Coffee**—The market for Rio and Santos grades show little if any change for the week, although the tendency of these coffees, sold green and in a large way, has been easy. Roasted Brazil coffee sold in a jobbing way shows no special change and moderate demand. Mild coffees are in fair demand at unchanged prices.

**Canned Fruits**—Peaches are an example of the effects of replacement costs of 1923. Cannerys are now refusing to sell their standards at sacrifice figures to get them out of the road. The weaker operators have already done so and stocks now remaining are held by the larger operators who have higher ideas. The cheap lines, already picked up, have begun to move in retail channels at prices which will put peaches back on the map. They now look cheap to the housewife who remembers the range during the war. Fancy and choice lines continue firm and were not affected by the sloppy market on standards. Apricots are unchanged, as the demand is still limited. Cherries are steady. Pineapple holds firm, with stocks light in all jobbing markets. It is a seller's market. Apples compete with fresh fruit, which sells low and is often preferred to canned.

**Canned Vegetables**—As the clearing house between canner and distributor, the broker is confronted by a disquiet-

ing situation. On the one hand, correspondence with packers in reference to new packs invariably includes frequent and extended mention of the costs of production in 1923. Without exception, the canner says he cannot duplicate 1922 packs in 1923 at last year's figures; it will cost more money to operate in 1923. The canner insists that he is not using a price basis to encourage a big pack and possible over-production. When the canner's position is stated to the jobber the broker gets a different viewpoint. Many distributors frankly say that they are not vitally interested in the costs of production. Their concern is in the reselling of the stocks they will buy, and this makes it imperative for the trader to purchase on as low a basis as possible. He wants to guard against a large pack which will lead to gluts, cut prices and a disorganized market. This divergence of views between buyer and seller, with the broker working hard to effect a compromise, has been one cause of the moderate trading in new packs. That there has been little or no future business placed is not true; there has been quite extensive trading, but not as broad as some factors had expected who based their ideas on the talk of big business so freely predicted in December and January. A number of lines have sold well, fully up to normal and sufficiently heavy to book up cannerys. Pineapple and asparagus have been almost sold out. Some pea packers say that they are better fixed as to future trading than they have been in other years on May 1. Cannerys, however, have had to fight every inch of the way to maintain their prices. The spot market is quiet. Tomatoes are taken as they are needed at fairly stationary prices. Later wants are not bothering dealers as long as they have sufficient goods for their retail trade. Futures are still about the same. Bookings are not heavy, but they are piling up slowly. No. 10s in the South are slightly higher. Corn is steady. Cheap standards would sell if the jobber could do better than the ruling holding quotations in the country. Fancy corn is scarce. Peas rule firm on old packs, and country stocks are cleaning up.

**Dried Fruits**—The spot situation in prunes is better than at any time since January 1, but even now there is no heavy trading. The market also is not much interested in Coast offerings because stocks are held so firmly there that buying in the West is not attractive. Apricots are next in line in strength. Desirable grades of Blenheim are not freely quoted, since holdings are light. Other lines are selling in a routine way, the strength being largely caused by visible supplies. Leaving these two commodities, other dried fruits are less favorably placed. There has been more confidence expressed in raisins of late by some traders, but the optimism is largely on the part of the packers. Many jobbers still prefer to sell but they are not shading their prices so extensively. Some have cleaned house and are now ready to buy if they can get a trading basis which will enable them to make a quick turnover. Currants are neglected. Local

distributors and interior markets are buying, but only enough to keep them going a few days or a week ahead.

**Syrup and Molasses**—Molasses in regular, fair demand at steady prices. Compound syrup has eased off somewhat during the week, although the demand has been very fair. Sugar syrup unchanged, moderately active at steady prices.

**Beans and Peas**—The demand for beans is so low that an easier feeling has crept into the market during the week. Marrows, however, are strong enough. White kidneys are rather weak. Green and Scotch peas dull, with market in buyer's favor.

**Cheese**—Cheese has had some weak moments during the week, although outside markets have been steady to firm. Prices are about unchanged.

**Provisions**—Lard has shown additional strength during the week demand fair. Other provisions in fair demand at about unchanged prices.

**Nuts**—Consuming channels are not broad, and as they are the chief factor at present they cause a quiet market. There is a noticeable lack of speculative buying. This tendency is noticeable in Brazil nuts. All along the trade has followed the market for current outlets but later requirements have not been covered. There is every prospect of a change in the situation after Easter, when England's operations at primary points will be curtailed. Almonds are rather slow sellers. The California market is uncertain and dealers are not inclined to buy in a speculative way. The better grades of walnuts are firm. Pecans are hard to obtain.

**Salt Fish**—The demand for mackerel has eased off a little although prices are about unchanged. Most buyers have anticipated their wants for the remainder of Lent, therefore the demand is rather slack.

### Review of the Produce Market.

**Apples**—Jonathans, Spys and Baldwins fetch \$1.75@2.25 per bu. Western box apples are now sold as follows: Roman Beauties, Winesaps and Black Twigs, \$3.25; Delicious, \$4.25. Bananas—8@8 1/2c per lb.

**Brussel's Sprouts**—40c per qt. box.

**Butter**—The receipts and offerings of butter during the week have been light and the market has been steady to firm. The demand has been fair, but not much more. Local jobbers hold extra at 48c in 63 lb. tubs; fancy in 30 lb. tubs, 50c; prints, 50c. They pay 25c for packing stock.

**Cabbage**—Old, \$4.50 per 100 lbs.; new from California, \$5 per crate.

**Carrots**—\$1.25 per bu.

**Cauliflower**—\$2.75 per dozen heads.

**Celery**—California is selling at 75c for Jumbo and \$1 for Extra Jumbo; Florida, \$4 per crate of 4 to 6 doz.

**Cucumbers**—Illinois hot house, \$3 per doz.

**Cocoanuts**—\$6.50 per sack of 100.

**Egg Plant**—\$3 per doz.

**Eggs**—Eggs have eased off during the week on account of increase in receipts and the approach of the season of heaviest production. The demand has been very fair during the week, thus supporting the market to some extent. Local jobbers pay 21c.

**Grapes**—Spanish Malagas, \$9.50 for 40 lb. keg.

**Green Onions**—Chalotts, \$1 per doz. bunches.

**Honey**—32c for comb; 25c for strained.

**Lettuce**—Hot house leaf, 14c per lb.; Iceberg from California, \$4 per case.

**Onions**—Home grown, \$3 per 100 lb. sack for white and \$2.50 for red.

**Lemons**—The market is now as follows:

|                   |       |        |
|-------------------|-------|--------|
| 300 size, per box | ----- | \$7.50 |
| 360 size, per box | ----- | 7.50   |
| 270 size, per box | ----- | 7.50   |
| 240 size, per box | ----- | 7.00   |

**Oranges**—Fancy Sunkist Navals are now sold on the following basis:

|                  |       |        |
|------------------|-------|--------|
| 100              | ----- | \$4.75 |
| 126              | ----- | 5.25   |
| 150, 176 and 200 | ----- | 5.50   |
| 216              | ----- | 5.50   |
| 252              | ----- | 5.50   |
| 288              | ----- | 5.50   |
| 324              | ----- | 5.50   |

Choice, 50c per box less.

Floridas are now sold as follows:

|     |       |        |
|-----|-------|--------|
| 126 | ----- | \$5.25 |
| 150 | ----- | 5.25   |
| 176 | ----- | 4.25   |
| 200 | ----- | 4.25   |
| 216 | ----- | 4.25   |

Parsley—50c per doz. bunches.

Parsnips—\$2 per bu.

**Peppers**—Florida, 75c for small basket containing about 18.

**Potatoes**—Home grown, 50c per bu.

**Poultry**—Local buyers now pay as follows for live:

|               |       |     |
|---------------|-------|-----|
| Light fowls   | ----- | 19c |
| Heavy fowls   | ----- | 23c |
| Heavy springs | ----- | 23c |
| Cox and Stags | ----- | 14c |

Radishes—90c per doz. bunches.

Spinach—\$2 per bu.

**Strawberries**—Floridas bring 60c per qt.

**Sweet Potatoes**—Delaware kiln dried command \$1.75 per hamper.

**Tomatoes**—6 lb. basket of California, \$1.25.

Turnips—\$1.25 per bu.

**Detroit**—The Alcon Chemical Engineering Co., 308 Capital Theater building, has been incorporated with an authorized capital stock of \$10,000, common and 2,000 shares at \$1 per share, all of which has been subscribed and \$10,000 paid in in property.

**Boyne City**—The Michigan Stone Products Co. has been incorporated with an authorized capital stock of \$250,000 preferred and 25,000 shares at \$1 per share, of which amount \$25,000 and 12,500 shares has been subscribed and \$25,000 paid in in property.

**Detroit**—E. C. Dittrich & Co., manufacturers and dealers in furs have merged their business into a stock company under the style of E. C. Dittrich & Co., Inc., with an authorized capital stock of \$100,000.

**Detroit**—The W. M. Chase Valve Co., 1450 21st street, has been incorporated with an authorized capital stock of \$100,000, of which amount \$66,860 has been subscribed, \$1,450 paid in in cash and \$65,000 in property.

**Detroit**—The Art Cast Stone Co., 4709 Woodward avenue, has been incorporated with an authorized capital stock of \$5,000 common and \$10,000 preferred, \$5,000 of which has been subscribed and paid in in cash.



## MAIL ORDER CATALOGUES.

### Their Wholesale Destruction Held To Be Illegal.

The merchants of Missoula, Montana, are nothing if not enterprising. Also, they believe that Missoula money should remain at home. But Missoula, being a prosperous community, was an inviting target for the mail order houses, and large sums were annually sent to Chicago, St. Louis and other big cities for things which the local merchants could probably have furnished for the same or less money and of better quality.

The aforesaid local merchants finally decided that if a chamber of commerce was good for anything it could be used to keep money at home, and it was therefore decided to utilize its machinery for that purpose. According to the commission's complaint the chamber did a good workmanlike job.

The general manager of the Northwestern Theaters Company, a concern operating a large palace of the silent drama, was drawn into the conspiracy to launch an altogether novel "clean-up" campaign. Missoula had staged many other clean-ups. It had collected and sold all its old papers for the benefit of the broken-down returned soldiers; it had bartered its old tin cans for money for the old ladies' home, and it had saved the surface of the school houses and other public buildings until to use more paint would have been a sinful waste.

But nobody in Missoula had ever before thought of cleaning up the mail order house catalogues. To this job the chamber addressed itself—according to the indictment of the Federal Trade Commission.

On the psychological date when the local merchants had reason to believe that the annual deluge of mail order house catalogues had reached their local addresses, the Northwestern Theaters Company announced in the home newspapers that on certain days it would admit children of the tender age of fifteen years and under to its highly elevating exhibitions of moving pictures upon presentation of any mail order house catalogue—plus one cent for war tax—in lieu of the usual ticket. Special prizes were offered for the oldest catalogue, for the newest, for the biggest, and for the one whose thumb-worn pages reflected the most painstaking perusal.

What the youngsters of Missoula did to the mail order house catalogues was a plenty—according to the Federal Trade Commission. Awaiting favorable opportunity when father was at the office, mother shopping, and big sister out riding with her beau, the kids collected all the catalogues in sight and hastened with them to the movie theater.

Presumably the chamber of commerce redeemed the catalogues at a fair price from the manager of the Northwestern Theater Company. Anyhow, the commission charged that it obtained possession of them and destroyed them "by burning or otherwise."

The formal complaint in this case was issued Sept. 22, 1921. A detailed investigation was ordered by the commission and after prayerful consideration of all the evidence adduced

it is gravely announced that "attempting to eliminate or lessen competition by collecting and destroying mail order house catalogues is condemned by the Federal Trade Commission as a hindrance to interstate commerce trade."

The official memorandum of the commission announces its momentous decision as follows:

The commission found that the Northwestern Theaters Company in collusion with and approval of the Missoula Chamber of Commerce accepted from children mail order catalogues as payment for admittance to moving picture shows in a theater controlled and operated by the theater company. Catalogues so collected were subsequently destroyed by respondents. This act, the commission states, removed from the hands of many of the residents in and around Missoula mail order catalogues from which they had been in the habit of ordering goods, thus reducing materially the probability of competition with the concerns whose catalogues had been so destroyed.

The respondents are ordered to cease and desist:

1. From inducing persons in possession of the catalogue or catalogues of mail order houses, to divert said catalogues from their former and customary use by such persons for the purpose of purchasing goods from said mail order houses, and to use them as an exchange for admission to a moving picture theater for the purpose of eliminating or hindering competition between such mail order houses and local merchants:

2. From collecting, securing or procuring or from causing to be collected, secured or procured from residents in the City of Missoula, Mont., or the territory adjacent thereto, any catalogue or circular of any mail order or catalogue house located outside the State of Montana and doing business in said State, for the purpose of depriving such mail order or catalogue house or its customers or prospective customers of the use and benefit of such catalogues in the sale and purchase of merchandise in interstate commerce.

3. From destroying catalogues of mail order houses secured from any customer or prospective customer of a mail order house in the City of Missoula, Mont., or in the territory adjacent thereto, for the purpose of depriving such mail order house or its customers of the use and benefit of such catalogues in the sale and purchase of merchandise in interstate commerce.

Of course, retail merchants everywhere will rejoice to know that the poor little downtrodden mail order house has such a valiant defender in that powerful agency of the Government, the Federal Trade Commission.

### Good Umbrella Business.

Umbrella manufacturers have been doing a sizable spring business and the prospects are considered favorable for a much improved season. At present, the demand from retailers is for the woman's umbrella with strap handles. This type bids fair to continue its popularity for some time to come, according to wholesalers here. Many novelties in fabricated handles which are also being placed on the market are expected to have their quota of demand from the women who prefer something different and unique. In the silks, high shades are figuring more prominently in the demand, and this tendency is looked upon to grow with the warmer weather. There is little change in the men's umbrella situation, the main effort here being to produce goods to sell at a price.

### What Gen. Allen Says.

Maj. Gen. Henry T. Allen, back home from the doing of a fine job as commander of the American forces on the Rhine and member of the Rhineland High Commission, punctures one or two notions that have gained some credence in this country. He says it is foolishly sentimental to imagine that the Germans welcomed our soldiers with open arms. They naturally looked upon our troops as interlopers who had no business there. The task of our officers and men was almost as difficult as that of their French and British associates. The German population possibly felt a little less sore toward our troops than toward those of the other nations, but it was necessary for our soldiers to exercise the greatest tact in what was obviously a difficult situation. And we know how the Americans acquitted themselves. Gen. Allen says our soldiers scrupulously respected the feelings and the customs of the Germans. The demonstration of the civil population on their departure was unique in the history of such incidents.

The other point made by Gen. Allen is that we need never expect the Germans as a people to acknowledge that they were in the wrong in the war. They do realize that they were beaten, but they believe that defeat came in a righteous cause. In the present occupation of the Rhur they see "a continuance of the world war with different weapons." No one will think the less of Gen. Allen for sympathizing with the people among whom he and his men have been uninvited guests. They have not yet attained a fully representative government. Their government has not been acting in a way to gain the respect of other nations. It has been seeking to evade its just obligations. It has been hand-in-glove with elements that do not seem to be working for the best interests of Germany. We can be glad that the attitude of our own Government throughout, including its final act in withdrawing our troops from the Rhine, has been absolutely correct and consistent. The Nation owes a debt of gratitude to Gen. Allen and his men for so worthily upholding America's reputation in that trying time.—Pittsburg Chronicle.

### Unusual Type of Wrenches.

Several unusual types of all-metal wrenches are inclined in the "handy" tools that are now being brought to this country from the other side. They are made without the usual wheel screw used in adjusting tools of this kind. It being supplanted in one style of wrench by a movable metal saddle through which pass the parts of the

wrench supplying the jaws. One jaw is part of a triangular piece of metal that may be moved backward or forward along the handle section in adjusting the wrench to the nut it is to be used on. It is held firmly in place by the saddle, which is kept from slipping by the pressure exerted on the nut in turning it. To adjust the wrench to some other sized nut it is only necessary to move the saddle, which slides easily when there is no pressure on it. Another type of wrench also has a movable jaw. It is adjusted merely by pushing this jaw to the desired position with the thumb, where it is held by the pressure exerted by the user.

### Makes Its Own Light.

By means of a novel German device for bicycles that is now being imported by a local concern, it is possible for the rider to generate his own electricity for running head and tail lights. The generating part of the device is attached to the front fork of the machine, with a small rubber wheel of the generator coming in contact with the tire of the front wheel. The larger wheel turns the smaller one, thus producing the power required to generate the electricity. The light is attached to the front of the machine and throws a clear ray forty to fifty yards ahead. The device comes in two styles, one including a battery and tail light and the other consisting only of the headlight and the generator. The light of the latter style goes out when the bicycle stops, but the battery in the other style keeps the light going indefinitely. The wholesale cost of the style with the battery and tail light is \$75 a dozen, while the other style wholesales at \$60 a dozen.

### Still Reordering Capes.

Reorders for capes continue to be received in the local garment trade. At present, those of pile fabrics and velours are well to the fore, as they are adapted for the early spring weather. Those having an extremely lustrous surface, and fashioned of a plush like cloth, are extremely popular. The mills making such fabrics are sold up for several months and, according to reports in the market, could have booked much more business than they have capacity to produce. Silks have come in for a greater degree of attention lately, and they are expected to be the leaders for the period of real hot weather, owing to their lightness and attractive surface.

It is an old saying that a man is known by the company he keeps. It is a modern fact that the bank knows a man by the company he keeps out of.



**RESCENT**  
FLOUR

"Mother's Delight"

"It Makes Bread White and Faces Bright!"

VOIGT MILLING CO.

Ask Your Grocer.

Grand Rapids, Mich.



**HABIT-FORMING DRUGS.**

There should be just one result of the Porter resolution, signed by President Harding recently, which requests the State Department to negotiate with foreign governments for curtailment of the production of habit-forming drugs. It should bring about a closer co-operation with the League advisory committee on the drug traffic. This body, composed of experts who have devoted their lives to the drug problem and authorized by all nations belonging to the League to supervise the execution of the Hague opium convention of 1912 and other international agreements upon drug traffic, is carrying out a carefully planned programme. Our Government went so far last December as to appoint former Surgeon General Blue a delegate to the committee's conference in January, but he went only as an observer. If the United States tries to launch an independent programme of drug control it will disrupt the programme now being developed.

It need not be said that only a world-wide effort can control the international trade in drugs, and the United States, which initiated the Hague conference on the subject, should be first to appreciate the fact. The common idea that most opium comes from India and that the British government could stamp out the trade if it chose is ridiculously erroneous. China, where opium growing has recommenced on a large scale since the civil wars began was declared by the India Office in 1922 to be producing seven times as much as India. Persia was then exporting one-third more than India, and Turkey normally exports as much. Indian production has long been carefully limited, and the limitations should be increased. But the true goal is better control of the export and import trade of the different nations and restriction of the manufacture of medicinal opium, morphine, cocaine, heroin, and other preparations. The manufacturers should be held within close limits and international shipments permitted only between authorized agents.

What has the League committee done? It has induced nine new governments to ratify the Hague convention of 1912. It has supplemented the requirements of the convention—control of production, limitation of shipping ports, confinement of importation and exportation to authorized persons, and so on—by drawing up a draft importation certificate which will facilitate supervision. Nearly thirty nations have accepted this certificate system. It is collecting full statistics on the cultivation, manufacture, and distribution of all dangerous drugs, which will enable it to get at the huge illicit traffic now being carried on, a traffic in which the United States plays a prominent part. We should get behind the League committee, not in its way.

**Are All Taxes "Unproductive"?**

We have been reading a great many jeremiads lately about the burdens of taxation, and we agree with most of them. In our opinion, however, some of the writers take too pessimistic a view when they assume that all the

proceeds of taxes go into expenditures which they designate as "unproductive." The heavier the taxes, they argue, the greater the amount of unproductive expenditure and the less liquid capital there is available for industry. But why is a dollar that goes into the construction of street paving any less productive than a dollar that goes into a factory making automobile trucks. Without the pavement trucks would be of little use on boggy streets. Illustrations of this sort can be multiplied indefinitely. Certainly the taxes that go to maintain schools, police, and fire departments, improve harbors, erect lighthouses, build roads and bridges, combat crop pests, reduce accidents in mines and so on, provided the money is wisely spent, are just as much business investments as the money invested in a manufacturing establishment, and they contribute materially to increase the returns of the latter. Many sales managers have found that their best market territory is in the communities that tax themselves most heavily for schools. So let's cheer up a bit about this tax business. It is reeking with imperfections, but yet it is not as bad as some try to make it.

**The Man You Work For.**

They tell me, friend, that you are not feeling any too well disposed toward the man you work for; that you habitually make slurring remarks regarding him, and otherwise show an attitude almost amounting to animosity.

This is very foolish on your part.

For no man can do good work when sentiments of hatred, envy, and the like possess him.

If you feel you cannot conquer your dislike for your employer it will be to your best interest to find work with some one else.

What chiefly troubles you, I am told, is that you have to do hard labor for comparatively low pay, while he takes things easily and draws big profits from the business.

Do the goods you help to make for him find buyers of their own accord? Do they never have to be sold at a loss? And do the raw materials of which those goods are composed make their way to the factory without effort and risk on somebody's part?

In a word, has it never occurred to you that the man for whom you work may, after all, be about the most important cog in the industrial machine in which you are a constituent part? He has weighing upon him by night as by day the problem of keeping the factory going.

Worries of a sort unknown to you, but vitally affecting your own welfare, persistently beset him. Any "let-down" by him means a "shut-down" for you. That you may work at all he must in the long run work far harder than you. H. Addington Bruce.

**Discriminating Between Customers.**

Should the decision of the United States Circuit Court of Appeals in the Mennen case be upheld by the Supreme Court, the effect on business in general will be most decided. It will affect not only the matter of price maintenance, but also the continuance

of the jobber as a factor in distribution. The right of a producer to regulate or control resale prices has been a bone of contention for years. Decisions of the United States Supreme Court finally made it clear that manufacturers could choose the customers to whom they would sell. This meant they could refuse to sell to price-cutters. But, on the other hand, it was also decided that they could enter into no arrangement with purchasers whereby the latter could be stopped from re-selling to retail price-cutters. In the Mennen case another point was raised. The defendants gave certain discounts on their goods to jobbers or wholesalers and refused them to chain stores or to buying organizations of retailers. On a complaint filed, the Federal Trade Commission held that the Mennen concern was obligated to sell at the same price to all comers buying the same quantities. This ruling has been set aside by the Circuit Court of Appeals, which holds that a producer may separate his customers into classes, such as jobbers, chain stores and retailers, and may fix separate and different prices for each class. Thus is provided, always, that the price for all of those in each particular class is the same. The distribution service rendered by the jobber is recognized as a ground for a discount to him. If the decision is sustained on appeal, it will not only help sustain the position of the jobber, but it will make it easier for independent retailers to meet the competition of chain stores and other combinations.

**Working on Standard Sizes.**

One of the important things that is engaging the interest of members of the National Knitted Outerwear Association is the question of standardizing sizes. A thorough survey of the sizes used by the various manufacturers in the industry, made under the direction of a committee of which R. H. Wyner is Chairman, shows that most of the measurements have been based on guesswork. In order to reach definite standards the committee has been in touch with knitted outerwear makers throughout the country and is obtaining data regarding measurements from prominent health agencies and insurance companies. These data include the actual body dimensions of men, women, children and infants of different ages and sizes, and are expected to prove of material benefit in the work of the committee.

**Coal Shortage Menace Removed.**

With the end of the coal-burning season only a few weeks off, Seward's Journal states the anthracite shortage has ceased to be acute. Except in a few scattered communities, there is now coal enough to go around. The public is no longer panicky, and retail offices, which until recently were besieged from morning until night with crowds of anxious consumers, are practically deserted. Fuel Administrators are preparing to close their offices where they have not already done so. So far as the soft coal trade is concerned, export developments continue to be the center of interest.

## How Do We Do It?

### Over 40% Savings Returned To Our Policy Holders Last Year!

#### Loss Ratio Less Than 8%

We do it by insuring only Preferred Risks. No one accepted unless recommended. No taxi cabs, auto-busses or delivery cars accepted—only pleasure cars, owned and driven by responsible, careful men of high character.

Over one Thousand of the most prominent business and professional men of Grand Rapids have already taken advantage of

### THE PREFERRED AUTOMOBILE UNDERWRITERS CO.

314 Commercial Savings Bank Bldg.

Citz. Phone 51370

### NOT A MUTUAL COMPANY



### TAXES PAID FROM INCOME.

At every new Federal tax date there is much loose talk about the effects of the income tax. One of the statements most frequently heard is that such a tax depletes the National wealth, and that some other sort of tax should be substituted which will not become such a drain on resources. This view overlooks the fact that all taxes, no matter what they are called, must be paid out of income. The inheritance tax is the only exception. If the income tax were abolished and a tax on articles of consumption imposed in its stead the Federal Government's receipts would be gathered, as before, out of the National income. Of course, there would be a shifting of the tax burdens; some would pay more and others less as a result of the change, but if the Government collected the same amount as before the National income would be depleted just as much by the new tax as it was by the old.

It has been estimated that in the years immediately before the war about a fourth of the National income went into taxes and savings. The National income is estimated at about \$60,000,000,000. This would mean that about \$15,000,000,000 of wealth produced each year is not consumed or utilized for maintenance of property. The Nation's tax bill, as computed by the National Industrial Conference Board, is near \$8,500,000,000. This leaves approximately \$6,500,000,000 available for fresh capital investments, and it is estimated that at least \$6,000,000,000 is needed annually for this purpose. If price levels advance the need will increase proportionately. In pre-war years, at the price levels of that time, it was estimated that about \$3,000,000,000 were needed annually for the inauguration of new industrial enterprises. More is needed now, because prices are higher, and capital requirements, for reasons shown hereafter, are greater.

When the war came the flow of liquid capital into the industrial field was checked. Savings went into war loans, the proceeds of which were spent for fighting equipment or were lent to our allies for such expenditure. As a result there was undermaintenance of highways and railways, building operations were almost suspended, and much disorganization followed. Credit substitutes were employed in the absence of capital, but eventually the strain on credit reached the limit of safety, and readjustment was necessary. The remedy was obviously to save more and to produce more, and at the same time to curtail unproductive Government expenditures as far as possible. When all practicable economies have been introduced into its budget, however, the Federal Government will still have to spend \$3 where it spent \$1 before the war. It is necessary for the country to grow up to its new National budget. The ease with which new financing has been accomplished during the past twelve months indicates that it is really growing up to it.

### LOOKING INTO TEXTILES.

What is termed a thorough survey of wool and cotton and manufactures of these products is about to be under-

taken by the Tariff Commission. Schedules have been ordered prepared for use in this work which is expected to extend over many months. If it were possible to secure accurate data as the result of such an investigation, the benefits would be great. But the task seems a hopeless one under the existing conditions both here and abroad. In this country, for example, wage scales are at their height, while, in many foreign countries, they are relatively low because of the prevailing depreciated currencies. There is no stability in either case nor any guarantee of a continuance of present conditions for any length of time. So, any deductions from existing circumstances are likely to be misleading and false by the time the report is ready for publication. This is apt to be the case even though the investigation proposed is conducted without bias or for the sake of bolstering up a high tariff or, what is still worse, is based on the erroneous idea that costs of production are dependent on wage scales instead of actual cost per unit of output. Other considerations in connection with the matter readily suggest themselves. How are foreign production costs to be ascertained, for instance, when manufacturers in countries abroad refuse to give them, which they invariably do? Again, even as to domestic costs of production, it is well known that these vary very much in different sections of the country and, very frequently, in the same place because certain plants are more efficient than others. In such cases, which would be taken as the standard?

### WOOLS AND WOOLEN GOODS.

Although a weaker tone is shown in the foreign markets for wool, it is noteworthy that not much concession is given to buyers. In London, as well as in Australia and New Zealand, offerings are withdrawn when upset prices are not obtained, and in the first-named place the series of wool auctions has been curtailed because of unavoidable conditions. One effect of the high prices for wool and the high duties on it has been to increase the quantity of wool rags and other material for shoddy which is being imported. In the ten months ended with October, for example, about six times the quantity was brought in as was the year before. Chief interest in the goods market centered during the past week in the Fall offerings of women's fabrics by Forstmann & Huffmann and the Botany Worsted Mills. They are slightly higher priced but the main feature about the lines is the number of novelties in the most expensive cloths, especially those designed for dresses. The clothing trade had something to talk about in the opening of overcoats and suits for Fall by a big Chicago concern, which offered certain lines at about last Spring's prices. The first reports had it that these prices were to be net, but this was subsequently denied. A Philadelphia manufacturer followed suit in this matter so far as prices go. Local manufacturers are inclined to think there is some "catch" in these offerings because of the higher prices of fabrics. The others say, however,

that they are after volume production and that the resultant lowering of overhead will see them through. What the response of dealers will be is yet to be determined, but it looks, for the time being, as though rather more than the usual competition is ahead.

### COTTON CONSUMPTION.

Two things, the weather map and consumption by the mills, were the ostensible causes of the firmness in cotton prices during the past week. The latter, which more especially affects the cotton to be marketed, showed unusual activity by the domestic mills during February. In that month the consumption was 566,924 bales, exclusive of linters, making a total for the seven months of the cotton year of 3,839,503 bales. This is 355,610 bales more than for the similar period the year before. The amount of cotton in consuming establishments at the end of February was over 2,000,000 bales, greater by more than 400,000 bales than was the case at the same date in 1922. This would seem to indicate that the mills have on hand about enough to satisfy their needs until the next crop comes along. Operating in February were 35,307,707 spindles, a record number, comprising about 22½ per cent. of the world total. In the growing districts planting is under way in most of them under good auspices. Less stress is now laid on the probable ravages of the boll weevil and no complaints are heard of a lack of insecticide. In a few weeks some indication will be had of the acreage planted. It is certain to be larger than was the case last year. Strength in the goods market continues, even though the transactions are not especially large. Finished goods, especially prints, have been going well and so too have the heavier cottons.

### BETTER THAN A YEAR AGO.

Trading in the primary markets, with a few exceptions, is not brisk just now. It rarely, if ever, is at this period of the year. But it is better than it was a twelvemonth ago, the promise of improvement is more pronounced and the feeling of confidence in the future is greater. The gradual bettering of general conditions and the increased volume of retail buying are the two prime factors in producing the change of attitude. Advancing prices have, thus far, not served to check the inclination to buy on the part of the general public, although they have been the cause of some anxious thought on the part of producers and distributors. Anything like deflation is now hardly looked for in the next twelve months. There is, however, a widespread notion that considerable disturbance is due at the opening of the Presidential campaign at the end of that period. This has happened in the past and is looked upon as a periodical phenomenon. One of the first symptoms of a break in prices has usually been the cancellation of orders and other similar attempts to avoid the consequences of injudicious contracts. To escape perils of the kind is, doubtless, the impelling force of the movement now under way in many lines of trade for a better code of business ethics. But, whatever

the purpose, the movement is a praiseworthy one, even if its main effect will be to induce greater caution and the exercise of judgment in putting in orders. Such a result cannot but be a great help to manufacturers and dealers alike and aid in reducing the risks of business.

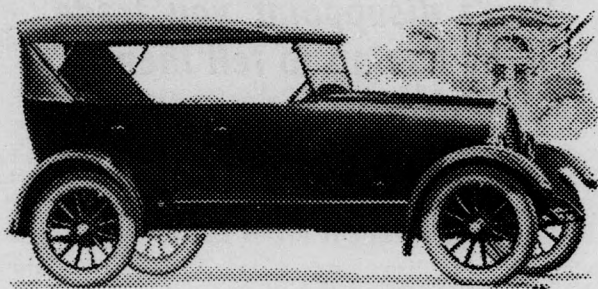
### NEXT PRESIDENTIAL RACE.

History is repeating itself in President Harding's uncertain attitude towards renomination. In 1920 he announced his candidacy, a little later withdrew it and then renewed it. Such vacillation has usually been regarded as fatal, but it seemed to make no difference in the outcome at Chicago. There can be no doubt that in 1924, as in 1920, Mr. Harding will finally make up his mind to run. If he found it impossible to resist the plea of his friends when he had no particular claim to the nomination and when his chances of getting it were generally considered poor, he cannot be expected to resist them now. The fact is that work on his behalf has already commenced. There have been signs of activities in favor of other candidates, and these have stirred his supporters to counter moves. For this preliminary campaigning his consent is not necessary. All that is required is that he refrain from interfering. By the time that this almost imperceptible movement has reached a stage at which it cannot be ignored it will be too late to be repudiated.

On the Democratic side Senator Underwood is at the moment the outstanding figure. He is represented as taking solemn counsel with himself as to whether he shall not tell his friends to go ahead and capture all the delegates they can. A real Southerner running for President would be enough to make the campaign of 1924 historic, but at present it looks as if Mr. Underwood would have as hard a fight for the nomination as he had in 1912. Some of the leading candidates of 1920 will be in the field, and they will be joined by a new candidate of undoubted "availability." The Senate seat that is about to be vacated by Senator New will be occupied by ex-Gov. Ralston. Mr. Ralston is saying nothing about 1924. He doesn't need to. A Democrat who can recapture Indiana two years after the greatest Republican landslide in the annals of American politics is under no necessity of putting up a Presidential lightning rod.

The directors of the Retail Grocers and General Merchants' Association made no mistake in selecting Paul Gezon, the Wyoming Park general dealer, as Temporary Secretary. In accepting the position, he certainly was not actuated by mercenary motives, because the meager salary attached to the position is not sufficiently attractive to justify any scramble for the job. As Mr. Gezon is slated for the Presidency of the State Association at the next annual meeting of the organization, he will find the position of Secretary an excellent training school at fit him for the larger and more comprehensive duties of executive officer, which he will probably assume next February.





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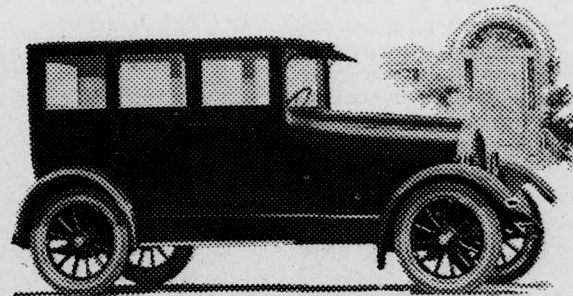
Gentlemen:

I am interested in the D. A. C. proposition as an investment.  
Please give me detailed information regarding it.

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Address \_\_\_\_\_

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*D. A. C. Sedan—\$1750*





### Brilliant Footwear For Vacation Days.

Perhaps nothing is more indicative of the life led by the smart American women than the steadily growing interest in what are sometimes quite improperly called "sport costumes." It is when buying these charming outfits that the American woman may indulge in a riot of brilliant colors and bizarre effects.

To-day when one asks to see the sport shoes the salesman offers a staggering array of models, novel in color, chic in design, perfect in balance and practical. They are in fact vacation shoes, footwear for idle days beside the sea or for afternoon parties. Regulation oxfords are still with us, a heavy one strap pump with an extension sole is perhaps next in practical value, then comes a wide variety of novelty pumps, and then the sandals which bid fair to keep growing in popularity.

Sandal patterns have become positively the rage and many manufacturers are constantly trying to outdo their rivals by introducing a sandal which is "just a little different." There appears to be no end to the skill of the designers who create these shoes, for every week brings changes.

Wolfelt features the sandal and one-strap in all white, solid brilliant or pastel colors and combinations which are truly alluring. The sandal group shows a low military heel and round toe, and while every novelty effect is incorporated, the shoe loses none of its perfect balance and remains practical.

Decidedly chic is a one-strap pump in emerald green seal leather with the vamp decorated with white kid. The cutout quarter and strap are of green leather, while the low military heel is white. This same model developed in pain jade green leather and devoid of any overlay trimming has been enormously successful with the Southern trade, the favorite colors being scarlet, green, dark and light, blue, particularly turquoise and all white.

In the more formal group we find oxfords, regulation and variations. This establishment expects the colored and white sandals to run all through the summer. For fall Mr. Wolfelt feels that the short vamp or a modification of it will continue to lead.

I. Miller & Sons, Inc., have been highly successful with departments devoted entirely to the selling of shoes for children. Certainly in this section one finds as varied a stock as in the departments devoted to sizes for grownups. Many of these smart little models incorporate, in a modified form, the features which have made the larger sizes popular. We find

that a one-strap white buckskin pump with a perforated wing tip and trimming in black patent leather is a leader. An oxford type appears with a dark red leather vamp and quarter and a cut-out top section in white calf, an interesting feature being that the white lacings are drawn through the cut work, there being no eyelets. These are also shown in other combinations, such as green and gray, and also in all black.

For general vacation wear a regulation oxford in Norwegian grain tan calf with a wing tip and perforated trimming is a sturdy shoe, not devoid of style. All white effects in buck are good for all summer and never lose the popularity they so well deserve.

While style features are not neglected in the children's display great care is taken to build a practical, comfortable well fitting model which shall have a low spring heel and a well rounded, rather wide toe.

I. Miller & Sons, Inc., are showing a new sport shoe for women. It takes its place in the rather more formal class and appears in fawn colored suede bound and decorated with a crossed strap in alligator skin. The heel is a modified Spanish.

A gray suede oxford shows a cut-out patent leather top section, while a pump of the colonial type appears in black patent leather trimmed with pipings of white kid.

For golfing a regulation oxford in embossed leather, showing two colors, is equipped with a sole studded with rubber nail heads, while an extension sole one-strap pump in tan calf is trimmed with perforations and a saddle strap effect which is as smart as it is unusual.

The Egyptian idea has made its way into the fashions of to-day, and, not only gowns but footwear is also following this tendency.

Style experts are continually getting out footwear which is patterned with the Egyptian idea in view. We have more real and practical styles than ever before. Lenore Mc Dougall.

### Let Employes Draw Them In.

Remember two points about your employes. First, they like to think of themselves as an important part of your organization. Second, even the humblest among them has influence among friends and relatives.

An idea which is double edged in its effect, because it pleases your employes and at the same time adds to your profits is to hold a sale and give your employes a certain percentage of the sales. If a small store, hold a one-day sale; if a large store, allot each day of the week to certain employes.

## You Need Oxfords for Easter

### Don't disappoint you trade by having to tell them

## SORRY I'M OUT

Be Prepared With Our Style Expressing Oxfords.

|                                                                                                                                              |        |
|----------------------------------------------------------------------------------------------------------------------------------------------|--------|
| Polo Last, No. 544, Men's Brown Kid Blucher Oxford, Comb. Last, Rubber Heel Welt 6-11 B C D                                                  | \$5.00 |
| Pilgrim Last No. 587, Men's Black Surpass Kid Oxford, Pilgrim Last Rubber Heel Welt, 6-11 C D                                                | \$4.25 |
| Saxon Last, No. 535, Men's Black Calf Saxon Last Oxford, four row stitched pinked tip and vamp solid leather Wingfoot Rubber Heel 6-11 B C D | \$4.25 |
| 528—Men's Black Side Saxon Last Oxford, spaced stitching perf. tip Nat. finish bottom Welt Sole Rubber Heel C D                              | \$3.60 |
| 529—Men's Cocco Side Saxon Last Oxford, spaced stitching, natural finish bottom Welt Sole C D                                                | \$3.60 |
| 534—Men's Tony Red Calf Saxon Last Oxford, orange stitched folded tip solid leather Welt Rubber Heel, B C D                                  | \$4.25 |
| 536—Men's Toney Red Calf Oxford, four row stitched pinked tip and vamp solid leather Welt Sole Rubber Heel, B C D                            | \$4.25 |
| 572—Men's Black Calf Saxon Last, four row stitched scroll tip solid leather Welt Sole Rubber Heel, B C D                                     | \$4.25 |

### TWO LEADERS IN WOMEN'S OXFORDS.

|                                                            |        |
|------------------------------------------------------------|--------|
| 3547—Women's Black Kid Lace Oxford Rubber Heel Welt, B C D | \$3.35 |
| 3548—Women's Brown Kid Lace Oxford Rubber Heel Welt, B C D | \$3.50 |

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## HIRTH-KRAUSE CO.

From Hide to you.

Shoe Mfgs. & Tanners

Grand Rapids, Michigan

## Herold-Bertsch Shoes

Michigan  Made



**Scout!**  
Light weight

Here's a Summer service shoe with plenty of wear for little money. Cool and roomy for hot weather. Made of good leather throughout. Boys' sizes also. You can retail at \$3 to \$3.50 with a good profit. Order your Summer stock Now.

HEROLD-BERTSCH SHOE COMPANY  
GRAND RAPIDS



### The Increased Tendency To Increase Taxes.

Grand Rapids, March 20—A law-and-a-half a day for 624 days was the record of the sixty-seventh Congress. And this is the record which will be passed down to the public next year when this galaxy of law makers go back to their constituency for re-election.

Quantity, without a suggestion as to quality.

Here are some of the alleged "accomplishments" which they are so proud of and are crowing over:

The tax revision bill, reducing the annual tax burden nearly a billion dollars on less than one-eighth of one per cent. of the Nation's tax payers.

The Fordney tariff act, "under which the Nation's labor and industries are protected"—and under which a few scattering "patriots" are encouraged to wax fat off of the many.

The immigration restriction act—under which the labor unions are protected against competition.

The coal regulation act to prevent profiteering in coal—under which the users of that article are paying top-notch prices, plus the expense of administration.

The agricultural credit bill—the panacea for all farmers' ills—useful only to the shiftless article, who never would help themselves out of difficulties brought about by poor management; but whose vote counts just as much as the one cast by the deserving prosperous one.

The budget law, which supplies positions for party adherents in preparing it and is set aside by a suspension of the rules whenever congressional buccaners crave a "pork" diet.

The bill creating additional Federal judges—making it necessary to hold sessions of Federal courts only on such occasions as the falling of February 29 on a secular day, and to provide snaps for "lame ducks."

The packer control, act under which the packers are allowed to pursue their old methods under the guise of Government "regulation."

The one particular accomplishment which this particular Congress is chesty about is the fact that "in three years they have reduced the National debt as much as it was reduced in the years between the civil and kaiser's wars," a statement which would have been considered a jovial pleasantry in the days of King Tut, especially as the Government income each year in the past five has been nearly equivalent to the entire debt left by the Civil War period, and that the appropriations for the 1924 fiscal year period are three and one-half times greater than the entire running expenses of the Government for the year 1916.

Some record to add to the "My Country! My Flag! And an Appropriation" sentimentality.

When our forefathers drafted the original organic laws of the Nation they had a wholesome distrust of officialdom and Government interference with private affairs, and for a long time resisted any encroachment upon these rights, but this resistance began gradually to weaken. Belief in the stability of our Republic became stronger and its administrators began to experiment to ascertain just how strong it really was. Then the proposition began to get away from them and became complex in the extreme.

We began to take on new obligations and these additional responsibilities required more extensive organization, which in the end produced jobs—and jobs have almost proved our undoing.

We have here one powerful influence always operative for the multiplication of civilian positions in the interests of the politicians. The public knows too little of the pressure constantly brought upon Congress in favor of increased public expenditures

by those who are to do the spending; that is, by the officials in charge of Government activities. It is natural for men in charge of any work to find it easy to discover things which they think ought to be done, without realizing that increased expenditures always go along with such enlarged methods, and that there are occasions when restrictions should be applied. And all this time the lawmaker wants his constituents taken care of.

In the finality the Government machinery becomes one immense alms giving institution. Incompetents and incapacitated individuals become the beneficiaries of the Government pay roll, and once on the bread line "none resign and few die."

This feature of a republican form of Government has been alone the cause of disintegration of republics. In France to-day the burden of civilian office holders wasting public revenues is one of the great factors in bringing about her present financial embarrassment.

In no particular do the ordinary laws of business appear to have any recognition in Government affairs. Take our revenue department, for instance. It costs more than three times as much to collect a dollar of internal revenue as it did thirty years ago. What private institution would permit such a condition of affairs to exist for any considerable period of time without checking up to ascertain the cause of increased percentage of expense on an increasing business?

A system of red tape, as old as the Government itself, is in use. These ancient, complicated methods are stubbornly preserved in order to give employment to additional clerks and, naturally, all this means a waste of energy as well as tedious delays in the handling of Government affairs.

According to recent estimates there are now in the employment of Uncle Sam 210,000 superfluous clerks, blocking gangways and treading on each other's toes, all of which number could be done away with if it were not for the fact of the increasing demand for positions to fill for the sole purpose of paying political debts.

This condition of affairs has existed since the Civil War. At first the bars were let down to take care of some veteran who had become incapacitated through war's toll taking and did not seem like such a prodigious waste. Later on, however, whenever there occurred a change in administration, hordes of office hunters who flocked to Washington in the hope of unearthing a "job," became so burdensome to their Congressional representatives with their demands, that new positions had to be provided until to-day the population of Washington is largely made up of this class, fully one-half of whom perform services of little or no value to the Government, but in reality interfere with the duties of such as would perform conscientious service.

Perhaps eventually the American people, will arise from this condition of inertia and put a stop to this enormous waste before it becomes so great as to throttle Government operation entirely. Frank S. Verbeck.

#### Low-Priced "Mamma" Dolls.

Special values in "mamma" dolls continue to be placed on the market. One retails as low as \$1. This doll, it is claimed, has a much superior voice to that in one usually selling so low, and it is guaranteed. The doll stands 16 inches high, has an unbreakable face and is dressed in a gingham dress and hat. Its body is stuffed with excelsior. Another doll of the same kind that is considered low-priced is one 22 inches high and sells for \$18 per dozen. The main feature of this one is that it has hair and an exceptionally good voice

mechanism. It is dressed very completely in dress, hat, shoes, stockings and bloomers. A 27 inch doll with cotton stuffed legs is also offered at \$18 per dozen. Its voice is guaranteed.

#### Get Rid of Them.

This is merely a publicity stunt, but at the same time it offers you the means of getting rid of any shoes which have been around your store for a long time. Display the articles in a prominent place in your window or store and advertise that on a certain day they will be sold by written auction to the highest bidder. During the week give out an envelope entitling the holder to one bid on any one of the articles displayed. Bids should be written out, name and

address of bidder signed, and the sheet of paper sealed in a special envelope. State that bids can be made in confidence as only the name of the successful bidders and the amounts of their bids will be announced. This plan is a good sales builder.

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.

1882

AWNINGS AND TENTS

1923



CHAS. A. COYE, INC.

We make a specialty of Rope Pull Up and Roller Awnings with Cog Gear Fixtures.

Our stock of White and Khaki Duck and Awning Stripes is very complete. Quality of materials and workmanship, not cheapness, has always been our motto.

Ask for our blanks giving full instructions how to take measurements.

Don't buy until you get our prices and samples.

Grand Rapids, Mich.

## The Wolverine Carton Company

of Grand Rapids, Michigan, has received three carloads of machinery, which is being installed in the plant. More machinery is on the way, and in about two weeks the Company will be under operation.

Inquiries for quotations on large orders of cartons are being received daily. Bona fide orders have already been accepted by the Company, one of which calls for half a million cartons, while another calls for one million cartons to be delivered by May fifteenth.

Are you going to be among those who will share in the profits of the Wolverine Carton Company? The big profits are made by the original investors. Begin your investigation of the WOLVERINE CARTON COMPANY by mailing the coupon today!

Gentlemen:

Please send me complete information regarding an investment in the Wolverine Carton Company.

Signature \_\_\_\_\_

Address \_\_\_\_\_

**F. A. SAWALL COMPANY**

**313-14-15 Murray Building**

**Grand Rapids, Michigan**





### Country Near Limit of Its Taxable Capacity.

This is the season for grumbling at the income tax. Everybody would like to see his taxes lowered, but there is little prospect of any substantial reduction for a number of years. On the other hand, there is a prospect that the next Congress will add to the burdens by bestowing a bonus on the ex-soldiers. The National Industrial Conference Board has recently prepared a computation showing that Federal, State, and local taxes now amount to 14.3 per cent. of the national income. In other words, of every dollar which the average citizen receives fourteen and a fraction cents go to taxes. Of this the National Government will get about eight cents, the State two cents, and the local Government four cents.

The board maintains that the limits of taxable capacity have about been reached and that under present conditions our tax bill is "fast making inroads on the surplus considered vital for our economic progress and threatens to hamper our growth materially, especially in view of the hitherto uninterrupted rise in local Government taxes." This is not a very cheerful view, and as the income tax date is so near it is hard for any one to take other than a gloomy view of the matter of taxation. Yet it is to be remembered that with all the appalling increase in taxes since 1914 money is easy, and the unprecedented offerings of new capital issues have been quickly taken whenever the new investment appeared desirable. Even some of the less desirable issues seem to have little difficulty in attracting the necessary number of purchasers. It is difficult to draw from these facts the conclusion that the country's economic growth is materially hampered by any reduction of its surplus.

One good thing about the income tax is that it makes the payer grumble. When expenditures are as heavy as at present, it would be a calamity if the country had a system of taxation under which the people would "pay without feeling it." Such a tax conforms to the ideal of the politician,

to whom the perfect tax is one that plucks the goose in such a way as to secure a maximum of feathers with a minimum of squawk. It is because the income tax falls so far short of meeting this test that anything at all has been done at Washington to bring down public expenditures. If in place of the income tax we should have sought to finance our extraordinary war and post-war expenditures wholly by indirect taxes—that is, by taxes in which the taxpayer is not the tax-bearer—it is doubtful whether public opinion could have been sufficiently aroused to force Congress to adopt a Federal budget. The income tax is far from perfect; its administration could be much simplified, and high surtaxes are defeating their own ends. Nevertheless, it has served a useful purpose in letting the citizen know what his Government is costing him. Since taxes evidently have got to be high, the less concealment of their burden the better. This is no time for "taxes without a headache." A headache often serves a highly useful purpose.

### Keep Quality at the Front.

Said a merchant who has tried it: "The successful retail dealer is the hardest worked man you can find in any line of trade. If I should be called on to tell a new beginner how to build up a retail business, the first thing I should say would be: 'Young man, go to work, work hard, work all the time and keep everlastingly at it.' At all times buy dependable and desirable lines of goods and don't switch off after trashy stuff simply because the price is low, but keep quality to the front at all times. It may be and is necessary in most stores to keep a certain amount of low priced goods to meet possible competition; and also to aid in selling the better goods by comparison. My experience is that if two articles are placed before a customer, one of the so-called cheap kind and the other a good one at the right price, nine times out of ten the better article will be sold."

Black eyes are most beautiful when given by nature.



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**Primary and Secondary Inflation.**

As a general rule, buyers are slow to take hold in a falling market, and for an opposite reason they are much more ready to buy when the market is advancing. The latter statement, however, is subject to a definite limitation. The beginning of an upward trend in prices is usually accompanied by more active buying, but the point is eventually reached where prices outrun buying power, and a period of retrocession ensues. Trade then enters a new phase and sellers completely reverse their former tactics, reducing prices now in order to stimulate demand, whereas formerly they had been announcing advances as a means of inducing a greater volume of buying. This means a change from a buyers' to a sellers' market, such as occurred in the second half of 1920. Since that time the wheel has swung around again to a sellers' market, and the prospective buyer is being warned of further advances in prices as a means of arousing his greater interest in the offerings.

There have been instances in which prices have been advanced for the distinct purpose of stimulating demand, and this, too, while stocks were relatively large. It has sometimes proved easier to move goods in this way than by offering them at a concession, though obviously such an expedient is not feasible in lines where there is keen competition. Some writers maintain this is properly to be designated as "secondary inflation." It is based on lack of demand rather than on lack of goods, whereas what they call "primary inflation" is based on lack of goods, or excess of demand over supply. Secondary inflation in the sense indicated above is necessarily a short-lived phenomenon. If prices do not soon recede after this artificial advance it will be due to the fact that normal consumer demand has increased in the meantime, and this would have come in any case without the stimulus applied by the sellers.

The foregoing conception of "secondary inflation" is wholly different, however, from that which generally prevails among business men and economists. They think of it as a small wave following in the wake of a big one. Thus, after the panic of 1893, there was a rally in 1895, followed by another slump in 1896, with full recovery setting in the following year. In like manner, the depression of 1903 was followed by a few months of better business in the spring of 1904 and then a sagging until the late autumn. It is these short upward swings after a long period of retrocession that are usually designated as periods of "secondary inflation." They represent a natural rebound from sharp and sometimes excessive

deflation. During the period of depression following the collapse of a boom, consumers diminish their purchases, merchants reduce their inventories, and factories curtail their output. A widespread condition of under-supply thus develops, and in the process of replenishment business attains a degree of momentum that carries it along into a short-lived boom. We thus have a renewal of inflation and readjustment, but on a small scale as compared with the swings that preceded it, and the business curve gives a picture of a little wave following a big one.

**The Bigger the Man, the Broader His Mind.**

Fort Myers, Florida, March 17—When I came to America from Bohemia nearly forty years ago and you kindly undertook to act as my instructor in American business ways and customs, I recall that you frequently remarked to me, "The bigger the man, the broader his mind."

The truth of this observation was brought to me to-day with great force when I had the pleasure of meeting E. M. Statler, the hotel prince, on his private yacht, the Miramar. I regard Mr. Statler as a most wonderful man and consider it a pleasure and honor to form his acquaintance. I happened to have the Michigan Tradesman of March 14 in my pocket and showed him the paragraph in which you stated his attitude toward those who have a just grievance against a hotel and make it known in an entirely proper manner. He read the paragraph carefully and then remarked:

"I recall the circumstance perfectly. Mr. Stowe found fault with our service at the Detroit Statler and I instructed my Detroit manager to return his money—something over \$30. Mr. Stowe refused to accept the refund, writing me very explicitly that what he wanted was the service he paid for and not a reimbursement. Then I knew Mr. Stowe was my friend, because you know it is your friend who tells you the truth, so I instructed my Detroit manager to look into the complaint registered by Mr. Stowe. My Detroit manager wrote me that Mr. Stowe's complaints were based on fact and that diligent effort would be made to prevent a recurrence of the lapses which justified the protest. Mr. Stowe is right in his statement that only small minded hotel men object to criticism of their hotels; that big men cultivate criticism because it enables them to keep their service as nearly perfect as possible."

I thought you would be interested to know that Mr. Statler regards you as a friend because you had the courage and courtesy to tell him the truth about one of his series of hotels. Louis Winternitz.

**Simplified Anatomy.**

Mary had been spanked by her mother. She was crying in the hallway when the minister entered.

"Well, well what's the matter with my little girl to-day?" he enquired.

"It hurts," she sobbed.

"What hurts, my dear?"

"The back of my lap."

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### Proceedings in St. Joseph Bankruptcy Court.

St. Joseph, March 12—Clyde H. Hinckley, a musician of the city of Kalamazoo, filed a voluntary petition and was adjudicated a bankrupt and the matter referred to Referee Banyon. The schedules of the bankrupt show no assets above his statutory exemptions. The following are listed as creditors, all located in Kalamazoo:

| Secured or Prior Claims.      |          |
|-------------------------------|----------|
| City of Kalamazoo, paving tax | \$125.00 |
| Home Furniture Co.            | 81.00    |
| Star Clothing Co.             | 24.00    |
| Union Store                   | 11.95    |

| Unsecured Creditors.      |         |
|---------------------------|---------|
| Star Bargain Store        | \$ 9.29 |
| Colman Drug Co.           | 17.51   |
| Field Electric Co.        | 7.16    |
| Bronson Hospital          | 50.50   |
| Mary Scott                | 8.00    |
| Stephen Wattles           | 20.00   |
| Ned Woodley               | 25.00   |
| Fred Benjamin             | 231.00  |
| Jackson Flower Co.        | 5.66    |
| Charles Weisner           | 1.50    |
| Dr. G. L. Bliss           | 20.00   |
| Dr. Emma Cobb             | 9.00    |
| H. E. Boudman             | 5.50    |
| C. K. Laning              | 1.10    |
| Slager Bros.              | 5.00    |
| C. Luyendyke              | 2.00    |
| Henry Rich                | 4.00    |
| Grinnell Brothers         | 24.50   |
| Gilmore Brothers          | 7.50    |
| J. R. Jones               | 25.00   |
| John Muffley              | 5.00    |
| Bentley Shoe Shop         | 4.50    |
| Edward Yaple, Kalamazoo   | 3.00    |
| Horace Prentice           | 9.00    |
| The Music Shop            | 12.50   |
| George Reenders           | 31.16   |
| Kalamazoo Creamery Co.    | 11.00   |
| Miller Ryder & Winterburn | 30.00   |
| Dr. A. S. Youngs          | 12.00   |
| Wm. G. Hoebeke            | 50.00   |
| Dr. J. T. Burns           | 31.00   |
| Dr. H. E. Brady           | 8.00    |
| Dr. C. O. Osborn          | 5.00    |
| Dr. C. C. Howson          | 3.00    |
| Mahum Davison             | 2.00    |
| Kalamazoo Ice & Fuel Co.  | 1.00    |
| C. Van Bochove            | 1.50    |
| Trio Laundry Co.          | 3.70    |
| A. P. Smith               | 23.00   |
| Dr. E. P. Wilbur          | 40.00   |

\$817.58

March 13. In the matter of the Farmers & Merchants Bank, a co-partnership composed of Walter C. Jones and Ernest Standard, bankrupt of Jones, Cass county, the referee has entered an order directing the trustee, U. S. Eby, of Cassopolis, to file his third report and account for the purpose of paying the preferred saving deposit claims in the sum of \$6,354 and also for the purpose of calling a special meeting of creditors at Cassopolis to pay a first dividend.

March 14. John Houseman, formerly engaged in business under the name of Stanton & Houseman, at Kalamazoo, filed a voluntary petition and was adjudged bankrupt and the matter referred to Referee Banyon. The schedules disclose no assets above the bankrupt's exemptions and the following unsecured creditors:

|                                           |          |
|-------------------------------------------|----------|
| Holland-American Wafer Co., Grand Rapids  | \$ 11.20 |
| Earl & Wilson, Chicago                    | 41.25    |
| Chippewa Hosiery Co., Chippewa Falls      | 22.26    |
| Crystal Candy Co., Kalamazoo              | 37.66    |
| Berne Overall & Shirt Co., Berne, Ind.    | 63.44    |
| Benjamin Cleenerwick & Son, Kalamazoo     | 14.92    |
| Brink Baking Co., Kalamazoo               | 15.80    |
| Wisconsin Cheese Co., Milwaukee           | 20.11    |
| H. Cohen & Sons, New York City            | 30.75    |
| Broadway Neckwear Co., Kalamazoo          | 17.00    |
| Ivory Garter Co., New Orleans             | 15.91    |
| A. W. Cowen Bros., New York City          | 14.25    |
| Butler Bros., Chicago                     | 175.26   |
| M. E. Maher Co., Kalamazoo                | 59.75    |
| Morgan Glove Co., New York                | 1.75     |
| Apex Button Co., San Francisco            | 59.75    |
| L. C. Chase & Co., Chicago                | 14.64    |
| Blue Bell Peanut Butter Co., Grand Rapids | 9.00     |
| Union Match Co., Detroit                  | 20.55    |
| Grib Bow Tie Co., Omaha                   | 17.00    |
| George H. Jung Co., Cincinnati            | 18.30    |
| Ideal Clothing Co., Grand Rapids          | 146.00   |
| Commercial Milling Co., Detroit           | 101.50   |
| Samuel Saffer, New York City              | 5.00     |
| Star Paper Co., Kalamazoo                 | 29.41    |
| Cowen Hosiery Co., New York City          | 58.74    |
| Blue Ribbon Ice Cream Co., Kalamazoo      | 66.55    |
| Johnson Paper Supply Co., Kalamazoo       | 128.82   |
| Isaac Walcott, New York City              | 20.50    |
| Kalamazoo City Savings Bank, Kalamazoo    | 135.00   |
| Miller Ryder Coal Co., Kalamazoo          | 82.50    |
| First National Bank, Kalamazoo            | 32.00    |
| J. W. Ryder Coal Co., Kalamazoo           | 8.00     |
| Kalamazoo Ice & Fuel Co., Kalamazoo       | 7.50     |
| Leo Miner, Kalamazoo                      | 42.50    |
| A. W. Walsh Co., Kalamazoo                | 33.50    |
| William Renders, Kalamazoo                | 11.12    |
| Kalamazoo Creamery Co., Kalamazoo         | 48.00    |
| First State Bank, Decatur                 | 250.00   |
| Peter Molhoek, Kalamazoo                  | 90.00    |
| Thompson Co., Tampa, Fla.                 | 6.50     |
| C. Lyendyke, Kalamazoo                    | 6.65     |

March 15. In the matter of George F.

Shepley, bankrupt, of Plainwell, the petitions of Elmer May and Gertrude May, also Eli Closs, on appeal from the order of Referee Banyon, in disallowing their claims as unsecured claims instead of preferred claims, were heard by the district judge, and an order made by Judge Sessions sustaining the decisions of Judge Banyon and dismissing the petitions for review of the referee's order. Elmer May and Gertrude May, who formerly owned the store conducted by the bankrupt, last December filed proof of claim for the sum of \$911.25 as a preferred claim, claiming the same by virtue of a conditional sales contract. Eli Closs likewise filed a similar claim for the sum of \$900, claiming that by virtue of a chattel mortgage upon the stock the same should be allowed as a preferred or prior claim in the distribution of the bankrupt's assets for the reason the stock and assets had been sold free and clear of liens. The conditional sales contract, also the chattel mortgage, were not recorded in the register of deed's office for Allegan county. Judge Banyon, following the decision made last year in the Bressin & Schad bankruptcy matter, upon the claim of Jennie B. Fouch, allowed both claims as unsecured claims. The statutes requiring the recording of conditional sales contract and chattel mortgages in the register of deeds office in the county where the stock of goods or fixtures are located, were passed by the Michigan Legislature eight years ago, but still the same are not followed by attorneys and others, all of which results in loss to the seller or mortgagor.

March 16. In the matter of the Palace Lamp Co., a corporation, of Benton Harbor, the final meeting of creditors was held at the referee's office and the trustee's final report was considered, approved and allowed. Administration expenses were ordered paid to date and a final dividend of 28.6 per cent. declared and ordered paid to all unsecured creditors who had filed claims prior to the one year of adjudication. The trustee was authorized not to interpose objections to the bankrupt's discharge. Creditors having been directed to show cause why a certificate should not be made recommending the bankrupt's discharge and no cause having been shown, it was determined that such certificate be made. The remaining accounts receivable, books, records and name and good will of the company were sold to the company's former president, Robert K. Witz, for \$50. The final order of distribution was made and the final dividend list of creditors filed, whereupon the meeting was adjourned without day.

March 17. In the matter of Max Benton, bankrupt, of Paw Paw, an order was made calling the final meeting of creditors at the referee's office on March 31 for the purpose of passing upon the trustee's final report and account, the payment of administration expenses and the declaration and payment of a final dividend. Creditors were directed to show cause why a certificate should not be made by the referee recommending the bankrupt's discharge and why the trustee's final report and account should not be approved and allowed.

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|-----------------------------------------------------------|----------------|
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| TOTAL ADMITTED ASSETS DECEMBER 31st, 1922                 | 264,586.56     |
| NET CASH SURPLUS OVER ALL LIABILITIES                     | 212,718.32     |
| DOUBLE DIVIDEND PAID IN 1922, Three and Four Year Periods | 49,113.47      |
| DIVIDENDS PAID POLICY HOLDERS SINCE ORGANIZATION          | 453,374.50     |
| FIRE LOSSES PAID POLICY HOLDERS SINCE ORGANIZATION        | 262,478.56     |

|                                       |         |                                          |         |
|---------------------------------------|---------|------------------------------------------|---------|
| Assets per \$1,000. of Risk           | \$43.68 | Surplus per \$1,000. of Risk             | \$35.25 |
| Loss Ratio to Premiums                | 36½%    | Expense Ratio to Premiums                | 18½%    |
| Loss Ratio to Income                  | 33%     | Expense Ratio to Income                  | 17%     |
| Average Loss Ratio of Stock Companies | 56%     | Average Expense Ratio of Stock Companies | 42%     |

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Do the mutuals actually deliver that service and is an appreciable profit realized by the policy holders of mutual insurance in lower insurance cost?

These benefits ought to be true, since the claim is made, and as a matter of provable fact, they are true.

We have before us some figures concerning ten mutual fire insurance companies. We didn't choose this particular ten for any other reason than that they are represented by one group company, which provided figures easy to refer to. These figures show that the ten companies, during the past year, saved their policyholders over three and one-half million dollars. The savings, since these ten mutuals were organized, totals over twenty-seven million dollars.

When we say "savings," we mean that the net cost of insurance to these policy holders would have been just that much more, if they hadn't held mutual insurance.

The gist of the matter is this: Property owners, of practically every general classification, can save from 20 to 30 per cent. by insuring in mutual companies.

Why doesn't everyone buy mutual insurance, if the above statement is true?

For three reasons: Either they don't know about it, or because they are misinformed or not fully informed about it, or because they don't qualify.

Now, statistics show quite conclusively that approximately 80 per cent. of all fires are preventable. People who will take the necessary precautions to prevent fires should rightfully get the benefit in lower cost insurance. That is only fair. But—ordinary fire insurance makes no provision for rewarding the careful property owner. The personal element is entirely disregarded, and with the class of fire insurance referred to, lower rates are secured only by raising the physical standard of the fire risk; getting your property into a more favorable classification.

Mutual insurance pays dividends under both heads: Personal attention in preventing fires, and in better property conditions also.

We are assuming that you are a responsible property owner. If you hold ordinary insurance, the rate you pay is determined by the fire losses in your field, as a whole. Assuming that there are two general types of property owners possessing equal amounts of property—the careful and the careless—the careful group is paying too much for its insurance; while the careless group is paying too little. If the careless group has 75 per cent. of the fires and the careful group only 25 per cent., since the losses are shared equally, the careful group is paying just twice as much for its insurance as it should pay.

Are you willing to be that much of a good fellow to the careless owner? Do you see any equitable reason why you should pay your own losses and

a share of his? It is because there are abuses of just this kind, that mutual fire insurance has a real field for service.

You, the man who pays, can keep on paying the maximum for fire insurance, or you can get back \$20 to \$30 on every \$100 you have been expending for fire insurance protection. If the saving way, which means mutual insurance, seems attractive, you will start out to satisfy yourself regarding the stability of the mutual companies. If you get the real truth, you will learn some exceptionally reassuring facts:

You will find many mutuals that have operated for over twenty years and never had a suit with any policy holder over the payment of any loss claim.

You will find that no mutual company, in the last hundred years, that has accumulated a surplus of \$200,000 or more, has failed. There are scores of mutuals in this class.

In the record of failures of fire insurance companies, you will find the non-mutual failures outnumbering the mutual failures four to one.

Don't be a loser through prejudice. Don't take anything for granted. Learn and know.

### Salesmen For Our Foreign Trade.

An important factor in the up building of our export business is the selection of efficient salesmen. An unfortunate choice by one American concern is likely to prove injurious not only to the firm that employed him, says Dr. Julius Klein, Director of the Bureau of Foreign and Domestic Commerce, but to American business in general in the territory where the ill-fitted salesman has operated. Every American salesman in a foreign country is in a small way an ambassador for his country, and when he "makes good" he not only aids his own employers, but makes the field easier for others as well. On the other hand, a salesman who makes himself a laughing stock in a foreign country brings other salesmen and their wares also into more or less discredit. Dr. Klein cited, in illustration, the case of an automobile company which employed a former vender of patent medicines to represent it in a Latin-American country, mainly because he spoke Spanish fluently and knew the customs of the people. He made both himself and his company ridiculous in the eyes of the foreigners when he tried to sell automobiles in patent medicine fashion. It is necessary not only that the salesman know the language and the people, but he must also know the business from A to Z. Dr. Klein cited the case of a company manufacturing revolvers which sent an accomplished linguist to South America. He was the son of a missionary, and on his first demonstration of the revolver he took it apart and was unable to put it together again.

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LANSING, MICH.



### Join Hotel Association and Subscribe For Tradesman.

Hartford, March 10—The officers and various committees of the Michigan State Hotel Association are to have a recreation spell the coming week-end, according to the following sent out by President Montgomery:

Battle Creek, March 9—Special order No. 1—By direction of the executive committee and under authority contained in instructions from the Secretary's office (210, 783 M. S. H. A.) you are, with your wife, sweetheart or best girl, ordered to be in attendance at a dinner to be given by Mr. and Mrs. Walter Hodges, of the Hotel Burdick, Kalamazoo, on Friday, March 23, at 7 p. m., to be followed by a social evening.

On Saturday, the 24th, the entire party will be transported to Hartford, where a luncheon will be tendered by Frank Verbeck, at the Hartford House at 1 p. m.

Following luncheon the entire party will return to Kalamazoo for further entertainment at the Hotel Burdick.

Ample reservations will be made for the entire party at the Hotel Burdick, for all guests arriving Friday afternoon.

Such as cannot be relieved from active duty for the above service will kindly advise Walter Hodges, Kalamazoo, and Frank Verbeck, Hartford.

C. H. Montgomery, President.

At a special meeting of the Board of Governors of the Greeters of America, held in Chicago, last week, Michigan was especially honored by the election of Harry Schofield, of the Liberty Park Hotel, Detroit, as National Secretary of the organization, in place of Leigh A. Fuller, resigned.

Mr. Schofield has been a wonderfully efficient Secretary of the State organization and his record there was largely responsible for his promotion to the greater position. His duties will call him to the headquarters at Denver, but it is to be hoped that he will not be permanently weaned away from Michigan affairs, where he has a wonderful following.

Hon. Tod Lunsford, of Muskegon, counsel for the Michigan State Hotel Association, has completed the legal organization of the Great Lakes Touring Association, which now comprises seventy-eight of the leading hotels in the various states bordering on the Great Lakes, with an advertising fund aggregating \$10,000, which will be expended in promoting tourist business during the coming season. Among the Michigan members of that body are H. W. Klare, Hotel Statler, and C. H. Stevenson, Hotel Stevenson, Detroit; Geo. L. Crocker, Hotel Durant, Flint; Fred Z. Pantlind, Grand Rapids, and W. L. McManus, Hotel Cushman, Petoskey.

According to reports N. P. Mowatt, formerly manager of the Hotel Durant, Flint, has been made manager of the Hotel Tuller, Detroit.

The New Lenawee Hotel, at Adrian, operated by Birney Bros., will be formally opened on April 1. The New Lenawee represents a remodeling of the old Hotel Gregg, at an outlay of \$125,000 and will be a model institution in every way.

O. R. Smith has leased the building at Watervliet, formerly occupied by the O. K. restaurant, which he will remodel and refurnish as a hotel, something that town has needed for several years.

The Board of Trade of Frankfort is negotiating with a hotel promoting company for the building of a summer hotel at that place. Many years ago Frankfort had one of the largest summer hotels in the West, the Hotel Frontenac, which was destroyed by fire, and which was said to have been a financial success, and it has been a wonder among hotel operators why it was not rebuilt, for Frankfort and Crystal Lake certainly offer attractions not excelled anywhere in Michigan, which is saying a heap.

I hear very good reports of the

Hotel Huron, the new \$225,000 proposition at Ypsilanti, which was opened to the public on last New Year's day. The Huron is, without doubt, the most complete proposition of its kind in any of the smaller Michigan cities, and while it is only twenty-five miles from Detroit, it is catering to week-end trade and securing it to a large degree. Its cafe is also showing satisfactory earnings.

Occasionally we hear a wail from some veteran traveler because the one-time two-dollar-a-day American plan hotel no longer seems in evidence. Honestly we do not believe he is sincere in wishing it back. The editor of the Hotel World, Chicago, has this to say on the subject: "Last week the editor had occasion to put in a day in a small Kentucky town. The hotel there was run on the American plan. What was striking in this age of high prices was that such a hotel could be operated at such rates and live. When for \$4 we get to-day three good meals and a room with a fine private bath, steam heat and electric light, beds and furniture first-class, one reflects—if he can think back thirty years—upon what he got in those days, and he surely should not complain. Put the traveler to-day in a room with no bath or toilet, no steam heat, a kerosene lamp and outdoor toilet, charge him the rate prevalent in those days and see if he would stand for it. Such hotels would be labeled "lodging houses" and would not be patronized by self-respecting commercial men. Hotel construction nowadays is done at almost prohibitive costs, and operation cannot be done anywhere near as cheaply as then."

If you are not making a success of your hotel perhaps it is because you are not familiar with modern requirements. If you will join your own State hotel association and become a "mixer," it may work out to your eternal financial advantage. You must remember you are catering to a class of people who get around and know what other hotel men are doing for their patrons. If your patrons did not know just what was going on in hotel operation you might be able to put over almost anything, but nowadays there is an accepted standard and if you are not in touch with it you are indeed unfortunate. Since the public seems to know pretty well what it ought to get, is it not fairly clear that the hotel man ought to know what he ought to give?

The opportunity to gain such knowledge is within the reach of every Michigan hotel man. Join the State hotel association and then make it a point to attend the next convention. The matter of railroad fare will be the only investment required, for hotel accommodations for hotel men are always complimentary on such occasions. If you will attend the next convention and do not enjoy at least \$50 worth of entertainment without cost, it will be clearly your fault, for the entertainment will be forthcoming just the same without the asking.

You will get in touch with men who are running hotels of your own class profitably, and they will tell you how they do it. These will be the very people who are giving satisfaction to the traveling man who is now criticising your own service.

The cost of joining the Michigan State Hotel Association is nominal, and when you fraternize with men of your own kind you naturally pick up ideas, any one of which may be worth much more to you than the trifling matter of association dues.

Also a perusal each week of the Tradesman, which is an equally trivial investment, will warn you of the shoals on which many a hotel project has foundered. Each day brings me letters from commercial men commending my work, which, of itself, is evidence that the road men all read the Tradesman and are taking an interest in this educational feature. Also

## More Profit to You

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

# K C BAKING POWDER

Same price for over 30 years

25 Ounces for 25¢  
(more than a pound and a half for a quarter)

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

*The Government Used Millions of Pounds*

Reduction in freight rates July 1, passed on to the trade in reduced list prices on K C.

Write us. Let us show you the greater profit in selling K C than you can get on other advertised brands.

JAQUES MFG. CO., Chicago



successful hotel operators frequently take occasion to back me up in trying to secure greater co-operation between the hotel man and his guests. Get away from the "ram, lamb, sheep and mutton" idea of catering. Find out what your successful competitor is doing to stimulate trade and follow his example. Don't think that all that is necessary to pass muster is to throw a poor cut of meat and half-a-dozen side dishes on the table in the mistaken belief that you are serving a "full" meal. You will only be given credit for serving a "fool" meal, and the other fellow with simpler service will pull down the persimmons.

It is an absolute condition and not a theory which confronts the landlord of the small hotel and he certainly is suffering a severe handicap when he stays at home and tries to satisfy patrons who do travel.

Finally, if this applies to you, join the Hotel Association, subscribe for the Michigan Tradesman and place yourself in a position where you know just what is required of you.

The lady who invented porterhouse steak is dead, aged 87. Mrs. Anna F. Remich, after the close of the civil war, was cook in a small Massachusetts hotel called the Porter House. Instead of depending upon the butchers' methods she cut her own steaks very thick from the heavy sides of beef, taking the best of the steer. Soon her steaks were famous everywhere as porterhouse steaks. And that lady, because she was satisfied only with the best, built as her monument a name that will be remembered when Foch, Balfour and Hoover are forgotten. Frank S. Verbeck.

#### Found Cool Breezes Near the Equator

Saigon, China, Jan. 25—How rapidly the days roll by, preparing for the next place to be visited, arriving and sightseeing, a program all arranged and so fully that one has to steal time from auto rides to find time to visit the stores and the time too limited to do much shopping and every country so strange that it has wares peculiar to itself, but therein lies one of the novelties of this trip. The stops seem short because fully occupied seeing the highlights. Then, naturally, we hit large cities on the borders of the countries and, of course, they see more of the outside world and hence are more modernized and we haven't time to get back into the interior and see the primitiveness of the natives which can be found in most of these Eastern countries.

Winter is a poor time to visit Japan to get proper ideas of cherry blossoms and chrysanthemums, but it doesn't chill the beaming smiles of the populace in their greetings of visitors. It appears hard to convince the average American of the sincerity of their cordial welcome, but if we are too severe in this world of the motives of kind acts, aren't we in danger of crediting them to selfishness? Any way the Japanese are the same in Honolulu, Darien, Manchuria, Tsing Tsew, China, and all places visited in Japan and pronouncedly in Formosa, where they outdid themselves, partly, perhaps, because of the rarity of such large excursions from outside. At Taihaku, their capitol, they gave us the grandest reception we have had anywhere and at the Governor's palace, although the Governor was absent in Tokyo. The state officials and large committees of prominent citizens were lavish in their entertainment and hospitality and with the constant ovation of the people who throng the streets and roads and the waving of hands of the children and their shouts of banzai (welcome) one begins to be convinced that there is genuineness among the common people and little prejudice against Americans. The large number of the visitors and the prominence of the cruise bring responsive greetings everywhere, but the Japanese approach the nearest to perfection in this role and this applies

also to their success in tourist advertising.

What insatiable shoppers such a bunch of Americans are! They strip the stores and bazaars of beads, silks and embroideries. Even the street peddlers and hawkers at the ship and on the wharves find sale for canaries, parrots, chow dogs and even monkeys.

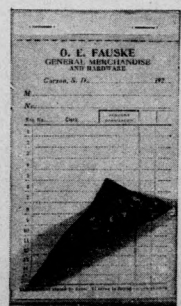
After a delightful day on train and at the capitol of Formosa we had a thrilling time in Keelung harbor getting aboard our ship. About thirty of us were obliged to try three tenders before we could reach our ship and then had an exciting time making the gangway and one passenger from another tender was thrown overboard but rescued. Otherwise our experience has been fine and our sailing smooth, for the steamer is new and staunch and scarcely noticed three days of bumpy seas between Honolulu and Japan. The cities and countries visited have all been interesting but Hong Kong is the gem of them all. A magnificent harbor, called one of the finest in the world, entered by and between islands of rocks, no doubt well fortified by the English. Much of the city is built on the mountain sides and the crags and peaks afford marvelous views. A thirty mile drive about and around the islands over excellent roads is the finest I have ever had. It can rightfully be claimed to be one of the grandest in the world and, perhaps, only rivaled by one in Italy.

Four days ago, when we left Manila headed South for the Equator, we expected it to grow hotter every day, but the opposite has happened, each day growing cooler and we had three very comfortable days. One forenoon I played shuffle boards without a cap, although only partly in the shade. Such cool breezes near the Equator must be extraordinary and we will probably find it hot enough in Batavia.

The difficulty of reaching the steamer by mail has made news from home very meager. Gaius W. Perkins.

#### Showing Novel German Tools.

Among the novelties in German household tools that are now being shown in this market is one that combines a double-headed hammer and a wrench with several other implements. The head of the hammer is formed by screwing the jaws of the wrench together. The handle of the tool is metal and is made hollow. Inside of it are carried a small screwdriver, a chisel of similar size and three different sizes of punches. These are used by screwing them into the end of the handle. This device, which is really five tools in one, wholesales at \$6.50 a dozen. Another tool combines a hammer with several other implements. The handle of this tool is wooden, and is also made hollow for holding the other parts of the device. These include three different sizes of screwdrivers, an auger and two punches. All of the parts, including the head of the hammer, screw into the handle of the tool, which wholesales at \$8.50 a dozen.



#### WANT TO SAVE MONEY?

Use our salesbooks. Made in all styles and sizes.

50 books printed with your name and advertisement, \$3.75.

Write for particulars and samples.

BATTLE CREEK SALES BOOK CO.  
R-4 Moon Journal Bldg.  
Battle Creek, Mich.

## Keep It Fresh and Clean

Bugs and worms will always leave other foods for

## Shredded Wheat

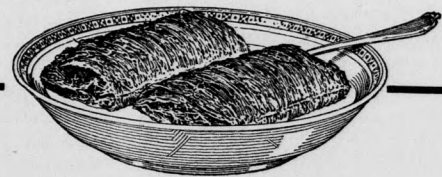
That's a tribute to its tastiness and nutritive value. They know it's good.

Shredded Wheat will absorb odors, good and bad. That shows the shreds are very porous and proves their ability to quickly absorb the digestive fluids—that means high digestibility.

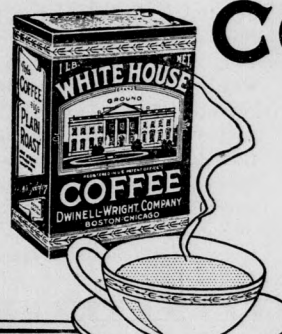
Shredded Wheat leaves the factory in dust-proof, bug-proof packages. Keep it in a clean, dry, sanitary place away from odorous food products. That's good business for YOU and good business for US.

MADE ONLY BY

The Shredded Wheat Company, Niagara Falls, N. Y.



## WHITE HOUSE COFFEE



WHITE House Coffee is SO good it is all the time making more and MORE friends; and those friends tell Their friends.

1-3-5 lb. Cartons

#### The Security of the Package:

It is the wonder and despair of competitors—this Package shown. There couldn't possibly be a better one. It thoroughly and completely protects the coffee—in every way.

## LEE & CADY—Detroit

Wholesale Distributors of  
Dwinell-Wright Co.'s Products



### Advances on Fall Clothing.

Early openings of important overcoat lines show advances in prices of about the proportions expected. Much interest was shown yesterday in the reported wholesale quotations on overcoats of a leading Chicago firm which began its lines \$4.50 per garment above its initial figure for last fall. This was the equivalent, apparently, of a minimum increase of about 19 per cent. On the higher priced numbers of the lines the percentage of advance works out to a higher figure. One of the cheaper lines of suits and overcoats made by a Rochester concern, the first to open, shows a smaller percentage of advance. Aside from the interest in the matter of prices the fact that openings are beginning now and salesmen going on the road at once is deemed noteworthy. It was not expected that fall sales activity would start as early as this. Underlying the move, however, is believed to be the realization of an intensive and longer selling period.

### Ribbons Are Moving Well.

Much of the improved demand for ribbons now being felt is due to the increased use of them by the cutting-up trades. Wholesalers expect that the buying from this source will increase as the spring season advances. Wide ribbons for sashes are being used on many ready-to-wear garments, while there is a greatly expanded use of the narrower numbers for many trimming purpose. The millinery trade is employing a larger quantity of both wide and narrow merchandise than for many seasons past. The main element in the current situation which pleases wholesalers is that their stocks of the wider merchandise are being steadily reduced. Price advances are being made in various quarters, due to increased raw silk costs. These are of small proportion.

### More Withdrawals Announced.

Co-incident with the reports that leading clothing firms are starting to show are their Fall lines or about ready to do so, is the larger number of withdrawals by the prominent independent woolen concerns. Actual announcement of the withdrawals of these firms was delayed owing to the big business offered which necessitated the allotting of goods. There was also the action of many of the selling agents in holding their lines open until

all the customers they sold to last season had seen the lines. Notices are said to be on the way to buyers as to the quantities of goods they will be allowed to have. The selling of some of the leading worsted concerns was up to Aug. 1 only, with duplicate orders to be taken care after that.

### Enameled Jewelry Selling Well.

One of the features of the business now passing here in popular-priced jewelry is the success that is being met with by enameled articles of one kind or another, mostly in high colors. The attractiveness of the goods, together with the fact that their low price gives them a wide appeal, is held responsible for their activity. Among the newest things of their kind to be put on the local market are Paisley effects in bar pins, with cuff pins to match. While they may be used for several purposes, these pins are said to be especially desirable as sweater sets, particularly on sport sweaters. Several styles of them are offered in French hard enamel, the bar pins wholesaling at \$5 a dozen and the cuff pins at \$5.50 a dozen.

### Embroidery For Next Fall?

Embroidery continues to be one of the outstanding features of the decorations on ready-to-wear garments, from the lowest to the highest grades. Wholesalers here say that not in several years has there been the extensive use of embroidery as is the case for this spring. Schiffli embroidery has been one of the favored types, particularly for the higher priced garments. Manufacturers who are looking ahead to operations for next fall are inclined to believe that the vogue of this form of decoration then will be as marked or, perhaps, more so than it is this season.

### More Demand Expected for Veils.

While business in them is still quiet, there is said to be a fairly steady call for veils and veillings. Some of the demand is for the fancy meshes, but this is expected to give way to drape veils with the approach of warmer weather. One leading wholesaler said recently that he expected the square drape veil to be the leading type when this demand got under way. Sellers here are disposed to be optimistic regarding the increased vogue of veils, owing to the fact that they are extremely fashionable in the styles of the Continent.

Reward awaits the merchant who handles his business this Spring with vigor and courage.

Don't play into your competitor's hand. Have the goods and build your business.

Buy now while merchandise may be had at old levels. Present quotations are extremely low. Play the game!

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

## Be Sure To Be Prepared, In Your Departments For Your EASTER TRADE

### HOSIERY FOR LADIES & MEN. SILK & LISLE.

Dearborn. Men's Pure Silk Thread Half Hose, Black and Cordovan, 1/2 doz. in box, sizes 10/11 1/2 doz. \$ 6.00  
912—Men's Full Fashioned Pure Silk Thread Half Hose, Butterfly Packing, Black only, Sizes 10 to 11 1/2, 1/2 doz. in box, doz. 8.50

### "REALGOOD" HOSIERY.

#### True to Name.

No. 165—Ladies Pure Thread Silk Black Hose, Full Fashioned, 1/4 doz. in box, 8 1/2 to 10, doz. 15.00  
201—Ladies' Silk Hose, Shadow Stripe, Black, Cordovan and Polo, Sizes 8 1/2 to 10, 1/4 doz. in box, doz. 10.50  
200B—Ladies' Black Silk Fibre Hose, Burson Fashioned, Sizes 8 1/2 to 10, 1/4 doz. in box, doz. 8.50

### MEN'S DRESS SHIRTS.

We carry an extensive line of Collar Band and Collar attached Shirts. "Hallmark" and other Popular Brands.  
Plain White, Pongee, Checks, Stripes, and Silk Stripes, Sizes 14 1/4 to 17. Prince Range, per doz. \$8.50 to \$36.00

### EASTER NOVELTIES IN NOTION DEPARTMENT.

#### Men's Neckwear.

Knit Ties for Men and Young Men, Good Patterns, Heather, Plain and Cross Stripes, 1 doz. to box \$4.25  
Silk and Wool the New Fabric in Ties, Very Desirable Patterns, 1/2 doz. to box, doz. 8.50

### Kiddy Boxes—Miniature Vanity Boxes for the Little Ladies.

Patent and Fancy Colored Leather, an item never equalled for the price, dozen \$3.00

### Spanish Combs for Ladies.

No. 530, dozen \$4.00 No. 534, dozen \$6.00

Mail in your orders early to secure your Easter wants.

## PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Quality Merchandise—Right Prices—Prompt Service.

# Duro Belle

## Human Hair Nets

A Product of Unsurpassed Quality—with Greater Profit for You

Full in size—Duro Knots, an exclusive feature make for durability and longest wear.

\$1.20 more profit for you per gross than in the sale of any other advertised net.

Numerous advertising and display helps including beautifully lithographed cabinets supplied free will create sales for you.

Buy Duro Belle Human Hair Nets from your jobber.

## NATIONAL TRADING COMPANY

630 SO. WABASH AVE.

CHICAGO, ILL.

## GETTING READY FOR SPRING

The minute that weather begins to look like Spring, there is a strong demand for Spring Merchandise.

We have been getting ready for the demand and are prepared to handle your wants in spite of the handicaps such as poor deliveries by the Mills and long delays in delivery by Railroads, etc.

We have continually told merchants not to delay purchasing for Spring because of backward weather, poor conditions on the farms, etc. Everything that happens is in the direction of making merchandise harder to get or higher. The most recent circumstance is the impending strike in the Textile Mills in the East, such as last year prevented the production of millions of yards of cotton goods.

You should make immediate provision for your Spring needs and place at least a part of your orders for Fall. Our salesmen will be glad to show samples.

**GRAND RAPIDS DRY GOODS CO.**  
Wholesale Only



## PRICES CURRENT ON STAPLE DRY GOODS.

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

## Dress Goods:

|                                    |           |
|------------------------------------|-----------|
| 32 in. Wool Mixed Storm Serge      | 42 1/2    |
| 36 in. All Wool Storm Serge        | 77 1/2    |
| 44 in. All Wool Storm Serge        | 87 1/2    |
| 50 in. All Wool Storm Serge        | 1 20      |
| French Serges proportionately,     |           |
| Danish Poplar Cloth                | 42 1/2    |
| Juilliards Novelty Checks & Plaids | 1 85      |
| 64 in. All Wool Coating            | 1 50@2 00 |

## Linings.

|                               |           |
|-------------------------------|-----------|
| 30 in. Black Satine           | 20        |
| 36 in. Satine, black & colors | 30@37 1/2 |
| 36 in. Percale                | 16 1/2    |
| Windsor Cambric               | 12        |
| 36 in. Radiant Charmeuse      | 52 1/2    |

## White Goods.

|                                   |        |
|-----------------------------------|--------|
| 33 in. Soft Finish                | 23     |
| 36 in. Soft Finish                | 26     |
| 44 in. Soft Finish                | 32     |
| 54 in. Soft Finish                | 39 1/2 |
| All Linen Finish 1/2 c yard more. |        |

## Ginghams and Wash Goods.

|                                |               |
|--------------------------------|---------------|
| 27 in. Plain Colors            | 15@17 1/2     |
| 27 in. Checks & Plaids         | 19            |
| 32 in. Checks & Plaids         | 19 1/2        |
| 32 in. Checks & Plaids, better |               |
| quality from                   | 23 1/2@32 1/2 |
| 32 in. Tissues                 | 35 @45        |
| 39/40 in. Voiles               | 18 1/2@37 1/2 |
| 40 in. Organies, all colors    | 42 1/2        |
| 32 in. Romper Cloth            | 22 1/2        |
| 27 in. Apron Ginghams          | 14 1/2        |
| 27 in. Cheviots                | 17 1/2        |
| Plisse & Serp. Crepe           | 20 @27 1/2    |
| 36 in. Challies                | 15 1/2        |
| 32 in. Madras                  | 25            |
| 32 in. Suitings, from          | 22 1/2@35     |
| 36 in. Chiffon, from           | 32 1/2@42 1/2 |
| 27 in. Poplins                 | 32 1/2        |
| 36 in. Poplins, from           | 27 1/2@42 1/2 |

## Percales.

|              |                             |
|--------------|-----------------------------|
| 36 in. 64x60 | Lights 16, Darks 17         |
| 36 in. 68x72 | Lights 16 1/2, Darks 17 1/2 |
| 36 in. 80x80 | Lights 21 1/2, Darks 22 1/2 |

## Crashes.

|                                         |        |
|-----------------------------------------|--------|
| 18 in. P. Bleached                      | 22     |
| 18 in. P. Brown                         | 21     |
| Other grades accordingly and less 5%.   |        |
| 16 in. Irish Imp. Br. Linen Crash       | 16 1/2 |
| 15 in. Bleached Toweling                | 16 1/2 |
| 17 in. Glass Toweling, Red Stripe       | 12 1/2 |
| 18 in. Absorbent Toweling               | 16 1/2 |
| 16 in. Blea. Linen Crash, from 20 to 25 |        |

## Diaper Cloth.

|                 |      |
|-----------------|------|
| 18 in. Red Star | 1 35 |
| 20 in. Red Star | 1 45 |
| 22 in. Red Star | 1 55 |
| 24 in. Red Star | 1 70 |
| 27 in. Red Star | 1 85 |

## Damask.

|                                    |        |
|------------------------------------|--------|
| 64 in. Mercerized                  | 62 1/2 |
| 72 in. Mercerized                  | 72 1/2 |
| 58 in. Mercerized                  | 45     |
| 58 in. Bates or Imp. Hol. Red Dmk. | 75     |

## Pattern Cloth.

|                                         |      |
|-----------------------------------------|------|
| 58x72 Mercerized                        | 1 25 |
| Larger sizes, good qual. from 2 50@3 00 |      |

## Towels &amp; Wash Cloths.

|                                                                                                                 |  |
|-----------------------------------------------------------------------------------------------------------------|--|
| Turkish Towels from \$2.25@9.00 depending on size and quality, and whether plain or fancy.                      |  |
| Huck Towels from 62 1/2c@\$.60 per doz. depending on size and quality and whether part linen, hemstitched, etc. |  |
| Wash Cloths from 45c per doz. to \$1.50 depending on size and quality and whether plain or fancy.               |  |
| Bath Sets from 75c@1.30 each.                                                                                   |  |

## Draperies.

|                                                                               |               |
|-------------------------------------------------------------------------------|---------------|
| 32 in. Cretonne                                                               | 16 1/2        |
| Harmony Art Cretonne                                                          | 25            |
| Normandy Silkline                                                             | 19 1/2        |
| 36 in. Better Grades Cretonnes from 25c @62c, depending on quality.           |               |
| Scrims & Etamines, from                                                       | 10 1/2@19 1/2 |
| 36 in. Plain & Fancy Marquisettes from 18 1/2c@32 1/2c, depending on quality. |               |
| Curtain Nets from 25c@62 1/2c, depending on width and quality.                |               |

## Blankets.

|                                          |          |
|------------------------------------------|----------|
| 45x72 Cotton Felted Blankets             | 1 07 1/2 |
| 50x72 Cotton Felted Blankets             | 1 20     |
| 54x74 Cotton Felted Blankets             | 1 55     |
| 60x76 Cotton Felted Blankets             | 1 75     |
| 64x76 Cotton Felted Blankets             | 1 85     |
| 68x80 Cotton Felted Blankets             | 2 30     |
| 72x80 Cotton Felted Blankets             | 2 50     |
| Seconds about 5 to 10% less.             |          |
| Singles and Single 2nds proportionately. |          |
| 60x76 Woolnap Plaids                     | 2 30     |
| 64x76 Woolnap Plaids                     | 2 55     |
| 66x80 Woolnap Plaids                     | 3 35     |
| 72x84 Woolnap Plaids                     | 3 70     |
| Seconds about 5 to 10% less.             |          |
| Singles and Single 2nds proportionately. |          |
| 60x76 Woolnap Plaids                     | 2 50     |
| 60x80 Woolnap Plaids                     | 2 65     |
| 66x84 Woolnap Plaids                     | 3 70     |
| 72x84 Woolnap Plaids                     | 4 15     |
| Seconds about 5 to 10% less.             |          |
| Singles and Single 2nds proportionately. |          |

## Comfortables, Indian Blankets &amp; Bath

|                               |           |
|-------------------------------|-----------|
| 64x78 Blanket Comfortables    | 2 50      |
| 66x80 Comfortables            | 3 10      |
| 72x80 Comfortables            | 3 25      |
| 64x78 Comfortables            | 3 00      |
| 66x80 Comfortables            | 3 50      |
| 68x84 Two in one              | 3 50@3 75 |
| 72x90 Bath Robe Blankets with |           |
| Cords, Tassels & Frogs        | 4 00      |

## Crib Blankets.

|                 |        |
|-----------------|--------|
| 30x40 Stitched  | 72 1/2 |
| 30x40 Scalloped | 77 1/2 |
| 36x50 Stitched  | 1 00   |
| 36x50 Scalloped | 1 10   |
| 36x50 Bound     | 1 40   |

## Camp Blankets.

|               |      |
|---------------|------|
| Camp Blankets | 2 50 |
| up            |      |

## Auto Robes.

|            |      |
|------------|------|
| Auto Robes | 2 50 |
|------------|------|

## Wool Blankets.

|                  |            |
|------------------|------------|
| 66x80 Wool Mixed | 5 75@6 25  |
| 68x80 All Wool   | 7 50@8 50  |
| 70x80 Wool Mixed | 6 50@7 50  |
| 70x80 All Wool   | 8 50@12 00 |

## Comforts.

|                             |             |
|-----------------------------|-------------|
| Small sizes cheap Grades    | 22 50       |
| Larger sizes, better grades |             |
| from                        | 24 00@48 00 |

## Sheets.

|                       |       |
|-----------------------|-------|
| 63x90 Pequot          | 15 95 |
| 63x99 Pequot          | 17 35 |
| 72x90 Pequot          | 17 35 |
| 72x99 Pequot          | 19 00 |
| 81x90 Pequot          | 18 85 |
| 81x99 Pequot          | 20 65 |
| 63x90 Pepperell       | 13 45 |
| 63x99 Pepperell       | 14 71 |
| 72x90 Pepperell       | 14 95 |
| 72x99 Pepperell       | 16 86 |
| 81x90 Pepperell       | 16 45 |
| 81x99 Pepperell       | 18 01 |
| 72x90 Lockwood        | 15 25 |
| 72x99 Lockwood        | 16 75 |
| 81x90 Lockwood        | 16 75 |
| 81x99 Lockwood        | 18 34 |
| Cheap Seamless Sheets | 15 75 |
| Cheap Seamed Sheets   | 10 25 |

## Pillow Cases.

|                    |      |
|--------------------|------|
| 42x36 Pequot       | 4 32 |
| 45x36 Pequot       | 4 56 |
| 42x36 Pepperell    | 3 90 |
| 45x36 Pepperell    | 4 14 |
| 42x36 Lockwood     | 3 96 |
| 45x36 Lockwood     | 4 20 |
| Cheap Pillow Cases | 2 25 |

## Bedspreads.

|                                         |      |
|-----------------------------------------|------|
| 72x84 Bedspreads                        | 1 50 |
| Better qualities and larger sizes up to |      |
|                                         | 5 00 |

## Carpet Warp.

|                 |    |
|-----------------|----|
| White Peerless  | 56 |
| Colors Peerless | 62 |

## Oilcloth.

|                   |      |
|-------------------|------|
| 5-4 White         | 3 20 |
| 5-4 Meritas White | 3 70 |
| 5-4 Meritas Fancy | 3 60 |
| 6-4 Meritas White | 4 70 |
| 6-4 Meritas Fancy | 4 60 |

## Batts.

|                          |               |
|--------------------------|---------------|
| 3 lb. Quilted Cot. Batts | 1 00 per batt |
| 3 lb. Plain Cotton Batt  | 97 per batt   |
| 8 oz. Small Cotton Batt  | 16 per batt   |
| 10 oz. Small Cotton Batt | 23 per batt   |
| 12 oz. Small Cotton Batt | 32 per batt   |
| 1 lb. Wool Batts         | 1 45 per batt |
| 2 lb. Wool Batts         | 2 50 per batt |

## Wide Sheetings.

|                         |    |
|-------------------------|----|
| 7-4 Pequot Bleached     | 50 |
| 8-4 Pequot Bleached     | 55 |
| 9-4 Pequot Bleached     | 60 |
| 10-4 Pequot Bleached    | 65 |
| 7-4 Pequot Brown        | 44 |
| 8-4 Pequot Brown        | 50 |
| 9-4 Pequot Brown        | 55 |
| 10-4 Pequot Brown       | 60 |
| 7-4 Pepperell Bleached  | 42 |
| 8-4 Pepperell Bleached  | 47 |
| 9-4 Pepperell Bleached  | 52 |
| 10-4 Pepperell Bleached | 56 |
| 7-4 Pepperell Brown     | 42 |
| 8-4 Pepperell Brown     | 47 |
| 9-4 Pepperell Brown     | 52 |
| 10-4 Pepperell Brown    | 57 |
| 7-4 Lockwood Bleached   | 43 |
| 8-4 Lockwood Bleached   | 48 |
| 9-4 Lockwood Bleached   | 53 |
| 10-4 Lockwood Bleached  | 58 |
| 7-4 Lockwood Brown      | 43 |
| 8-4 Lockwood Brown      | 48 |
| 9-4 Lockwood Brown      | 53 |
| 10-4 Lockwood Brown     | 58 |

## Tubings.

|                  |        |
|------------------|--------|
| 42 in. Pepperell | 31 1/2 |
| 42 in. Pepperell | 33 1/2 |
| 42 in. Pequot    | 37     |
| 42 in. Pequot    | 39     |
| 42 in. Cabot     | 31 1/2 |
| 42 in. Cabot     | 33 1/2 |

## 4-4 Bleached Cottons.

|                   |        |
|-------------------|--------|
| Lonsdale          | 20     |
| Hope              | 17 1/2 |
| Cabot             | 17 1/2 |
| Fruit of the Loom | 21     |
| Auto              | 17 1/2 |
| Big Injun         | 15     |

## 4-4 Brown Cottons.

|                 |           |
|-----------------|-----------|
| Black Rock      | 16 1/2    |
| Velvet          | 15        |
| Giant           | 15        |
| Cheaper Cottons | 10 1/2@12 |

## Cambrics &amp; Nainsooks.

|               |        |
|---------------|--------|
| Berkley, 60   | 21     |
| Old Glory, 60 | 21     |
| Diamond Hill  | 19 1/2 |
|               | 17     |

## Ticking.

|                            |           |
|----------------------------|-----------|
| Straw Ticking              | 17        |
| Feather Tickings from      | 28 1/2@30 |
| Fancy Satine Tickings from | 29 1/2@35 |
| 36 in. Imp. Hol. Ticking   | 37 1/2    |

## Denim.

|     |        |
|-----|--------|
| 220 | 25     |
| 240 | 23     |
| 260 | 21 1/2 |

## Prints.

|                   |        |
|-------------------|--------|
| In Various colors | 11 1/2 |
|-------------------|--------|

## Cheese Cloth.

|                             |                  |
|-----------------------------|------------------|
| 36 in. Bleached Curly Gauze | 07               |
| Better Grades               | 07 1/2@08 1/2@10 |

## Flags.

|                                                           |             |
|-----------------------------------------------------------|-------------|
| Small Spearheads, doz.                                    | 1 90        |
| Larger sizes from 4x6 ft. to 10x15 ft. ranging from, each | \$2.00@8.00 |

## Napped Goods.

|                             |               |
|-----------------------------|---------------|
| 25 in. White Shaker         | 12 1/2        |
| 27 in. White & Twill Shaker | 12 1/2@14 1/2 |
| Cashmere Twill              | 18            |
| 27 in. Light Outings        | 13 1/2@14 1/2 |
| 27 in. Dark Outings         | 14 1/2@15 1/2 |
| 36 in. Light Outings        | 16 1/2@17 1/2 |
| 36 in. Dark Outings         | 17 1/2@18 1/2 |

## Notions.

|                                             |        |
|---------------------------------------------|--------|
| Star Snaps, gro.                            | 60     |
| Kohinoor Snaps, gro.                        | 70     |
| Wilsnaps, gro.                              | 75     |
| Satin Pad S G Garters, doz.                 | 2 00   |
| Sampson fly swatters, doz.                  | 75     |
| Roberts needles, per M.                     | 2 50   |
| Stork needles, per M.                       | 1 00   |
| Self Threading Needles, paper               | 06 1/2 |
| Steel Pins S. C., 300, per box              | 43     |
| Steel Pins M. C., 300, per box              | 45     |
| Brass Pins S. C., 160, per box              | 43     |
| Brass Pins S. C., 300, per box              | 75     |
| Brass Pins M. C., 300, per box              | 80     |
| Coats Thread, doz.                          | 59     |
| Clarks M. E. Thread, doz.                   | 59     |
| Belding Silk, 50 yd., doz.                  | 56     |
| Cobro Silk net with elastic, gro.           | 4 50   |
| Gainsborough Hair Nets                      |        |
| Single Strand                               | 80     |
| Double Strand                               | 1 00   |
| Wolverine nets, gro.                        | 9 00   |
| Arrow Net, gross                            | 9 00   |
| Duro Belle, doz.                            | 90     |
| R. M. C. Crochet Cotton, per box            | 75     |
| B-4 O. N. T. Cro. Cotton, per box           | 90     |
| Silkene Crochet Cotton, per box             | 90     |
| Sansilk Crochet Cotton, per box             | 55     |
| M & K or Dexters Knit. Cot., white, per box | 1 50   |
| Black and colors                            | 1 50   |
| Allies Yarn, bundle                         | 1 75   |
| Fleishers Knitting Worsted Skeins           | 2 30   |
| Fleishers Spanish worsted balls             | 2 60   |
| Fleishers Germant'n Zepher Balls            | 3 70   |
| Fleishers Saxony Balls                      | 3 70   |
| Fleishers Knitting Worsted Balls            | 2 60   |
| Fleishers Scotch & Heather Balls            | 2 90   |
| Excello Suspenders, doz.                    | 4 50   |
| President Suspenders, doz.                  | 4 50   |
| President Suspenders, Ex. Heavy             | 6 00   |

## Infants' Hosiery.

|                                 |          |
|---------------------------------|----------|
| Cotton 1x1 Rib Hose             | 1 00     |
| Combed Yarn 1x1 Rib Hose        | 1 85     |
| Mercerized Lisle Hose, Cashmere |          |
| Silk Hl. & toe, 60% Wool Hose   | 4 00     |
| Silk & Wool Hose                | 6 12 1/2 |

## Children's Hosiery.

|                                    |        |
|------------------------------------|--------|
| BS No. 1 Cotton Hose               | 2 35   |
| R. & F. 07 1/2                     |        |
| 2 Thread 200 Needle, 3 lbs. on 9   | 2 50@3 |
| R. 10 F. 05                        |        |
| Misses 300 Needle Combed Yarn      |        |
| Hose                               | 2 25@7 |
| R. 10 F. 05                        |        |
| Misses Cot. 28 oz. Dou. card. Hose | 1 35@7 |
| R. & F. 05                         |        |
| Misses Merc. 344 Needle Hose       | 3 85@7 |
| R. 10 F. 05                        |        |

## Ladies' Cotton &amp; Silk Hosiery.

|                                     |          |
|-------------------------------------|----------|
| 176 Needle Cotton Hose              | 1 35     |
| 220 Needle Cotton Hose              | 1 50     |
| 220 Nee. Co. Yarn, seam back Hose   | 2 50     |
| 232 "Burson" rib top                | 4 25     |
| 232 "Burson" rib top, out size Hose | 4 50     |
| 520 "Burson" split sole Hose        | 4 25     |
| 220 Needle Mercerized               | 4 00     |
| Pmt. 100, lisle, hem top            | 4 00     |
| 460 Needle Top full Mercerized      | 4 75     |
| Fibre Silk Hose                     | 4 62 1/2 |
| 12 Strand Pure Silk Hose            | 12 00    |
| Pmt. 110 Silk & Fibre               | 8 50     |
| 260 N'dle 18 in fibre boot mock sm. | 6 75     |
| 10 Strand 18 in. Boot Silk          | 9 00     |
| Ladies' Full Fash., 42 Gauge, all   |          |
| Silk Hose                           | 19 50    |

## Ladies' Fleece &amp; Wool.

|                                          |      |
|------------------------------------------|------|
| 220 needle, 2 lb. combed yarn            | 2 25 |
| 200 needle, 2 1/2 lb. comb. yarn hose    | 3 00 |
| 200 n'dle, 2 1/2 lb. O.S. comb. yn. hose | 3 25 |
| 176 needle out size Hose                 | 2 50 |

## Men's Hose.

|                                 |           |
|---------------------------------|-----------|
| E. & F. Hose Cotton             | 1 50      |
| Record, med. weight Cotton      | 2 00      |
| R. & D. Heavy Cotton Hose       | 1 60      |
| 176 Needle Cotton Hose          | 1 35      |
| 200 Needle Combed Yarn Hose     | 2 15      |
| 200 needle full mercerized Hose | 3 00      |
| 240 needle fibre plated Hose    | 4 75      |
| Pure Thread Silk Hose           | 6 00      |
| Nelson's Rockford socks, bdl.   | 1 50      |
| Nelson's Rockford socks, bdl.   | 1 70      |
| Nelson's Rockford socks, bdl.   | 1 90      |
| 2 1/2 lb. Wool Sox              | 2 25      |
| 3 lb. Wool Sox                  | 3 50@3 75 |

## Childs Walsts.

|                   |                |
|-------------------|----------------|
| "Cub" Knit Waist  | 2 25           |
| "Bear" Knit Waist | 3 75           |
| Muslin Waist      | 2 25@3 50@4 50 |

## Boys' Underwear.

|                                  |             |
|----------------------------------|-------------|
| Fleece Union Suits, Heavy        | 7 50@2      |
| Rise                             | 75          |
| Egypt Ribbed Union Suits         | 4 25@20     |
| Rise                             | 62 1/2      |
| "Hanes" No. 958 Ribbed U. S.     | 6 37 1/2@20 |
| Rise                             | 62 1/2      |
| Part Wool Union Suits, all sizes | 12 00       |
| 50% Wool Union Suits             | 13 00@20    |
| Rise                             | 75          |
| Heavy Fleece Vests & Pants       | 3 25@16     |
| Rise                             | 37 1/2      |
| Part Wool Vests & Pants          | 5 50@16     |
| Rise of 50                       |             |

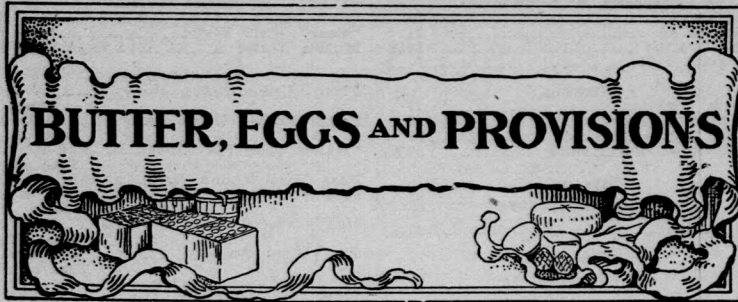
## Spring.

|                                     |          |
|-------------------------------------|----------|
| Boys' 72x80 pin check Ath. Stan. S. | 4 75     |
| "Hanes" 756 & 856 72x80 pin check   |          |
| Athletic Suit                       | 6 12 1/2 |

## Misses' Underwear.

|                            |  |
|----------------------------|--|
| Velvet Vests & Pants ----- |  |
| Velvet Fleece Union Suits  |  |
| Med. Weight Fleece Union   |  |
| Part Wool Union Suits ---  |  |
| Velvet Fleece Union Suits  |  |





#### Cloverland Reindeer.

In the December number of American Forestry, Albert Stoll, Jr., Secretary of the Michigan Conservation Commission, gives an account of the introduction of a herd of reindeer into Northern Michigan, last fall. The herd consisted of sixty deer and cost in Norway, \$125 each. There were fifty cows and ten bulls in the herd. Dr. H. Christiansen, of Norway, who sold the herd to the State, and two Lapland boys as caretakers of the deer, accompanied the consignment to this country. Reindeer produce one calf each season, in late May or early June. Both males and females carry horns and one bull in the Michigan herd has horns with a spread of four feet ten inches. Reindeer average about 250 pounds in weight. They will dress about 190 pounds. In Norway their meat sells at about 30 cents per pound.

In the Lake Superior forest reserve North of Newberry the deer have been confined to a fenced tract four miles square and are in charge of an experienced Finlander. The herd lost five of the original consignment through accident but has been increased by twenty-six calves born since coming to this country, so the net number is now eighty-one deer. Wolves are said to be the most dangerous enemy of the reindeer and the increase of these varmints in Northern Michigan during the past winter should warn us against over-optimism. Rev. William Thomas, of Port Hope, Northern Alaska, and Dr. W. T. Grenfell, of Labrador, have been in Marquette, this winter, and the writer asked both men what they thought of the attempted introduction of reindeer into Northern Michigan. Both thought well of it and thought the experiment ought to succeed. Each of them has a large herd of his own in the Far North.

#### Town That Cheese Made Famous.

Roquefort makes the cheese and the cheese has made Roquefort what it is to-day, for it was in that small town of France many years ago that the tiny spores of a microscopic mushroom happened into some sour milk, and Roquefort cheese had a beginning. To-day large quantities of this famous cheese is exported to most of the European countries and to the United States, says Vice Consul Pulver, St. Etienne, in a report to the Department of Commerce.

In order to assure a regular output, which was next to impossible when the first steps of the process were entrusted to individual farmers, the cheese manufacturers have established in recent years milk depots where

fresh ewe's milk is delivered daily and undergoes special treatment. The milk, after having been filtered and allowed to turn, is pressed into molds and sown with the spores of a microscopic plant, which assures its ripening or mellowing.

After having been drained, the fresh cheese is brought in to Roquefort where it is placed in natural cellars which nature has provided in the rocky hillsides there. These cellars account, in a large part, for the location of this industry at Roquefort. The cheese is left in these natural cellars from thirty to ninety days. In 1914 about 22,000,000 pounds of this cheese was produced, and the annual production is now estimated, at 18,000,000 pounds. In October over 616,000 pounds of this cheese emerged from the hillside caves and arrived in this country.

#### Sauerkraut as a Health Food.

Everywhere throughout the country there is a new interest in sauerkraut. For science has been finding out some remarkable things about this ancient and honorable food.

For centuries, sauerkraut has been a favorite with millions. People like it because of its pleasant sour flavor, its delicious piquancy. Many of our readers will remember the old sauerkraut barrel which stood in a dark corner of the cool cellar. A pungent and appetizing aroma arose from it as you lifted the wooden cover, for within, steeping in rich brine, was the savory and succulent food whose flavor was so satisfying.

When you used to dip into the old barrel, probably you did not know that besides satisfying your palate and your hunger, you were fortifying yourself against many ailments. For science now has found that sauerkraut is among the most valuable of preventive and corrective foods.

#### Making Jerked Beef.

The manufacture of jerked beef is a simple matter, providing you are in the part of the country having the right climate for it. It may be made of any animal, preferably a young one, but, of course, is most often made of beef. We have eaten it made of wild turkey, mountain sheep and venison, and it is all good. The fresh-killed meat is cut into strips about an inch thick and across the grain, where possible, and hung on a rope or a wire or the nearest barb wire fence in the sun until perfectly dry, then it is stored in a sack and used as needed. It may be broken in pieces and boiled, or pounded to a paste and cooked with a gravy.

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### Fallacies About the Natural Resources of the Arctic.

Prominent among the many facts which everybody knows but which aren't so is the "fact" that the Arctic is frozen, silent lifeless, and unfitted for human occupation. Continuing his efforts to disabuse the human mind of this error, Vilhjalmur Stefansson in "The Northward Course of Empire" describes the natural fruitfulness of the Arctic and sub-Arctic regions of Canada; pictures the development there of a vast meat-growing industry, with millions of reindeer, musk oxen, and caribou; discloses the possibilities of making the dream of the Northwest Passage come true by carrying on a great commerce between the British Isles and Asia by air across the top of Canada and Alaska to Japan, and shows that it is easy for human beings in no way abnormal to develop a preference for the climate of Nome or the Mackenzie delta over that of Chicago or Detroit. Mr. Stefansson remarks that he has often tried to convince New Yorkers that an Arctic winter is pleasant and to convince Eskimos that men are happy in Florida or Italy, but has never been successful in either case; the people with whom he argues have been too narrow-minded and ignorant.

People with moss-grown minds sometimes speak of the reindeer "experiment" in the American Arctic. It was an experiment in 1903, when the editor of the National Geographic Magazine recklessly predicted that within fifteen years there would be more than 100,000 domestic reindeer in Alaska. Now the Alaskan herds are estimated at above 200,000 animals, and this year, despite a marked shortage of cold storage facilities, will see 3,000 to 5,000 carcasses shipped to Seattle. The chief of the United States Biological Survey has said that within twenty years Alaska will annually export 1,250,000 reindeer carcasses. Stefansson himself has been instrumental in inducing the Hudson's Bay Company to form a subsidiary corporation, the Hudson's Bay Reindeer Company, which has obtained a fifty year lease of 113,000 square miles in Baffin Island—about two and a half times the area of New York State. Here it landed 550 head last year and is adding more. The chief danger Stefansson thinks is from the enormous herds of caribou. The caribou and reindeer are as much alike as short-horn and polled angus cattle, so that the layman can distinguish them only by the fact that the first are wild, the second tame. If a few hundred caribou get into a herd of thousands of reindeer the caribou will become domesticated like their cousins but if a few thousand reindeer get into a herd of several hundred thousand caribou, which is quite possible, they will be swallowed up and lost.

But Stefansson believes that the

musk ox, which he wishes to rename the ovibos, or sheep cow, because of the disagreeable connotation which the word musk has come to carry, may be readily domesticated and made as important a meat animal as the reindeer. Peary used to say that he thought its flesh superior to beef, while all Arctic explorers agree that it has no musky odor at all. A good ovibos bull will weigh 700 pounds and doubtless careful breeding would increase the size. The cow gives a milk that in flavor and richness resembles that of Jersey cattle, and the animal is covered under its long, straggling outer hairs with a close wool that during the winter comes to resemble that of a sheep. Like the reindeer, the ovibos needs no barn to shelter it and can find food throughout the severest winter. It is superior to most domestic animals in that it completely defends itself against wolves or any other enemy and is disinclined to roam. Most cattle cover long distances in feeding, but the musk ox crops the grass nearest it as closely as a sheep, lies down and rests, and then moves on but a few feet to crop closely again. A herd may remain in the same locality for a full year.

Meat growing, fishing, and mining—these are the three industries upon which Stefansson relies to people the North. He points out that at Saranac Lake, which is a winter resort, the temperature often falls to 40 degrees below, and sometimes to 46 degrees, and says that temperatures equally low are rare on the Arctic coast and there are many winters when the lowest point is warmer than 45 degrees. In Montana people do not regard 60 degrees below as frightful. Houses can be built for the Northern climate, he says, recommending particularly a kind of entrance that will save more of the interior heat than storm doors can save. For winter clothing he recommends "a complete suit of light reindeer underwear, the fur in," topped by ordinary cloth garments, boots, fur overcoat, and fur mittens. The whole need not weigh over ten pounds. As for summer clothing, the only trouble most of the time, according to the explorer, is in keeping cool and avoiding sunburn.

There is no substitute for the knowledge gained by actual practical experience.

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### Some Methods Employed in a Brisk Paint Campaign.

Written for the Tradesman.

There are several salient points to be remembered in handling a paint department. The first and most important, is to carry a good line and to always push the sale of quality paint.

The second is to keep the stock neat and well assorted.

The third is to advertise the department, not only through the medium of the newspapers, but in the many ways which can be counted as advertising—in window and interior display in circularization and direct-by-mail advertising in personal solicitation and in good service.

These may be said to briefly sum up the fundamentals of paint salesmanship. If a dealer observes these points he is bound to reap the reward in the shape of a worth-while trade.

There are, however, a large number of little methods adopted by dealers here and there which serve as helps in the conduct of a paint campaign, and which prove particularly effective when united with general methods as outlined above.

For instance, dealers frequently adopt the plan of having neatly-printed paint circulars which they send out in every parcel wrapped up in the store. This, they claim, is even more effective than sending out circulars through the mails. In the first place, there is no danger of them being lost on doorsteps or thrown away unopened. The parcel is opened and the person who unties it will, if merely out of curiosity, glance through the circular. In the second place, the circulars when sent out in this way reach the customers of the store only—people who are dealing there and who are more likely to be interested in anything the dealer has to offer. When sent out on the other plan, a certain percentage of circulars reach people who would never under any circumstances buy paint, and are, consequently, as good as thrown away.

An effective method to stimulate interest is to hand out small samples to people who come into the store for other goods. An offering of this kind is certain to be opened and used, partly as the result of the keen desire shown by most people to get the most out of anything they get for nothing, and partly because the average man likes to tinker around with a paint

brush anyway, and is glad of an opportunity to try his skill. If the paint, varnish or whatever it is turns out to the liking, it is morally certain that an order will be placed for an additional supply.

If your stock is made up of good quality brands, your most effective method of building up a business is to get people to use your paint once. The repeat orders will follow. The sample tin, therefore, can be made your most telling and effective argument.

One dealer makes a novel use of paint advertisements in magazines. He keeps right in touch with the current magazine literature, and every time he runs across a real fetching paint advertisement, he takes the book to the store and leaves it, open at the proper page, in some convenient spot. There are always times, even in the best regulated stores, when people have to wait, and at such times they glance around the store for anything that may hold their attention until they are waited upon. In Blank's store the magazine, artfully placed attracts waiting customers, and they become interested in the paint question unconsciously. When their turn comes, the salesman will introduce the subject casually, while wrapping up the parcel:

"Are you needing any paint this spring?"

If the customer shows signs of giving a flat denial, the salesman does not wait for a reply, but hurries right along. "It's surprising how much paint people are using nowadays. You see, there are so many things that can be done in the way of home decorating at comparatively small outlay. Everybody seems to be buying," and so on until the customer is drawn into a discussion.

The proper distribution of color cards is found to be eminently successful in creating sales. Color cards are attractive and are certain to be examined more or less carefully by the recipients. In many cases the question of repainting the house has perhaps been discussed previously, and some doubt has been felt as to the proper color combination to use. When the color card arrives, the members of the household look it over and discover just what they want. In such cases, an order will pretty often result. A color card in the house is one of the quickest methods to get people interested in the subject of painting.

The retail paint salesman requires a thorough knowledge of the goods he sells. He must be in a position to explain just how each variety of paint should be used, how far it is likely to

## Foster, Stevens & Co. Wholesale Hardware

157-159 Monroe Ave. :: 151 to 161 Louis N. W.

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



## VIKING TIRES do make good

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.

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

**TAKING INVENTORY**  
 Ask about our way  
**BARLOW BROS.** Grand Rapids, Mich.

We are making a special offer on  
**Agricultural Hydrated Lime**  
 in less than car lots.

**A. B. KNOWLSON CO.**  
 Grand Rapids Michigan

**MCCRAY**  
**REFRIGERATORS**  
 for ALL PURPOSES

Send for Catalogue

No. 95 for Residences  
 No. 53 for Hotels, Clubs,  
 Hospitals, Etc.  
 No. 72 for Grocery Stores  
 No. 64 for Meat Markets  
 No. 75 for Florist Shops

**MCCRAY REFRIGERATOR CO.**  
 2344 Lake St., Kendallville, Ind.



go, how it should be applied, etc. It is safe to assume that half the customers he waits upon will be more or less ignorant as to the correct use of paint specialties, and they will depend on the salesman to explain everything to them. If he cannot do this to their satisfaction, they will quite likely take their trade elsewhere.

Very frequently a salesman who knows his stock right through is able to make sales which would otherwise go elsewhere. In a small city store not long ago a customer entered and asked the proprietor if he had a certain well-known varnish on sale. He had seen it advertised and had come to the conclusion that it was "pretty good stuff."

"No," said the proprietor, "but I have something much better." Mark you, he said not say "something just as good;" he claimed a higher degree of excellence for his stock, and talked as though he believed it.

The customer looked incredulous and unresponsive to argument; but the merchant set himself to the task of explaining why the varnish he handled was so much better. "This varnish will go a long way," he declared. "It spreads very easily. What is more, it spreads smoothly and evenly, leaving a surface like glass. Now some kinds of varnish finish are so hard that they crack easily, and therefore do not last. But this varnish is guaranteed to last for an almost indefinite period.

"You are not a practical painter and you might experience some difficulty applying certain kinds of varnish. The marks of the brush might show, for one thing. But nothing shows when you use this variety."

He talked that particular brand for several minutes, impressed its lasting quality, argued its economy, and dwelt on the beautiful results obtained. The customer gradually felt his doubts slip away and was ultimately convinced that this varnish was the last word in varnishes. He made a good sized purchase. Had the varnish been an inferior article, there would, of course, have been a serious come-back; but as it was of a dependable quality, the merchant ran no such risk in strongly recommending it.

To convince the customer of the value of a certain line when he has formed a predisposition in favor of some competitive line, a salesman must possess a pretty thorough knowledge and must himself be honestly convinced that he is handling the very best thing on the market.

To this end it will pay the salespeople in the paint department to carefully study the goods they handle; and it will pay the hardware dealer to encourage his salespeople in such study. The well posted salesman who believes in the goods is far better able to sell them than the indifferent clerk whose knowledge is gained solely by an occasional disinterested glance at the labels on the can.

Pushful methods, and taking full advantage of every opportunity to boost paint sales, will make a lot of difference in the success of the spring paint campaign. Victor Lauriston,

#### Personal Equation Is a Big Thing.

"How do I do it?" was the answer of a successful retail hardware dealer in an Eastern Michigan town to an enquiry. "Let me illustrate. One day I saw a clerk waiting on a quiet little woman, with a bored manner, as though he had no use for her. I edged up, opened a conversation just as she showed signs of leaving without buying, and found that she was fitting up her home for a boarding house, as her husband had recently died. I showed my interest in her case, and before she left sold her \$87 worth of goods, for which she paid spot cash. She became a steady customer, and is trading with me yet.

"When persons come into my store I show interest in them and get them to talk about themselves. That is the best way to make friends of strangers. After a man has talked one of my legs off and I have listened with attention, he begins to feel warm toward me, and would like to do something for me. It is easy enough to sell him goods then if he has any notion of buying. If not, he comes around when he needs something. The personal equation is a big thing in the retail hardware business."

#### Aluminum Ware Situation.

Selling conditions affecting aluminum ware are described as more favorable than was the case during the better part of last year. Retailers have comparatively light stocks on hand, although their buying has been influenced to some extent by the 7½ per cent. advance which leading manufacturers of these goods made during the early part of the year. Sheet aluminum for the manufacture of the wares has been advanced three times since November by the single domestic factor which sells it, according to wholesalers here. Added to this is the fact that spot stocks of Swiss or German sheet aluminum are negligible and it is difficult to secure shipments from abroad. Competition among wholesalers is very keen, and accounts for the many bargains which are still available. Percolators, for example, are offered at extremely low prices, notwithstanding that forty-two operations are required in their making. This article affords little profit for the wholesaler or retailer, it is said, being used as the "attraction" for other sales.

#### New Type of Gas Heater.

Although the backbone of Winter has almost been broken, a local handler of house-furnishing goods is now offering to the trade a gas heater of the pedestal order that very closely resembles electric heaters of that type. It has the same kind of circular reflector and protective wires, but in place of the wire core of the electric heater there is a perforated clay burner. At present the heater is offered in only one size, that with a 14-inch nickel reflector, which wholesales at \$5.50. It is said to give as much heat as the usual type of gas heater, not to use any more gas in doing it and to have the added feature of being able to be placed in many spots where the ordinary type of heater cannot be put.

## Grand Rapids Store Fixture Co.

H A S

Soda Fountains, Chairs, Tables, Stools

Attractively Priced

Now is the Time to Buy



7 Ionia Ave., N. W.

Grand Rapids, Mich.

### THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

All kinds of Glass for Building Purposes

501-511 IONIA AVE., S. W.

GRAND RAPIDS, MICHIGAN

"Hello, Hiram"

The Candy Bar That Satisfies

DE BOLT CANDY CO.  
Kalamazoo, Mich.

Window Display Advertising Service Co.

McMullen Building

GRAND RAPIDS

MICHIGAN

Service anywhere.

Citizens Phone 62185.

## OLD MONK OLIVES

The most attractive line in the market.

Old Monk Olives are the finest in the market. Only the choicest variety are packed under this famous brand. There are many varieties of Olives same as Apples, Pears or other fruit. Consider the difference between the famous Delicious or Jonathan and the Ben Davis, which commands the market. It is the same with Olives. In offering OLD MONK Olives to the trade we consider quality above everything else. OLD MONK Olives are plump, firm and meaty, they have that Tangy Delicious flavor so rare in other packs.

JUDSON GROCER COMPANY  
GRAND RAPIDS, MICHIGAN





### Gabby Gleanings From Grand Rapids.

Grand Rapids, March 20—One reason why hotel accommodations are abnormally high in some cities may be traced to the frequent transfers of leases, due to the shortsightedness of hotel owners in not having clauses in the leases prohibiting transfers without the consent of the owners. Because of these omissions the matter works out about this way: A hotel is erected and leased to an operator who buys and installs \$30,000 worth of furniture. Business comes good and some hotel pirate comes along and offers the lessee \$60,000 for his lease. The offer is accepted and the new man takes hold, adjusting his rates—upward—to make up the difference between the \$60,000 he paid and the real valuation. Pretty soon another hotel pirate comes along and offers \$90,000 for the lease. The transfer is effected and then another advance in rates is made to enable the new landlord to realize an income on \$90,000 which represents only a \$30,000 investment. The lease of the Otsego Hotel, at Jackson, has been juggled four times in this manner, so that the valuation of the leasehold is now several times in excess of the actual value of the property. Under these circumstances it is impossible to deal fairly with the patrons of a hotel which has been subjected to such sinister manipulation. The fault, of course, lies with the owners in not properly safeguarding the leases of their properties against the operations of free booters.

J. M. Williams, hardware and implement dealer at North Adams, won the International Harvester Co. \$1,000 cash prize for volume increase in the State in the McCormick-Deering contest for 1922.

A man's job is his best friend. It clothes and feeds his wife and children, pays the rent, and supplies them with the wherewithal to develop and become cultivated. The least a man can do in return is to love his job. A man's job is grateful. It is like a little garden that thrives on love. It will one day flower into fruit worth while, for him and his to enjoy. If you ask any successful man the reason for his making good, he will tell you that first and foremost it is because he likes his work; indeed, he loves it. His whole heart and soul are wrapped up in it. His whole physical and mental energies are focused on it. He walks his work, he talks his work; he is entirely inseparable from his work, and that is the way every man worth his salt ought to be if he wants to make of his work what it should be, and make himself what he wants to be.

The salesman who is prepared to talk effectively should have covered, in his own mind, all the objections to be offered to his goods by the buyer and thus he is able to overcome them as presented. This can be done in a very few minutes without long or loud talk; plain facts, to the point, are what one seeks. To convince the buyer, the salesman must be fortified by his own convictions and be able to impart them. A little enthusiasm goes a great way.

"Courage," was the subject of an address before the You-See-Tea Club on Saturday by Rev. James Hailwood, of the Plymouth Congregational Church. Rev. Hailwood has the rare

faculty of relating common incidents of life in a pleasing and interesting manner, which has made him so popular as an after-dinner speaker.

A bunch of high-brows meeting in New York City some months ago for the purpose of discussing ways and means to increase sales efficiency decided by some sort of manner that the average salesman does but three hours' work in a nine-hour day. In other words, it was unanimously agreed that two-thirds of a salesman's time was consumed in lost motion.

Did you ever try out your selling ability, you fellows with a general line? Just for the fun of it, try specializing one certain article during the week. It won't hurt the other items if you don't crowd too hard. See how proficient you can become in talking one item. After the first week take up something else. The results will be surprising and you'll be keeping out of the rut.

Salesmen are given credit for being somewhat temperamental. One writer says: "No salesman would allow himself to be handicapped by trying to lead around a lively pig which someone had wished onto him. But many of us are effectively retarding our capacity by some foolish notion which we drag around with us." A small dealer in Michigan had been told so many times by a traveling salesman that he was a marvel as a business man that he sold out and moved to a city, thinking to make a name and millions for himself. Instead he went busted. The continual flow of "hot air" that is really not necessary in selling goods was responsible for this man's ruin.

The Post Tavern at Battle Creek is featuring a 65 cent breakfast in the main dining room. And by the way, Manager Montgomery finally tumbled to the prices being charged in his coffee shop. Only last week he got out his jack-knife and began whittling off a few odd nickels here and there, so that now the bill of fare is quite legible.

Every winter, about this time, the Pere Marquette comes in for some sort of lambasting. This time the poor Marquette was blamed for a small attendance at the Club Saturday noon. Eight members were aboard the train that came in too late for the noonday lunch, among them Perry Larabee. Two others came in on the Pennsylvania at noon and hiked for home immediately. When speaking of it next week they are likely to blame their non-attendance to the Pere Marquette. To hear some travelers complain would make one think no other trains were ever late and none others ever were snowbound.

When Paul first began to preach, according to some ancient authority, his first audience consisted of eight women. Only one of them manifested interest, but Paul kept up his work nevertheless. After a time he convinced another woman. These two brought others and finally the men came to hear him. Paul was a salesman, even as you and I. His deeds lived after him. This brings to mind the You-See-Tea Club. Why not "sell" it to the women first? Offer some attraction of especial interest to the ladies? The men will follow as they always have, ever since the days of Adam.

3 Short Blocks from Union Depot and Business Center

### HOTEL BROWNING

MOST MODERN CONSTRUCTION IN  
GRAND RAPIDS

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

The Center of Social and Business Activities

### THE PANTLIND HOTEL

Everything that a Modern Hotel should be.

Rooms \$2.00 and up.

With Bath \$2.50 and up.

### Lansing's New Fire Proof HOTEL ROOSEVELT

Opposite North Side State Capitol  
on Seymour Avenue  
250 Outside Rooms, Rates \$1.50 up,  
with Bath \$2.50 up.  
Cafeteria in Connection.



### Livingston Hotel GRAND RAPIDS

European

Rates \$1.25 to \$2.50 per day

### 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 Mich.

### CODY HOTEL GRAND RAPIDS

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

CAFETERIA IN CONNECTION

### Stop and see George, HOTEL MUSKEGON Muskegon, Mich.

Rates \$1.50 and up.

GEO. W. WOODCOCK, Prop.

### HOTEL WHITCOMB

St. Joseph, Mich.  
European Plan

Headquarters for Commercial Men  
making the Twin Cities of  
ST. JOSEPH AND BENTON HARBOR  
Remodeled, refurbished 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.



### 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.

Maximum protection for the money, and adjustments are always made promptly

### Mary J. Field Company

Grand Rapids Representative

### Auto Owners Insurance Company

Bell Main 1155

514-515 Widdicom Bldg.

Citz. 65440



### HOTEL ROWE GRAND RAPIDS NEWEST HOTEL

350 Rooms—350 Servitors—250 Baths  
Rates \$2 with Lavatory and Toilet \$2.50 with Private Bath

HOLDEN HOTEL CO., C. L. Holden, Mgr.



Here is an old one in new clothing: "When the buyer begins ragging you about your goods, your prices and the service, keep your head. Lead him on, little by little, but do not antagonize or frighten him. After a time he will tire out, his steam will be low. Then it is time to talk your line." In other words, handle him like you would a big game fish, remembering never to lose your tackle, which is very light at the best. Like the big fighting fish, he will come your way after he is through scrapping. But woe to the unhappy salesman who tries to crowd the buyer when he is peeved. Really, selling goods seems a heap like fishing, after all.

A Western Michigan sales organization is credited with having experimented with new recruits from several professions. School teachers were tried, then young lawyers, etc. Last year a class of seven former actors who wanted to enter a new line of work were taken on. Six made good, if the story is true. The sales manager says: "There is no better way to improve your salesmanship than to apply some of the tactics of theatrical folks in gaining attention and holding interest." Then it must follow that salesmen are good actors.

Edward Rosemund, representing the Seideberg Cigar Co., of New York, presented the You-See-Tea Club with a quantity of Roi-Tans. These came through their local distributors, the Woodhouse Company.

The Goodrich boats experienced a lot of trouble last week, due to storms and heavy ice. The usual over-night service between Chicago and Grand Rapids was badly disrupted.

Almost every dealer in Michigan knows—and loves—John M. French, one of the young veterans who makes his home at Rochester, N. Y. Mr. French for thirty-two years has been traveling for Morse & Rogers, now McElwain, Morse & Rogers and a selling branch of the International Shoe Co., St. Louis. His friends will be interested to know Mr. French is now in the shoe business for himself, having taken an interest in the William J. Kennedy Shoe Co., Inc., Church and Duane streets, New York. He will travel in his old territory. Mr. Kennedy, head of this new company, was buyer for Morse & Rogers for many years. John French in his thirty-two years of selling had only \$400 in bad debts, and that was due to a failure of a retail store. He naturally is proud of this record.

John Olney says: "A sale is a problem in arithmetic. The number of times when you get the answer right depends on how you add to the other man's desire for what you offer, subtract doubt and indecision from his mind, multiply his confidence and satisfaction and divide with him the resulting profit."

The way to work out the right answer to your sales problem every time, to erase doubt and indecision from your prospect's mind, is to be so full of quiet confidence in your goods and in yourself, in your ability to make a sale, that you unconsciously win him over to your point of view.

Self-respect is at the basis of every sale. Never for a moment allow yourself to think that you are, in any sense, inferior to your prospect, especially as far as your business relations with him are concerned. You the seller, are on a par with the buyer. You are the principals in a transaction, the object of which is mutual service, and if you allow the least suggestion of inferiority on your side, any thought that you are an intruder, or that you have no right there, it will mar your sense of masterfulness, will effect your self-respect, and hinder your sale. Firmly hold the thought that you are there to show him something that it will be to his advantage to buy; that you are not asking favors, but trying to perform a service that will be profitable to

both. When you approach a man with that mental attitude you will find that his respect for you will come out to meet your own.

A champion salesman says that it is the first two minutes that count with a prospect. As a rule, you have got the order or you have failed to get it in those two minutes. That is, you have made a favorable impression which practically insures you a sale, or you have made an unfavorable impression which will cause you to lose it. This is why it is so important for the salesman to be at the top of his condition always, carefully groomed, suitably dressed, cheerful, agreeable, in a position, mentally and physically, to make the best possible impression on all of his customers and prospects the moment he enters their presence. No matter how many other things he may have in his favor if he makes a bad impression at the start he queers his chances perhaps before he has spoken a word, and gets no opportunity to set himself right.

When thirty years ago the Waldorf-Astoria (New York) revealed its sumptuous furnishings to the public the hotel world of New York was already fairly crowded and highly competitive. A stone's throw away lay the Holland House, another richly furnished and well-managed hostelry. A brief stroll up Fifth avenue was the Windsor, much frequented by wealthy men from the financial district. At Fifty-ninth street already loomed up the Plaza, the Savoy and the New Netherlands, the first in especial a finely equipped house. The greatest reputation was undoubtedly possessed by the Fifth Avenue Hotel, especially famous as a rendezvous for statesmen and politicians—groups which also loved the Hoffman House, with the best known bar in the world. The Brunswick, at Madison Square, was a fashionable hotel, while European visitors liked the quiet, aristocratic air of the Clarendon, Brevoort and Westminster. Judged by modern standards, it was a simple age. Those who preferred the American plan could obtain board and room at \$5 a day at even the splendid Fifth Avenue Hotel, while up at the Waldorf, on the European plan, rooms were \$2 per day up. Yet keen though the competition was, the Waldorf won a rapid distinction. It soon became as unmistakably the leading New York hotel as the City Hotel had been in 1800, the Astor House in 1840, or the St. Nicholas in 1860. Its cuisine was unexcelled and many believed unequalled. Fashionable people from abroad and from other cities sought it, while the fashion of New York made it a center. Fifth avenue was already becoming New York's proudest street, and the prestige of the Waldorf grew with the thoroughfare. Western cities did not erect their Waldorfs as they had once erected Astor Houses and St. Nicholas Hotels, but that was because the name carried too aristocratic a connotation to be borrowed. The reputation of the place gave birth to the popular song, "The Waldorf Hyphen Astoria." There was only one Peacock Alley—that of the Waldorf-Astoria. A hotel may well be proud to have won so unique a place.

Gilbert Lewis, 65 years old, traveling salesman, of Otsego, dropped dead of heart disease, as he entered the auto urban station at Kalamazoo, to take a car for his home, late Saturday night. Deceased represented Morley Bros. of Saginaw, and was widely known to the hardware trade throughout the State.

C. A. Brubaker, general dealer at Mears and the Chronic Kicker contributor of the Tradesman, has finally met his Waterloo. He is taking a course of treatments at the Burleson Sanitarium. In a personal note to the architect of Gabby, he writes as follows: "I am awfully sorry that after many years of pleasant and profitable perusal of the Tradesman I must at

this time enter a complaint. I am in Grand Rapids in answer to an advertisement which appeared once only in the Tradesman. I find this is going to cost me both time and money. As an investment for profit it simply isn't. Being only three blocks from your office it would usually be a pleasant stunt to run over for a five minute chat, but just at present I am not going anywhere for pleasure. I have lots of time but no inclination. I am not sore at the editor nor at the Sanitarium, but am mingling quietly with a bunch of jolly patients—not a sore head amongst 'em."

#### Buy Flour To Cover Requirements For Sixty Days.

Written for the Tradesman.

Market reports are very bullish this morning, wheat opening 1¼c up for May, cables ¾ to one penny higher, English currency, which is equivalent to approximately 2c United States money. Market reports are to the effect that Great Britain is short of wheat and is buying rather heavily.

All we need, of course, is an export demand to run the price up considerably. To what extent this demand will develop is rather difficult to foretell. However, the renewed strength in foreign markets in the price of wheat, coupled with the very high price of mill feed in domestic markets, is an indication that flour prices are almost certain to be maintained and probably will be advanced somewhat.

Wheat reserves in farmers' hands the 1st of March amount to 17.9 per cent. of last season's crop. The ten year average same date is 19.2 per cent., which makes our reserves considerably less than the ten year average.

Another thing, we have yet to run the gauntlet of crop scares, of which we are bound to have more or less. These, as a general proposition, are bullish factors, so everything taken into consideration, flour particularly, seems to be in an exceedingly strong position and well maintained prices with some advances are probable.

It appears the trade are perfectly safe in buying to cover requirements up to sixty days in advance.

Lloyd E. Smith.

#### More Signs of Prosperity.

Along with increased takings of cotton by mills, steel production this month bids fair to pass all previous records. The output for the past six months has been equal to the rate maintained during 1920, before the beginning of the slump, and at present it is well above the best rate attained in that year. Further evidence of development, if any is needed, is to be found in the report of car loadings for the week ending March 3. The loadings for that week were the largest since the crop moving and the pre-holiday trade in the fall and winter of 1922, and exceed all previous records for this season of the year. This points not only to an unprecedented volume of trade turnover, but is also of good omen from the viewpoint of railway earnings. News of this sort would be sufficient to start a big boom, if memories of 1919-1920 were not so fresh in the minds of business men. But the boom may come yet.

Greatness is measured not by what men do for themselves but for others.

#### Directors of State Association Meet at Saginaw.

Meeting of the Board of Directors of the Grocers and General Merchants' Association of Michigan held March 15 at the Bancroft Hotel at Saginaw.

Present—President Christensen, Albright, Affeldt, Jr., Schmidt, Ekkens, Sorg, Doolittle, Tatman, Bothwell and Gezon.

Mr. Primeau, of Bay City, was a visitor.

The minutes of the Board meeting held in Lansing on Feb. 22 were read and approved.

Mr. Davis, of Ypsilanti, was excused on account of sickness.

With reference to the apparent difference of \$616.24 between the Secretary's and Treasurer's reports, the matter was satisfactorily explained as follows: The \$616.24 represented the amount advanced by Secretary Bothwell to pay for the cost of the 1922 Year Book and withheld from the receipts for advertising when they come in, which action was in accordance with a resolution adopted at a meeting held May 5, 1921.

After considerable discussion on the question of a Secretary for this year, it was decided to dispense with a paid man for the position until we can get on our feet, financially, and the following motion was made by Mr. Affeldt, supported by Mr. Sorg—that Paul Gezon be elected Temporary Secretary, allowing him \$25 per month for expenses. Mr. Gezon reported on the proposed law to license and register retail grocers and meat dealers. He stated that it would be impossible to get this law into shape for the present Legislature and the committee was continued upon motion duly made and seconded.

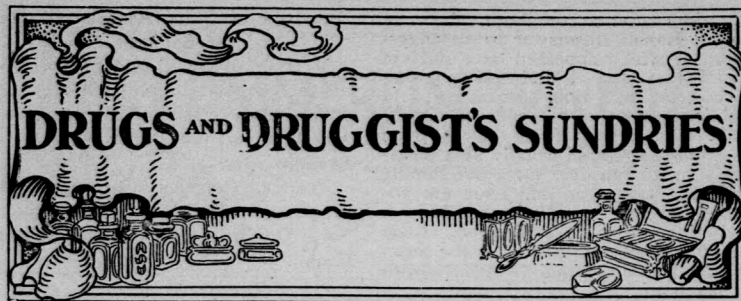
Mr. Bothwell agreed to send all books and correspondence of the Association to Secretary Gezon.

Much favorable comment has been aroused by the action of one of the leading clothing manufacturing concerns in the country in making prices on its offerings for the fall trade substantially the same as for the past season. There had been predictions of sharp advances in clothing prices for the fall, and action of this large concern will serve to check any plans of some smaller producers to make these predictions come true. With the prolonged rise in raw wool prices having about spent its force, and with only moderate advances made so far in the price of woolen cloth, it would be hard to justify more than a moderate upturn in clothing prices. As the increasing cost of wool must eventually appear in the price of textiles, prices of clothing may be expected to go higher hereafter, but the conservatism shown by one of the leading producers will have a wholesome influence in preventing inflationary tendencies.

Some one says that when four Irishmen worked on a job, one was boss, another was foreman, the third was overseer and the fourth was superintendent.

Dumb waiters carry everything but gossip.





**Mich. State Pharmaceutical Ass'n.**  
 President—George H. Grommet, Detroit.  
 Secretary—L. V. Middleton, Grand Rapids.  
 Treasurer—E. E. Faulkner, Middleville.  
 Executive Committee—J. A. Skinner, D. D. Alton and A. J. Miller.

**Michigan Board of Pharmacy.**  
 President—James E. Way, Jackson.  
 Vice-President—Jacob C. Dykema, Grand Rapids.  
 Secretary—H. H. Hoffman, Lansing.  
 J. A. Skinner, Cedar Springs.  
 Oscar W. Gorenflo, Detroit.  
 Claude C. Jones, Battle Creek.  
 Director of Drugs and Drug Stores—H. H. Hoffman, Lansing.

#### Service Better Than Bargains.

Any pharmacist can cut prices, but it takes an expert to always fit the glove of service to the needs of customers. In the end—yes, a long way before the last lap of the pharmacy race—an overflowing measure of service will be leagues ahead of a four cent discount on talcum as a drawing card for your pharmacy. We cannot cut the life out of staples without giving profits a solar-plexus blow. Cheery, whole souled, helpful service is still the "open sesame" to the purpose of hosts of people—the good Lord made folk that way!

Hold on to the clerk who wears a perfectly good quarter of an hour to a frazzle rather than have a customer leave the pharmacy dissatisfied. That clerk has the long look, he realizes that a satisfied customer is a human mine that may pay rich dividends for decades to come. "My best for the customer" is a good service slogan. Tell me why folk part with gold eagles willingly at one pharmacist and hand out buffalo nickels grudgingly in another!

Some bargain surgeons cut staples as though each article was afflicted with cancer—possibly the pharmacist is obsessed with that foolish ambition which says: "Corral the trade at any cost!" Bargains are slippery propositions, if we cut four cents, Jones says: "I make it five!" The rivalry between two milkmen in my home village became so strong that one man was offered his milk for nothing. The other milkman countered by offering the man one cent per quart to take his milk! Too much price cutting makes business rushing with the pharmacy-undertaker!

True, human nature resents an over-charge but there is a streak of fairness in most people and they are willing to pay a reasonable price for their quinine, liver pills, etc., especially when backed by service par excellence. A bargain may lead people to your pharmacy but service is what makes the return trip easy.

A lady friend once said to me: "You will lose trade if you do not meet competition. Brown is selling so-and-

so at five cents under your price." I was only making a fair profit on the article referred to and I did not care to share the fate of the Irishman's horse. He taught his horse to live on sawdust and, "just as the old fool had learned, he up and died!" True, you may lose a customer occasionally if you do not meet all cut throat competition. There are all kinds of losses; a minister once said to Sam Jones: "If I should preach as you do I would lose all of my self respect." With a twinkle in his eyes Sam Jones replied: "If I should preach as you do I would lose all my congregation." It is a steady that counts in trade. A bit of extra pains, a trifling courtesy, or "no charge," for some trifle that cost us next to nothing pave the return road for a customer.

George W. Tuttle.

#### Twenty-Eight Original Registered Pharmacists.

H. H. Hoffman, Secretary of the Michigan Board of Pharmacy, kindly furnishes the Tradesman with the names and addresses of the twenty-eight men who still retain their registered pharmacist certificate out of the first hundred certificate holders, as follows:

- No. 3. Francis W. Fincher, Pentwater.
14. Jacob Vander Veen, Grand Haven.
16. Harvey C. Baker, Detroit.
19. Henry Baar, Los Angeles, Cal.
27. Louis K. Klark, Highland Park.
28. Charles F. Powers, Muskegon.
37. Fred G. Neumeister, Muskegon.
40. Wm. W. Cox, Grand Rapids.
41. Casper E. DePuy, Pontiac.
45. Frank E. Brackett, Cheboygan.
55. John T. Dezell, Hersey.
56. William J. Barker, Grand Rapids.
60. George F. Baker, Grand Rapids.
61. Frank A. Schulte, Hemlock.
64. C. Elmer Wolfinger, Hopkins.
65. Herman Baatz, Detroit.
67. Willard S. Winegar, Lowell.
69. Henry Randolph, St. Louis.
78. Albert T. Mallory, Quincy.
79. Fred J. McMurtrie, Detroit.
80. Harry C. Kinne, Hudson.
89. Hon. Geo. L. Lusk, Grand Rapids.
90. Bruce F. Kinmont, Albion.
91. Thomas F. Holden, Imlay City.
96. Cyrus P. Newell, Detroit.
97. John C. Johnson, Lansing.
98. William L. White, Grand Rapids.
100. Henry E. Stover, Kalkaska.

A successful salesman is one who believes in the goods he is selling and believes in, and has confidence in the concern he is working for.

#### Three Questions Asked and Answered

1. How far is a druggist liable for the negligence of an employee?

There are many ways in which the negligence of an employee may manifest itself, but for the purpose of answering this question, I will assume that the average druggist has in mind the negligence of a clerk in the sale of drugs or in compounding a prescription, whereby damage results. Cases of this kind have arisen in eleven American states and Canada. These cases went to the highest courts and it was held in every case that the druggist was liable, and it was further held in some of those cases that it was no defense that the clerk was a registered, competent and experienced pharmacist. I do not find a single authority to the contrary.

2. How far is a druggist liable for injuries resulting from defects in merchandise that he sells?

Generally speaking, he is not liable, and certainly not in the absence of an express warranty. A customer buys a metal hot water bottle and owing to a flaw or defect in the bottle, the hot water comes out and scalds the patient. He sues the druggist; he cannot recover. If at the time of buying the bottle he had asked the druggist if there were any flaws in the bottle or any defects and the druggist had said, "I guarantee this bottle to be free from such things that would have been an express warranty and the druggist would have been liable. In the absence of an express warranty, the doctrine of caveat emptor (let the buyer beware) applies, the reason being that the purchaser has an opportunity of examining the goods before buying and would be as likely to discover the defects as the druggist would.

3. Signing contracts, promissory notes and trade acceptances. I will here reiterate the old maxim—read everything before you sign it; if you will do this there will be lots of times you won't sign. Read it before, not after. If your better judgment tells you not to sign, don't allow silver tongued agents to swerve you, but hold the matter in abeyance and consult your association attorney to whose service you are entitled. Under no circumstances sign any contract containing a promissory note embodied in it, and do not sign any promissory note or notes, unless you have first received value therefor and

actually owe the money called for by the note, at the time of signing it. A note is an evidence of indebtedness. After it has left your hands it becomes negotiable and is just like a five dollar bill; you can't stop payment on it like you can on a check—it is gone. There is no defense to an action on a promissory note when it is in the hands of the original parties. Innocent third parties for value and without notice can make you pay the note even though the man to whom you gave the note did not keep his word or deliver the goods.

E. O. Skour.

You don't save money on your advertising expense by using a cheap medium or a cheap space.



STRAIGHT  
SIZE—

The Johnson  
Original 10¢ Cigar

**VAN DAM**

MANUFACTURED BY  
TUNIS JOHNSON CIGAR CO.  
GRAND RAPIDS, MICHIGAN

#### TO MICHIGAN MERCHANTS

#### PUTNAM'S "DOUBLE A" CANDIES

Are Made in Michigan,  
 With Sugar Manufactured in Michigan,  
 From Beets grown in Michigan,  
 By people who live in Michigan,  
 And who help pay taxes in Michigan.

In fact, they are strictly a Product of Michigan.

And whenever you buy them you encourage HOME INDUSTRIES and help build up your own State, your own town and YOUR OWN BUSINESS.

We guarantee them absolutely pure and to conform with the National Pure Food Law.

We have no doubt you can buy cheaper candy, but QUALITY TALKS AND QUALITY WINS EVERY TIME.

**PUTNAM FACTORY, Grand Rapids.**



# WHOLESALE DRUG PRICE CURRENT

**Hazeltine & Perkins Drug Co.**  
**Grand Rapids, Michigan**

| Prices quoted are nominal, based on market the day of issue. |              |                        |              |
|--------------------------------------------------------------|--------------|------------------------|--------------|
| <b>Acids</b>                                                 |              | <b>Almonds, Sweet,</b> |              |
| Boric (Powd.)                                                | 17½@ 25      | Imitation              | 60@ 1 00     |
| Borix (Xtal.)                                                | 17½@ 25      | Amber, crude           | 2 00@ 2 25   |
| Carbolic                                                     | 61@ 68       | Amber, rectified       | 2 25@ 5 00   |
| Citric                                                       | 62@ 70       | Anise                  | 1 25@ 1 50   |
| Muriatic                                                     | 3½@ 8        | Bergamont              | 5 00@ 5 25   |
| Nitric                                                       | 9@ 15        | Cajeput                | 1 50@ 1 75   |
| Oxalic                                                       | 20½@ 30      | Cassia                 | 3 25@ 3 50   |
| Sulphuric                                                    | 3½@ 8        | Castor                 | 1 50@ 1 70   |
| Tartaric                                                     | 40@ 50       | Cedar Leaf             | 1 50@ 1 75   |
| <b>Ammonia</b>                                               |              | Citronella             | 1 20@ 1 45   |
| Water, 26 deg.                                               | 10@ 13       | Cloves                 | 3 00@ 3 25   |
| Water, 18 deg.                                               | 3½@ 13       | Coccaput               | 2 00@ 2 25   |
| Water, 14 deg.                                               | 6½@ 12       | Cod Liver              | 1 30@ 1 40   |
| Carbonate                                                    | 20@ 25       | Croton                 | 2 00@ 2 25   |
| Chloride (Gran.)                                             | 10@ 20       | Cotton Seed            | 1 25@ 1 35   |
| <b>Balsams</b>                                               |              | Cubebs                 | 8 50@ 9 75   |
| Copaiba                                                      | 60@ 1 00     | Eigerson               | 3 00@ 3 25   |
| Fir (Canada)                                                 | 2 50@ 2 75   | Eucalyptus             | 90@ 1 20     |
| Fir (Oregon)                                                 | 80@ 1 00     | Hemlock, pure          | 2 00@ 2 25   |
| Peru                                                         | 3 50@ 3 75   | Juniper Berries        | 2 00@ 2 25   |
| Tolu                                                         | 1 35@ 1 60   | Juniper Wood           | 1 50@ 1 75   |
| <b>Barks</b>                                                 |              | Lard, extra            | 1 35@ 1 45   |
| Cassia (ordinary)                                            | 25@ 30       | Lard, No. 1            | 1 25@ 1 35   |
| Cassia (Saigon)                                              | 50@ 60       | Lavender Flow          | 5 25@ 5 50   |
| Sassafras (pw. 45c)                                          | 40@ 50       | Lavender Gar'n         | 1 75@ 2 00   |
| Soap Cut (powd.)                                             | 15@ 20       | Leam                   | 1 00@ 1 10   |
| <b>Berries</b>                                               |              | Linseed Boiled bbl.    | @ 1 03       |
| Cubeb                                                        | 1 50@ 1 75   | Linseed bl less        | 1 15@ 1 23   |
| Fish                                                         | 25@ 30       | Linseed, raw, bbl.     | @ 1 06       |
| Juniper                                                      | 7@ 15        | Linseed, raf, less     | 1 13@ 1 21   |
| Pricky Ash                                                   | @ 30         | Mustard, artill. oz.   | @ 20         |
| <b>Extracts</b>                                              |              | Neatsfoot              | 1 25@ 1 35   |
| Licorice                                                     | 60@ 65       | Olive, pure            | 3 75@ 4 00   |
| Licorice powd.                                               | 70@ 80       | Olive, Malaga, yellow  | 2 75@ 3 00   |
| <b>Flowers</b>                                               |              | Olive, Malaga, green   | 2 75@ 3 00   |
| Arnica                                                       | 25@ 30       | Orange, Sweet          | 4 50@ 5 00   |
| Chamomile (Ger.)                                             | 40@ 50       | Origanum, pure         | 1 00@ 1 10   |
| Chamomile Rom                                                | 1 75@ 2 00   | Origanum, com'l        | 1 00@ 1 20   |
| <b>Gums</b>                                                  |              | Pennyroyal             | 2 50@ 2 75   |
| Acacia, 1st                                                  | 50@ 55       | Peppermint             | 4 75@ 5 00   |
| Acacia, 2nd                                                  | 45@ 50       | Rose, pure             | 12 00@ 16 00 |
| Acacia, Sorts                                                | 30@ 35       | Rosemary Flows         | 1 25@ 1 50   |
| Acacia, powdered                                             | 35@ 40       | Sandalwood, E.         |              |
| Aloes (Barb Pow)                                             | 25@ 35       | I.                     | 11 00@ 11 25 |
| Aloes (Cape Pow)                                             | 25@ 35       | Sassafras, true        | 1 50@ 1 80   |
| Aloes (Soc. Pow.)                                            | 70@ 75       | Sassafras, art'l       | 1 00@ 1 25   |
| Asafoetida                                                   | 65@ 75       | Spearmint              | 4 00@ 4 25   |
| Pow.                                                         | 1 00@ 1 25   | Sperm                  | 1 80@ 2 05   |
| Camphor                                                      | 1 20@ 1 30   | Tansy                  | 12 00@ 12 25 |
| Guaiac                                                       | @ 9 1        | Tar, USP               | 50@ 55       |
| Guaiac, pow'd                                                | @ 1 00       | Turpentine, bbl.       | @ 1 65       |
| Kino                                                         | @ 75         | Turpentine, less       | 1 72@ 1 80   |
| Kino, powdered                                               | @ 85         | Wintergreen, leaf      | 6 75@ 7 00   |
| Myrrh                                                        | @ 80         | Wintergreen, sweet     |              |
| Myrrh, powdered                                              | @ 85         | birch                  | 3 75@ 4 00   |
| Opium, powd.                                                 | 11 00@ 11 20 | Wintergreen, art       | 1 00@ 1 25   |
| Opium, gran.                                                 | 11 00@ 11 20 | Wormseed               | 6 00@ 6 25   |
| Shellac                                                      | 1 00@ 1 20   | Wormwood               | 12 50@ 12 75 |
| Shellac Bleached                                             | 1 10@ 1 25   | <b>Potassium</b>       |              |
| Tragacanth, pw.                                              | 2 10@ 2 50   | Bicarbonate            | 35@ 40       |
| Tragacanth                                                   | 2 50@ 3 00   | Bichromate             | 15@ 25       |
| Turpentine                                                   | 25@ 30       | Bromide                | 45@ 50       |
| <b>Insecticides</b>                                          |              | Carbonate              | 30@ 35       |
| Arsenic                                                      | 18½@ 30      | Chlorate, gran'r       | 23@ 30       |
| Blue Vitriol, bbl.                                           | @ 7½         | Chlorate, powd.        |              |
| Blue Vitriol, less 8½                                        | @ 15         | Cyanide                | 16@ 25       |
| Bordeaux Mix Dry                                             | 14@ 29       | Iodide                 | 4 61@ 4 84   |
| Hellebore, White                                             |              | Permanganate           | 25@ 40       |
| powdered                                                     | 20@ 30       | Prussate, yellow       | 45@ 55       |
| Insect Powder                                                | 70@ 1 00     | Prussate, red          | 65@ 75       |
| Lead Arsenate Po.                                            | 28@ 41       | Sulphate               | 35@ 40       |
| Lime and Sulphur                                             |              | <b>Roots</b>           |              |
| Dry                                                          | 09½@ 24½     | Alkanet                | 25@ 30       |
| Paris Green                                                  | 38@ 52       | Blood, powdered        | 30@ 40       |
| <b>Leaves</b>                                                |              | Calamus                | 35@ 75       |
| Buchu                                                        | 1 75@ 1 90   | Elecampane, powd       | 25@ 30       |
| Buchu, powdered                                              | @ 2 00       | Gentian, powd.         | 20@ 30       |



# 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

Raisins  
Sago  
Tapioca  
Salt  
Washboards  
Nucoa  
Veal  
Hogs

## Candy

## DECLINED

Cheese, Wisconsin, Longhorn  
Horseradish

## AMMONIA

Arctic Brand  
16 oz., 2 doz. in carton, 1 75  
per doz. 1 75  
1 X L, 3 doz., 12 oz. 3 75  
Parsons, 3 doz. small 5 00  
Parsons, 2 doz. med. 4 20  
Parsons, 1 doz., lge. 3 35  
Silver Cloud, 3 dz. sm. 4 80  
Silver Cloud, 2 dz. med. 4 00  
Silver Cloud, 2 dz. lge. 6 70  
One case free with five.

## 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. 95  
Calumet, 8 oz., doz. 1 95  
Calumet, 16 oz., doz. 3 35  
Calumet, 5 lb., doz. 12 75  
Calumet, 10 lb., doz. 19 00  
K. C., 10c doz. 92 1/2  
K. C., 15c doz. 1 37 1/2  
K. C., 20c doz. 1 80  
K. C., 25c doz. 2 30  
K. C., 50c doz. 4 40  
K. C., 80c doz. 6 85  
K. C., 10 lb. doz. 13 50  
Queen Flake, 6 oz. 1 25  
Queen Flake, 16 oz. 2 25  
Queen Flake, 100 lb. keg 11  
Queen Flake, 25 lb. keg 14  
Royal, 10c, doz. 95  
Royal, 6 oz., doz. 2 70  
Royal, 12 oz., doz. 5 20  
Royal, 5 lb. 31 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. 18 00  
Rocket, 16 oz., doz. 1 25

## BLUING

Jennings Condensed Pearl  
C-P-B "Seal Cap"  
3 doz. Case (15c) 3 75  
Silver Cloud, 3 dz. sm. 3 80  
Silver Cloud, 2 dz. lge. 3 80  
with perforated crowns.  
One case free with five.

## BREAKFAST FOODS

Cracked Wheat, 24-2 35  
Cream of Wheat 6 90  
Pillsbury's Best Cer'l 2 20  
Quaker Puffed Rice 5 45  
Quaker Puffed Wheat 4 30  
Quaker Brst Biscuit 1 90  
Ralston Purina 4 00  
Ralston Branzen 2 70  
Ralston Food, large 3 60  
Saxon Wheat Food 3 75



Shred. Wheat Biscuit 3 85  
Vita Wheat, 12s 1 80  
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  
Post's Bran, 24s 2 70  
BROOMS  
Standard Parlor, 23 lb. 8 00  
Fancy Parlor, 23 lb. 9 50  
Ex. Fcy. Parlor 25 lb 10 50  
Toy 2 25  
Whisk, No. 3 2 35

## Rich & France Brands

Special 8 00  
No. 24 Good Value 8 75  
No. 25 Velvet 10 00  
No. 25, Special 9 50  
No. 27 Quality 11 00  
No. 22 Miss Dandy 11 00  
No. B-2 B. O. E. 10 50  
Warehouse, 36 lb. 11 00  
B.O.E. Warehouse, 32 lb. 10 50

## BRUSHES

Solid Back, 8 in. 1 50  
Solid Back, 1 in. 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

## BUTTER SUBSTITUTES



## 1. VAN WESTENBRUGGE

Carload Distributor  
1 lb. cartons 25  
2 and 5 lb. 24 1/2  
CANDLES  
Electric Light, 40 lbs. 12 1  
Plumber, 40 lbs. 12 8  
Paraffine, 6s 14 1/2  
Paraffine, 12s 14 1/2  
Wicking 40  
Tudor, 6s, per box 30

## CANNED FRUIT

Apples, 3 lb. Standard 1 75  
Apples, No. 10 4 25@4 50  
Apple Sauce, No. 2 2 00  
Apricots, No. 1 1 90@2 00  
Apricots, No. 2 2 25  
Apricots, No. 2 1/2 2 25@2 50  
Apricots, No. 10 9 00@13 50  
Blackberries, No. 10 9 00  
Blueberries, No. 2 1 75@2 50  
Blueberries, No. 10 11 50  
Cherries, No. 2 3 00@3 50  
Cherries, No. 10 2 1/2 4 00@4 95  
Cherry's, No. 10 11 50@12 00  
Loganberries, No. 2 3 00  
Peaches, No. 1 1 85  
Peaches, No. 1, Sliced 1 40  
Peaches, No. 2 2 75  
Peaches, No. 2 1/2, Mich 3 25  
Peaches, 2 1/2 Cal. 3 00@3 75  
Peaches, No. 10, Mich 7 75  
Pineapple, 1, sil. 1 85@2 00  
Pineapple, 2, sil. 2 90@3 25  
Pineapple, 2, Brk sil. 2 25  
Pineapple, 2 1/2, sil. 3 90@4 25  
Pineapples, No. 2, crus. 2 50  
Pineapp, 10, cru. 8 00@8 50  
Pears, No. 2 2 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  
Raspb's, Red, No. 10 9 75  
Raspb's, Black No. 10 11 00  
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, Minced, No. 1 2 50  
Finnan Haddie, 10 oz. 3 30  
Clam Bouillon, 7 oz. 2 50  
Chicken Haddie, No. 1 2 75  
Fish Flakes, small 1 35  
Cod Fish Cake, 10 oz. 1 85  
Cove Oysters, 5 oz. 1 45  
Lobster, No. 1/4, Star 2 90  
Shrimp, No. 1, wet 1 80  
Sard's, 1/4 Oil, k. 4 25@4 75  
Sardines, 1/4 Oil, k'less 3 85  
Sardines, 1/4 Smoked 7 00  
Salmon, Warrens, 1/2 2 75  
Salmon, Red Alaska 2 80  
Salmon, Med. Alaska 1 65  
Salmon, Pink Alaska 1 50  
Sardines, Im. 1/4, ea. 10@23  
Sardines, Im. 1/2, ea. 25  
Sardines, Cal. 1 75@2 10  
Tuna, 1/2, Albocore 95  
Tuna, 1/2, Nekko 1 65  
Tuna, 1/2, Regent 2 25

## CANNED MEAT

Bacon, Med. Beechnut 2 70  
Bacon, Lge. Beechnut 4 50  
Beef, No. 1, Corned 2 65  
Beef, No. 1, Roast 2 65  
Beef, No. 1/2 Rose Sil. 1 75  
Beef, No. 1/2, Qua. Sil. 2 70  
Beef, No. 1, Qua. sil. 1 15  
Beef, No. 1, B'nut, sil. 5 10  
Beef, No. 1/2, B'nut sil. 2 80  
Beefsteak & Onions, 3 15  
Chili Con Ca. 1s 1 35@1 45  
Deviled Ham, 1/4 2 20  
Deviled Ham, 1/2 3 60  
Hamburg Steak & Onions, No. 1 3 15  
Potted Beef, 4 oz. 1 40  
Potted Meat, 1/2 Libby 50  
Potted Meat, 1/2 Libby 90  
Potted Ham, Gen. 1/2 2 15  
Vienna Saus., No. 1/2 1 35  
Veal Loaf, Medium 2 30  
Baked Beans  
Beechnut, 16 oz. 1 40  
Campbells 1 15  
Climatic Gem, 18 oz. 95  
Fremont, No. 2 1 25  
Snider, No. 1 95  
Snider, No. 2 1 35  
Van Camp, Small 92 1/2  
Van Camp, Med. 1 15  
CANNED VEGETABLES.  
Asparagus  
No. 1, Green tips 4 00  
No. 2 1/2, Lge. Gr. 3 75@4 50  
Wax Beans, 2s 1 35@3 75  
Wax Beans, No. 10 6 30  
Green Beans, 2s 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. 3, cut 1 40@2 10  
Corn, No. 2, St. 1 00@1 10  
Corn, No. 2, Ex. Stan. 1 55  
Corn, No. 2, Fan 1 60@2 26  
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 90  
Dehydrated Potatoes, lb 45  
Mushrooms, Hotels 40  
Mushrooms, Choice 48  
Mushrooms, Sur Extra 70  
Peas, No. 2, E.J. 1 25@1 80  
Peas, No. 2, Sift. 1 60  
June 1 60@2 10  
Peas, No. 2, Ex. Sift. 1 90@2 10  
E. J. 1 90@2 10  
Peas, Ex. Fine, French 29  
Pumpkin, No. 3 1 45@1 75  
Pumpkin, No. 10 4 00  
Pimientos, 1/2, each 15@18  
Pimientos, 1/2, each 27  
Sw't Potatoes, No. 2 1/2 2 15  
Saurkraut, No. 3 1 65  
Succotash, No. 2 1 60@2 35  
Succotash, No. 2, glass 3 45  
Spinach, No. 1 1 35  
Spinach, No. 2 1 45@1 60  
Spinach, No. 3 2 15@2 25  
Spinach, No. 10 6 00  
Tomatoes, No. 2 1 30@1 60  
Tomatoes, No. 3 1 90@2 25  
Tomatoes, No. 2 glass 2 85  
Tomatoes, No. 10 6 00  
CATSUP.  
B-nut, Large 2 70  
B-nut, Small 1 80  
Libby, 14 oz. 2 25  
Libby, 8 oz. 1 60  
Van Camp, 8 oz. 1 75  
Van Camp, 16 oz. 3 15  
Lilly Valley, 14 oz. 2 85  
Lilly Valley, 1/2 Pint 1 65  
Sniders, 8 oz. 1 75  
Sniders, 16 oz. 2 75  
CHILI SAUCE.  
Snider, 16 oz. 3 25  
Snider, 8 oz. 2 25  
Lilly Valley, 1/2 Pint 2 25  
OYSTER COCKTAIL.  
Sniders, 16 oz. 3 25  
Sniders, 8 oz. 2 25  
CHEESE  
Roquefort 55  
Kraft Small tins 1 70  
Kraft American 2 75  
Libby, small tins 1 70  
Pimento, small tins 1 70  
Roquefort, small tins 2 50  
Camenbert, small tins 2 50  
Brick 29  
Wisconsin Flats 26 1/2  
Wisconsin Daisy 26 1/2  
Longhorn 28  
Michigan Full Cream 27  
New York Full Cream 34  
Sap Sago 35  
CHEWING GUM  
Adams Black Jack 65  
Adams Bloodberry 65  
Adams Calif. Fruit 65  
Adams Sen Sen 65

Beeman's Pepsin 65  
Beechnut 70  
Doublemint 65  
Juicy Fruit 65  
Peppermint, Wrigleys 65  
Spearmint, Wrigleys 65  
Wrigley's P-K 65  
Zeno 65

## CHOCOLATE.

Baker, Caracas, 1/4s 37  
Baker, Caracas, 1/2s 35  
Baker, Premium, 1/4s 37  
Baker, Premium, 1/2s 34  
Baker, Premium, 1/4s 35  
Hersheys, Premium, 1/4s 35  
Hersheys, Premium, 1/2s 36  
Runkle, Premium, 1/4s 34  
Runkle, Premium, 1/2s 37  
Vienna Sweet, 24s 1 75

## COCOA.

Baker's 1/4s 40  
Baker's 1/2s 36  
Bunte, 1/4s 43  
Bunte, 1/2 lb. 35  
Bunte, lb. 32  
Droste's Dutch, 1 lb. 9 00  
Droste's Dutch, 1/2 lb. 4 75  
Droste's Dutch, 1/4 lb. 2 00  
Hersheys, 1/4s 33  
Hersheys, 1/2s 36  
Huyler 36  
Lowney, 1/4s 40  
Lowney, 1/2s 40  
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 Shredded 20  
96 2 oz. pkgs., per case 8 00  
48 4 oz. pkgs., per case 7 00

## CLOTHES LINE.

Hemp, 50 ft. 2 00  
Twisted Cotton, 50 ft. 1 75  
Braided, 50 ft. 2 75  
Sash Cord 4 00

## COFFEE ROASTED

Bulk  
Rio 20  
Santos 23@26  
Maracaibo 29  
Guatemala 30  
Java and Mocha 39  
Bogota 32  
Peaberry 28  
McLaughlin's XXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.

## Coffee Extracts

N. Y., per 100 11  
Frank's 50 pkgs. 4 25  
Hummel's 50 1 lb. 10 1/2

## CONDENSED MILK

Eagle, 4 doz. 9 00  
Leader, 4 doz. 6 50

## MILK COMPOUND

Hebe, Tall, 4 doz. 4 50  
Hebe, Baby, 3 doz. 4 40  
Caroline, Tall, 4 doz. 4 00  
Caroline, Baby 3 50

## EVAPORATED MILK

Blue Grass, Tall, 48 5 00  
Blue Grass, Baby, 72 3 75  
Carnation, Tall, 4 doz. 5 25  
Carnation, Baby, 8 doz. 5 15  
Every Day, Tall 5 25  
Danish Pride, tall 5 25  
Danish Pride, 8 doz. 5 15  
Every Day, Baby 4 00  
Goshen, Tall 5 00  
Goshen, Gallon 5 00  
Oatman's Dun., 4 doz. 5 25  
Oatman's Dun., 8 doz. 5 15  
Pet. Tall 5 25  
Pet. Baby, 8 oz. 5 15  
Borden's, Tall 5 25  
Borden's, Baby 5 15  
Van Camp, Tall 6 25  
Van Camp, Baby 3 95  
White House, Baby 4 75

Blue Grass, Tall, 48 5 00  
Blue Grass, Baby, 72 3 75  
Carnation, Tall, 4 doz. 5 25  
Carnation, Baby, 8 doz. 5 15  
Every Day, Tall 5 25  
Danish Pride, tall 5 25  
Danish Pride, 8 doz. 5 15  
Every Day, Baby 4 00  
Goshen, Tall 5 00  
Goshen, Gallon 5 00  
Oatman's Dun., 4 doz. 5 25  
Oatman's Dun., 8 doz. 5 15  
Pet. Tall 5 25  
Pet. Baby, 8 oz. 5 15  
Borden's, Tall 5 25  
Borden's, Baby 5 15  
Van Camp, Tall 6 25  
Van Camp, Baby 3 95  
White House, Baby 4 75

## CIGARS

Lewellyn & Co. Brands  
Mi Lola  
Capitol, 50s 125 00  
Favorita, 50s 115 00  
Victory, 50s 95 00  
Buckeye, 50s 75 00  
Panetela, 50s 75 00  
LaSoreta (smokers) 70 00  
Wolverine, 50s 75 00  
Garcia Master  
Cafe, 100s 37 50

Swift  
Wolverine, 50s 130 00  
Supreme, 50s 110 00  
Bostonian, 50s 95 00  
Perfecto, 50s 95 00  
Blunts, 50s 75 00  
Cabinet, 50s 73 00

## Worden Grocer Co. Brands

Harvester Line.  
Kiddies, 100s 37 50  
Record Breakers, 50s 75 00  
Delmonico, 50s 75 00  
Epicure Panetela, 50 75 00  
Perfecto, 50s 95 00  
The La Azora Line.  
Agreement, 50s 58 00  
Washington, 50s 75 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  
Orig Favorita, 50 135 00  
Original Queens, 50s 150 00  
Webster Cigar Co.  
Plaza, 50s, Wood 95 00  
Panetela, 50, Wood 95 00  
Coronado, 50 Tin 95 00  
Belmont, 50s, Wood 110 00  
St. Reges, 50s, Wood 125 00  
Vanderbilt, 25s, Wd. 140 00

## 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 17  
Jumbo Wrapped 19  
Pure Sugar Stick, 600's 4 20  
Big Stick, 20 lb. case 19

## Mixed Candy Pails

Kindergarten 18  
Leader 17  
X. L. O. 15  
French Creams 20  
Cameo 19  
Grocers 13

## Fancy Chocolates

5 lb. Boxes  
Bittersweets, Ass'ted 1 65  
Choc Marshmallow Dp 1 75  
Milk Chocolate A A 1 95  
Nibble Sticks 2 00  
Primrose Choc. 1 35  
No. 12 Choc. 1 60  
Chocolate Nut Rolls 1 90

## Gum Drops Pails

Anise 17  
Orange Gums 17  
Challenge Gums 14  
Favorite 20  
Superior 21

## Lozenges.

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

## Hard Goods.

Lemon Drops 18  
O. F. Horehound Dps. 18  
Anise Squares 18  
Peanut Squares 18  
Horehound Tablets 20

## Cough Drops Bxs.

Putnam's 1 30  
Smith Bros. 1 50

## Package Goods

Creamery Marshmallows  
4 oz. pkg., 12s, cart. 1 05  
4 oz. pkg., 48s, case 4 00

## Specialties.

Arcadian Bon Bons 19  
Walnut Fudge 23  
Pineapple Fudge 21  
Italian Bon Bons 18  
National Cream Mints 25  
Silver King M. Mallowos 30  
Hollow, Hiram, 24s 1 50  
Walnut Sundae, 24, 5c 85  
Neapolitan, 24, 5c 85  
Yankee Jack, 24, 5c 85  
Gladator, 24, 10c 1 60  
Mich. Sugar Ca., 24, 5c 85  
Pal O Mine, 24, 5c 85

## 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, special ly print front cover furnished without charge.

## CRISCO.

36s, 24s and 12s.  
Less than 5 cases 21  
Five cases 20 1/4  
Ten cases 20  
Twenty-five cases 19 1/2  
Less than 5 cases 20 1/4  
Five cases 19 1/2  
Ten cases 19 1/4  
Twenty-five cases 19

## CREAM OF TARTAR

6 lb. boxes 38  
DRIED FRUITS  
Apples  
Evap'd Choice, blk. 15  
Apricots  
Evaporated, Choice 23  
Evaporated, Fancy 33  
Evaporated Slabs 25

## Citron

10 lb. box 87

## Currents

Package, 15 oz. 23  
Boxes, Bulk, per lb. 20  
Peaches  
Evap. Fancy, Unpeeled 20  
Evap. Fancy, Peeled 22

## Peel

Lemon, American 24  
Orange, American 25  
Raisins  
Seeded, bulk 13  
Seeded, 15 oz. pkg. 14 1/2  
Seedless, Thompson 13 1/2  
Seedless, 15 oz. pkg. 14

## California Prunes

90-100 25 lb. boxes @10 1/2  
80-90, 25 lb. boxes @11  
70-80, 25 lb. boxes @12  
60-70, 25 lb. boxes @13  
50-60 25 lb. boxes @14  
40-50 25 lb. boxes @16  
30-40 25 lb. boxes @19

## FARINACEOUS GOODS

Beans  
Med. Hand Picked 09  
Cal. Limas 11 1/2  
Brown, Swedish 08  
Red Kidney 09 1/2  
Farina  
24 packages 2 10  
Bulk, per 100 lbs. 05

## Hominy

Pearl, 100 lb. sack 2 50  
Macaroni  
Domestic, 20 lb. box 07 1/2  
Domestic, broken bbbs. 06 1/2  
Armours, 2 doz., 8 oz. 1 80  
Fould's, 2 doz., 8 oz. 1 80  
Quaker, 2 doz. 1 85

## Pearl Barley

Chester 4 25  
00 and 0000 6 00  
Barley Grits 5 00  
Peas  
Scotch, lb. 09  
Split, lb. 08  
Sago  
East India 09

## Flavoring Extracts

Doz. Doz.  
Lemon 1 20 1/2 ounce 1 50  
1 65 1 1/4 ounce 2 00  
2 75 2 1/4 ounce 3 25  
2 40 2 ounce 3 00  
4 50 4 ounce 5 50  
7 75 8 ounce 9 50  
15 00 16 ounce 18 00  
29 00 32 ounce 34 00

## Flour and Feed

Valley City Milling Co.  
Lily White, 1/4 Paper sack  
Harvest Queen, 24 1/2  
Light Loaf Spring Wheat, 24s  
Roller Champion 24 1/2  
Snow Flake, 24 1/2s  
Graham 25 lb. per cwt  
Golden Granulated Meal, 2 lbs., per cwt., N  
Rowena Pancake Com-pound, 5 lb. sack  
Buckwheat Compound, 5 lb. sack

## Watson Higgins Milling Co.



## HAND CLEANER



10c size, 4 doz. ----- 3 60  
15c size, 3 doz. ----- 3 60  
25c size, 2 doz. ----- 4 00

## HORSE RADISH

Per doz., 6 oz. ----- 1 05

## JELLY AND PRESERVES

Pure, 30 lb. pails ----- 3 15  
Pure 7 oz. Asst., doz. 1 20  
Buckeye, 22 oz., doz. 1 40  
O. B., 15 oz., per doz. 1 75

## JELLY GLASSES

8 oz., per doz. ----- 35

## MATCHES.

Blue Ribbon, 144 box. 7 55  
Searchlight, 144 box. 8 00  
Safe Home, 144 box. 8 00  
Red Stick, 720 lb. boxes 5 50  
Red Diamond, 144 lb. 5 85

## Cleveland Match Co. Brands



Old Pal, 144 Boxes ----- 8 00  
Buddle, 144 Boxes ----- 5 75

## Safety Matches.

Quaker, 5 gro. case 4 75  
Red Top, 5 gro. case 5 25

## MINCE MEAT.

None Such, 3 doz. ----- 4 85  
Quaker, 3 doz. case ----- 3 75  
Libby Kegs, Wet, lb. 24

## MOLASSES.



Gold Brer Rabbit  
No. 10, 6 cans to case 5 10  
No. 5, 12 cans to case 5 35  
No. 2 1/2, 24 cans to cs. 5 60  
No. 1 1/2, 36 cans to cs. 4 60

Green Brer Rabbit  
No. 10, 6 cans to case 3 65  
No. 5, 12 cans to case 3 90  
No. 2 1/2, 24 cans to cs. 4 15  
No. 1 1/2, 36 cans to cs. 3 10

Aunt Dinah Brand.  
No. 10, 6 cans to case 2 85  
No. 5, 12 cans to case 3 10  
No. 2 1/2, 24 cans to cs. 3 35  
No. 1 1/2, 36 cans to cs. 2 90

New Orleans  
Fancy Open Kettle ----- 55  
Choice ----- 42  
Fair ----- 28  
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 80  
Ginger Cake, 24, 2 lb. ----- 4 00  
Ginger Cake, 12, 5 lb. ----- 3 75  
Ginger Cake, 6, 10 lb. ----- 3 50  
O. & L. 24-2 lb. ----- 4 50  
O. & L. 24-2 1/2 lb. ----- 5 30  
O. & L. 12-5 lb. ----- 5 00  
O. & L. 6-10 lb. ----- 4 75  
Dove, 36, 2 lb. Wh. L. ----- 5 60  
Dove, 24, 2 1/2 lb. Wh. L. ----- 5 20  
Dove, 36, 2 lb. Black ----- 5 30  
Dove, 24, 2 1/2 lb. Black ----- 4 90  
Dove, 6, 10 lb. Blue L. ----- 4 45  
Palmetto, 24, 2 1/2 lb. ----- 4 15

## NUTS.

Whole  
Almonds, Terregona ----- 19  
Brazil, Large ----- 14  
Fancy mixed ----- 20  
Filberts, Sicily ----- 15  
Peanuts, Virginia, raw ----- 11  
Peanuts, Vir. roasted ----- 13  
Peanuts, Jumbo raw ----- 13 1/2  
Peanuts, Jumbo, rst ----- 15 1/2  
Pecans, 3 star ----- 22  
Pecans, Jumbo ----- 80  
Walnuts, California ----- 28  
Salted Peanuts  
Fancy, No. 1 ----- 17 1/2  
Jumbo ----- 20

Shelled  
Almonds ----- 55  
Peanuts, Spanish, ----- 13 1/2  
Filberts ----- 50 1/2  
Pecans ----- 1 05  
Walnuts ----- 57

## OLIVES.

Bulk, 2 gal. keg ----- 4 25  
Bulk, 3 gal. keg ----- 6 00  
Bulk, 5 gal. keg ----- 9 00  
Quart, Jars, dozen ----- 6 25  
4 oz. Jar, plain, doz. ----- 1 45  
5 1/2 oz. Jar, pl., doz. ----- 1 60  
9 oz. Jar, plain, doz. ----- 2 80  
16 1/2 oz. Jar, Pl. doz. ----- 4 50  
4 oz. Jar, Stuffed ----- 1 65  
8 oz. Jar, Stuffed, doz. ----- 3 40  
9 oz. Jar, Stuffed, doz. ----- 4 00  
12 oz. Jar, Stuffed, dz. ----- 5 00

## PEANUT BUTTER.



Bel Car-Mo Brand  
8 oz. 2 doz. in case 3 20  
24 1 lb. pails ----- 5 60  
12 2 lb. pails ----- 5 40  
5 lb. pails 6 in crate ----- 6 00  
15 lb. pails ----- 18 1/2  
25 lb. pails ----- 18  
50 lb. tins ----- 17 1/2

## PETROLEUM PRODUCTS

Perfection Kerosene ----- 12.6  
Red Crown Gasoline ----- 21.3  
Gas Machine Gasoline ----- 25.2  
V. M. & P. Naphtha ----- 25.2  
Capitol Cylinder ----- 42.2  
Atlantic Red Engine ----- 23.2  
Winter Black ----- 13.7

## Polarine

Iron Barrels.  
Medium Light ----- 59.2  
Medium heavy ----- 61.2  
Heavy ----- 69.2  
Extra heavy ----- 59.2  
Transmission Oil ----- 59.2  
Finol, 4 oz. cans, doz. ----- 1.40  
Finol, 8 oz. cans, doz. ----- 1.90  
Parowax, 100, 1 lb. ----- 6.7  
Parowax, 40, 1 lb. ----- 6.9  
Parowax, 20, 1 lb. ----- 7.1



Semdac, 12 pt. cans 2 70  
Semdac, 12 qt. cans 4 00

## PICKLES

Medium Sour  
Barrel, 1,200 count ----- 16 00  
Half bbls., 600 count ----- 9 00  
10 gallon kegs ----- 6 75

## Sweet Small

30 gallon, 2400 ----- 33 00  
15 gallon, 2000 ----- 17 50  
10 gallon, 800 ----- 12 75

## Dill Pickles.

600 Size, 15 gal. ----- 9 00

## PIPES

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

## PLAYING CARDS

Broadway, per doz. ----- 2 40  
Blue Ribbon ----- 4 00  
Bicycle ----- 4 25

## POTASH

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

## FRESH MEATS

Beef.  
Top Steers & Heif. 14@15  
Good Steers & Heif. 13@14  
Med. Steers & Heif. 11@12  
Com. Steers & Heif. 08@09  
Cows.  
Top ----- 11  
Good ----- 10  
Medium ----- 08  
Common ----- 07  
Veal.  
Top ----- 16  
Good ----- 12  
Medium ----- 14  
Lamb.  
Good ----- 24  
Medium ----- 23  
Poor ----- 18  
Mutton.  
Good ----- 14  
Medium ----- 13  
Poor ----- 09

Pork.  
Heavy hogs ----- 08  
Medium hogs ----- 11  
Light hogs ----- 16  
Leins ----- 16  
Butts ----- 15  
Shoulders ----- 13  
Hams ----- 13  
Spareribs ----- 12  
Neck bones ----- 05

## PROVISIONS

Barreled Pork  
Clear Back ----- 23 00@24 00  
Short Cut Clear ----- 22 00@23 00  
Clear Family ----- 27 00@28 00

## Dry Salt Meats

S P Bellies ----- 16 00@18 00

## Lard

Pure in tubs ----- advance 1/4  
Compound Lard ----- 14 1/2  
69 lb. tubs ----- advance 1/4  
50 lb. tubs ----- advance 1/4  
20 lb. pails ----- advance 3/4  
10 lb. pails ----- advance 3/4  
5 lb. pails ----- advance 1  
3 lb. pails ----- advance 1

## Sausages

Bologna ----- 12  
Liver ----- 12  
Frankfort ----- 16  
Pork ----- 18@20  
Veal ----- 11  
Tongue ----- 11  
Headcheese ----- 14

## Smoked Meats

Hams, 14-16, lb. ----- 19 @22  
Hams, 16-18, lb. ----- 19 @22  
Ham, dried beef ----- 38 @39  
California Hams ----- 12 @13  
Picnic Boiled ----- 30 @32  
Boiled Hams ----- 32 @35  
Mined Hams ----- 14 @15  
Bacon ----- 22 @24

## Beef

Boneless ----- 23 00@24 00  
Rump, new ----- 23 00@24 00

## Mince Meat

Condensed No. 1 car. ----- 2 00  
Condensed Bakers brick ----- 3 00  
Moist in glass ----- 8 00

## Pig's Feet

1/4 bbls. ----- 2 15  
1/4 bbls., 35 lbs. ----- 4 00  
1/4 bbls. ----- 7 00  
1 bbl. ----- 14 15

## Tripe

Kits, 15 lbs. ----- 90  
1/4 bbls., 40 lbs. ----- 1 60  
1/4 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

## RICE

Fancy Head ----- 08  
Blue Rose ----- 5 1/2@6  
Broken ----- 03 1/2

## ROLLED OATS

Steel Cut, 100 lb. sks. ----- 4 75  
Silver Flake, 10 Fam. ----- 1 90  
Quaker, 18 Regular ----- 1 80  
Quaker, 12s Family ----- 2 65  
Mothers, 25s, Ill'num ----- 4 40  
Silver Flake, 18 Reg. ----- 1 45  
Sacks, 90 lb. Jute ----- 3 05  
Sacks, 90 lb. Cotton ----- 3 15

## SALERATUS

Arm and Hammer ----- 3 75

## SAL SODA

Granulated, bbls. ----- 2 00  
Granulated, 100 lbs cs ----- 2 25  
Granulated, 36 2 1/2 lb. packages ----- 2 50

## COD FISH

Middles ----- 15  
Tablets, 1 lb. Pure ----- 22  
Tablets, 1/2 lb. Pure ----- 1 40  
Wood boxes, Pure ----- 26  
Whole Cod ----- 12

## Holland Herring

Milkers, kegs ----- 1 15  
Y. M. Kegs ----- 1 00  
Y. M. Half bbls. ----- 8 50  
Y. M. bbls. ----- 16 50

## Herring

K K K K K Norway ----- 20 00  
8 lb. pails ----- 1 40  
Cut Lunch ----- 1 00  
Boned, 10 lb. boxes ----- 16 1/2

## Lake Herring

1/2 bbl., 100 lbs. ----- 6 00

## Mackerel

Tubs, 50 lb. fancy fat ----- 9 25  
Tubs, 60 count ----- 5 75

## White Fish

Med. Fancy, 100 lb. ----- 13 00

## SHOE BLACKENING.

2 in 1, Paste, doz. ----- 1 35  
E. Z. Combination, dz. ----- 1 35  
Dri-Foot, doz. ----- 2 00  
Bixbys, Doz. ----- 1 35  
Shinola, Doz. ----- 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  
Stovoil, per doz. ----- 3 00

## SALT

Colonial 24, 2 lb. ----- 90  
Med. No. 1, Bbls. ----- 2 70  
Med. No. 1, 100 lb. bg ----- 90  
Farmer Spec., 70 lb. ----- 95  
Packers Meat, 56 lb. ----- 56  
Packers for ice cream ----- 95  
100 lb., each ----- 47  
Blocks, 50 lb. ----- 47  
Butter Salt, 280 lb. bbl. ----- 4 50  
Baker Salt, 280 lb. bbl. ----- 4 25  
100, 3 lb. Table ----- 6 07  
60, 5 lb. Table ----- 5 57  
30, 10 lb. Table ----- 5 30  
28 lb. bags, butter ----- 48



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

## SOAP

Am. Family, 100 box ----- 6 00  
Export, 120 box ----- 4 90  
Flake White, 100 box ----- 5 25  
Fels Naptha, 700 box ----- 6 00  
Grdma White Na. 100s ----- 5 00  
Rub No More White ----- 5 50  
Naphtha, 100 box ----- 5 50  
Swift Classic, 100 box ----- 5 25  
20 Mule Borax, 100 bx ----- 7 55  
Wool, 100 box ----- 6 50  
Fairly, 100 box ----- 5 50  
Jap Rose, 100 box ----- 7 85  
Palm Olive, 144 box ----- 11 00  
Lava, 100 box ----- 4 90  
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 00  
Williams Barber Bar. ----- 9s 50  
Williams Mug, per doz. ----- 48

Proctor & Gamble.  
5 box lots, assorted ----- 6 40  
Chipso, 80, 12s ----- 6 40  
Chipso, 30, 32s ----- 6 00  
Ivory, 100, 6 oz. ----- 6 50  
Ivory, 50, 10 oz. ----- 10 85  
Ivory, 50, 10 oz. ----- 5 50  
Ivory Soap Flks., 100s ----- 8 00  
Ivory Soap Flks., 50s ----- 4 10  
Lenox, 100 cakes ----- 3 65  
Luna, 100 cakes ----- 4 00  
P. & G. White Naptha ----- 5 25  
Star, 100 No. 13 cakes ----- 5 50  
Star Nap. Pow. 60-16s ----- 3 65  
Star Nap. Pw., 100-12s ----- 3 85  
Star Nap. Pw., 24-60s ----- 4 85

## CLEANSERS.

KITCHEN  
KLENER



80 can cases, \$4.80 per case

## WASHING POWDERS.

Bon Ami Pd, 3 dz. bx ----- 3 75  
Bon Ami Cake, 3 dz. ----- 3 25  
Climoline, 4 doz. ----- 4 20  
Grandma, 100, 5c ----- 4 00  
Grandma, 24 Large ----- 4 00  
Gold Dust, 100s ----- 4 00  
Golden Rod, 24 ----- 3 25  
Jinx, 3 doz. ----- 4 50  
La France Laun, 4 dz. ----- 3 60  
Luster Box, 54 ----- 3 75  
Miracle C., 12 oz., 1 dz ----- 2 25  
Old Dutch Clean, 4 dz ----- 4 00  
Queen Ann, 60 oz. ----- 2 40  
Rinso, 100 oz. ----- 6 40  
Rub No More, 100, 10 ----- 3 85  
Rub No More, 18 Lg. ----- 4 25  
Spotless Cleanser, 48, ----- 20 oz. ----- 3 85  
Sani Flush, 1 doz. ----- 2 25  
Sapolio, 3 doz. ----- 3 15  
Sapoline, 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 ----- 4 75

## SPICES.

Whole Spices.  
Allspice, Jamaica ----- @13  
Cloves, Zanzibar ----- @45  
Cassia, Canton ----- @16  
Cassia, 5c pkg., doz. ----- @15  
Ginger, African ----- @20  
Ginger, Cochin ----- @20  
Mace, Penang ----- @70  
Mixed, No. 1 ----- @22  
Mixed, 5c pkgs., doz. ----- @45  
Nutmegs, 70-80 ----- @40  
Nutmegs, 105-110 ----- @40  
Pepper, Black ----- @15

Pure Ground in Bulk  
Allspice, Jamaica ----- @16  
Cloves, Zanzibar ----- @50  
Cassia, Canton ----- @22  
Ginger, African ----- @22  
Mustard ----- @23  
Mace, Penang ----- @75  
Nutmegs ----- @32  
Pepper, Black ----- @18  
Pepper, White ----- @30  
Pepper, Cayenne ----- @32  
Paprika, Spanish ----- @32

## Seasoning

Chili Powder, 15c ----- 1 35  
Celery Salt, 3 oz. ----- 95  
Sage, 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  
Turmeric, 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. ----- 04 3/4



Penick Syrup  
GOLDEN-CRYSTAL-WHITE-MAPLE

Penick Golden Syrup  
6, 10 lb. cans ----- 2 55  
12, 5 lb. cans ----- 2 75  
24, 2 1/2 lb. cans ----- 2 85  
24, 1 1/2 lb. cans ----- 1 93

Crystal White Syrup  
6, 10 lb. cans ----- 2 95  
12, 5 lb. cans ----- 3 15  
24, 2 1/2 lb. cans ----- 3 30  
24, 1 1/2 lb. cans ----- 2 25

Penick Maple-Like Syrup  
6, 10 lb. cans ----- 3 70  
12, 5 lb. cans ----- 3 90  
24, 2 1/2 lb. cans ----- 4 05  
24, 1 1/2 lb. cans ----- 2 75

## Corn

Blue Karo, No. 1 1/2 ----- 2 00  
2 doz. ----- 2 80  
Blue Karo, No. 5, 1 dz. ----- 2 80  
Blue Karo, No. 10, ----- 2 60  
1/2 doz. ----- 2 30  
Red Karo, No. 1 1/2, 2 ----- 2 30  
doz. ----- 3 20  
Red Karo, No. 5, 1 dz. ----- 3 20  
Red Karo, No. 10, 1/2 ----- 3 00  
doz. ----- 3 00

Imt. Maple Flavor.  
Orange, No. 1/2, 2 doz. ----- 2 75  
Orange, No. 5, 1 doz. ----- 3 90

## Maple.

Green Label Karo, ----- 6 69  
23 oz., 2 doz. ----- 11 40  
Green Label Karo, ----- 5 1/2 lb., 1 doz. ----- 11 40

Maple and Cane  
Kanuck, per gal. ----- 1 60  
Sugar Bird, 2 1/2 lb., ----- 9 00  
2 doz. ----- 9 00  
Sugar Bird, 8 oz., 4 ----- 12 00  
doz. ----- 12 00

Maple.  
Johnson Purity, Gal. 2 ----- 50  
Johnson Purity, 4 ----- 18 50  
doz., 18 oz. ----- 18 50

TABLE SAUCES.  
Lea & Perrin, large ----- 6 00  
Lea & Perrin, small ----- 3 35  
Pepper ----- 1 60  
Pepper ----- 2 40  
Royal Mint ----- 2 75  
Tobasco ----- 2 70  
Sho You, 9 oz., doz. ----- 5 75  
A-1, large ----- 3 25  
A-1 small ----- 1 90  
Capers ----- 1 90

## TEA.

Japan.  
Medium ----- 34@38  
Choice ----- 45@56  
Fancy ----- 58@60  
No. 1 Nibbs ----- 62  
1 lb. pkg. Siftings ----- 15

## Gunpowder

Choice ----- 28  
Fancy ----- 38@40

## Ceylon

Pekoe, medium ----- 33  
Melrose, fancy ----- 56

## English Breakfast

Congou, Medium ----- 23  
Congou, Choice ----- 35@38  
Congou, Fancy ----- 42@43

## Oolong

Medium ----- 35  
Choice ----- 46  
Fancy ----- 50

## TWINE

Cotton, 3 ply cone ----- 52  
Cotton, 3 ply balls ----- 55  
Wool, 6 ply ----- 20

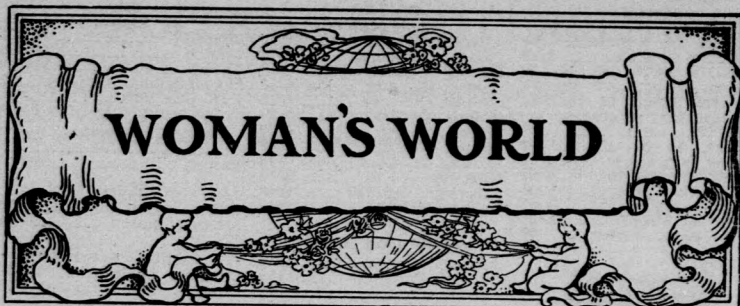
## VINEGAR

Cider, 40 Grain ----- 22  
White Wine, 40 grain ----- 18  
White Wine, 80 grain ----- 22  
Oakland Vinegar & Pickle  
Co.'s Brands.  
Oakland Apple Cider ----- 25  
Blue Ribbon Corn ----- 20  
Oakland White Pickling ----- 20  
No charge for packages.

## WICKING

No. 0, per gross ----- 60  
No. 1, per gross ----- 85  
No. 2, per gross -----





### Students of Bridge Might Study Their Own Children.

Written for the Tradesman.

"He has every imaginable kind of toys, but he doesn't seem to know how to play without direction." This young mother was puzzled about her three-year-old son.

"May I go into your nursery?" I asked.

"Why certainly, you may if—if you want to," she replied a little dubiously; "but you will find a very disorderly nursery; every kind of toy scattered about; many of them broken. He had so many given him for Christmas. He has an army of aunts and uncles."

It was as she had said—the place looked like a very disorderly toy-shop and the things represented every age from the rattle of babyhood to mechanical toys suitable for a twelve-year-old.

"Do you know how to play bridge?" I asked, in the midst of all this.

"Why, yes; of course I do. I've had many lessons, at considerable expense; I ought to know."

"Would you know what card to lead to your partner's bid? And why?"

"Certainly, any beginner would know that."

"Well, you have had ththree years in the motherhood game (though I hate to call it a game); quite long enough to have got beyond the beginner stage. You learned bridge in far less time than that, and you paid money for the training." I waited for this to sink in, and saw it sink. Then I added, "It's certainly just as important to know what toys to 'lead' when the age and mental development of your child 'bids,' don't you think?"

"Still, you must admit that bridge is a much more intricate and scientific business," she ventured.

"Is it? Well, anyway, this business of guiding the development of a child is a very fascinating game, and it surely requires study and intelligence."

"But toys are toys."

"Indeed, no! Playthings for a three-year-old are quite different from those for an earlier or a later period. It is as important to have the right sort of toys for your boy now as it will be later to have the right sort of studies for him in school and college. They are his education now, and must be chosen according to his stage of development. His age and limitations are his 'bid' to your intelligence and mother instinct.

"He is saying to you, 'I am three years old; I can use my mind in such-and-such a way, for periods of such a length; I can concentrate my interest only on such-and-such things; I can

use the muscles of my hands, arms, and legs, just so much and no more. I cannot start beyond the stage of my experience, memory, and knowledge. I am only a little fellow; I've been here only a very short time. Give me what I need.' That's his 'bid' to you. Can you not respond to it with intelligence?"

"But I haven't studied that. Who could teach me?"

"There is a great number of books on the subject, and any kindergartner would be glad to tell you for the asking. You might not even have to pay for it as much as you have paid for your lessons in bridge."

Playthings should be chosen as carefully I went on to say, with reference to age and stage of development, as food or clothing—more so, because they are a part of the process of character-making. Choose the right toy at the right time and he will go on and work out his own play. To the knowledge in general you have to add knowledge of your own particular child. No two children in all the world are exactly alike.

"Sonny's" nursery was both disorderly and not over-clean. The floor was strewn with toys and the shelves were in wild disorder. That disorder in itself was bad, and it was bad to have broken toys strewn about with new ones. Those things inculcate disrespect for the place and the things and disorderly habits of conduct and of mind.

If you want to have a box of broken toys to mend or to use in parts in other construction, well and good; but even that purpose should be well understood, and not an excuse for mistreatment of things. This is the time when a child gets his permanent habits of order and respect for the work of others.

This child, who was only three years old, had from his uncles mechanical toys such as they, grown men, would like to play with; but very few suited to his own efforts and imagination. Poor little partner in the game of life—no one intelligently, lovingly, leading to his bid!

From the first month of babyhood the mother should know what to place in the hands of her child; every time watching his "bid," which is his steady development into new capacities and readiness for wider experience.

Only a few and simple toys at a time. Too many are confusing and cheapen his regard and enjoyment. A few, intelligently chosen, give the child more pleasure than many expensive and intricate ones, bought at random with the best intentions. Toys are the child's most intimate

companions. He may be attracted momentarily by a gorgeous doll or other contraption, but it is not lasting or for his real good.

At this age (three) dolls for either boys or girls may have laundry accessories, so that they can be taught to use tubs and washboards, and they love to play in water.

All kinds of simple animal toys are good. Noah's arks give endless pleasure. So do balls of different sizes; blocks, sand, soap bubble apparatus, things to fit together (very simple ones); sand, yes, and mudpies. Out of door things, wheelbarrows, garden tools, pails, shovels. Notice that at this age the work is with the large muscles, general imagination. A little child ordinarily has no capacity for small detail.

Watch your own child and give him at least the care and attention that you give to your bridge.

Prudence Bradish.

(Copyrighted, 1923.)

### Contours of Spring Hats.

Something of a change in the contour of Spring hats may be brought about according to the current bulletin of the Retail Millinery Association of America, as a result of the increasing vogue for fabrics in the manufacture of the later mode's. Discussing this possibility the bulletin says:

"Now that fabrics play so important a role in the making of the new hats, their development may alter the shape contour somewhat. The puff edge is not fundamentally a part of poke and mushroom shapes, but by the application of it the edge is softened or flanged in such a manner that a new shape appears. Also, the brims that have underfacings which come to within an inch of the brim edge, or extend an inch or so beyond the top facing, have to be reckoned with this season. They are among the latest nuances, and frequently are cord outlined. The roll brims that have sprung back into favor also partake of a corded crepe appearance, and the cords are so put on that they either radiate from the headsize or run diagonally on the order of herringbone.

"Crowns that accompany these vagaries are frequently made of fabric and pleated finely. The pleating is draped, either loosely or flat, so that a criss-cross drape is effected, although the material is really pleated. These are the particular penchant of the fitted silk brims this season.

"Just to what lengths a shape may go this season is shown by the twists and shapes of the right side of brims. They are long and fitted, or lace extensions alter the contour. Transparency thus thrives and is a basis for much ruffle work. Not only tier brims but those of fluted and ruffled layers are seen and liked."

### Egyptian Vogue Still Strong.

From current indications, at any rate, there is no sign of the weakening of the Egyptian vogue in piece goods or garments. Consumers are buying this style eagerly, and the number of those in the various trades who believe that the trend will continue until well into the Fall has been materially augmented recently. It is

pointed out that much continuous support will be given the demand for these patterns and effects in silks, cottons, blouses and dresses by National newspaper publicity. This, it is believed, will serve to nurse interest along until a high point is again reached when the tomb is re-opened at the close of the Summer. The lack of support for the designs on the part of the French couturiers does not appear to have made much difference. One wholesaler of a well-known line of dresses gave it as his opinion that their attitude was due to professional jealousy, as the vogue did not originate with them.

### Demand For Sheer Hosiery.

Sheer hosiery continues to be much called for, many retailers who have been in the market recently saying that this kind constitutes a very large portion of their sales. In discussing the popularity of the sheer merchandise one leading manufacturer said that he had put as much of his mill machinery on these goods as he could, and wished that he could add more. It is reported that new numbers have been added by some wholesalers. Retailers find that the consumer demand practically covers the entire price range, but the ingrained numbers are preferred to the dipped, owing to the colors showing up better in the former. Some of the sheer stockings have been fashioned with a low cut sole in accordance with the vogue expected for the new sandal slipper. Among the colors which are described as most in favor are black, taupe, gun metal, fawn, castor and gray. The demand for the sheer hosiery, it is said, has also revived interest in net stockings.

A clerk may help himself to store money, thinking he is only borrowing, but he will find it a hard loan to repay.

**Insist Upon**  
**Tea Table**  
**FLOUR**

**Weber Flour Mills Corp. Brands.**

Tea Table ..... \$7.65  
Oven Spring ..... 7.20

For Sale by

**KENT STORAGE COMPANY**

Grand Rapids—Lansing—Battle Creek  
Wholesale Distributors

**Fiegle's**

**Chocolates**

Package Goods of  
Paramount Quality  
and  
Artistic Design



### Senseless Jingles of Seventy Years Ago.

Grandville, March 20—The world to-day is ages different from what it was seventy years ago.

School ma'ams were different; store-keepers were different, and even boys and girls were different, and we have an idea the oxen, cows and horses were built on a different plan from those of to-day.

I don't know, whether the boys play palm, palm pullaway with the zest they were wont to play it in the fifties, or even if they play it at all now, nor the game of "I spy," and the like.

Times have changed. The joys of life were as great then as now, and since nobody knew of the luxuries due to come in the future, nobody pined for impossibilities. The horizon of the little old world touched a narrower rim then and people were content to dig and delve under more primitive conditions, yet it is doubtful if the boy or girl of to-day experiences more of the joys of life than did the girls and boys of seventy years ago.

Fishing, hunting, canoe-riding, skating, coasting and barn dances held the boards, and what they did not know about getting out and having rousing good times was not worth knowing.

Those early time dances, held in log houses, in newly built barns and at wayside tavern ball rooms were effervescent with enthusiasm and good cheer. Now and then a small disturbance when some unscrupulous or thoughtless rascal brought along a jug of whisky, yet on the whole these dances were thoroughly respectable and enjoyable.

In playing any of the various boy games there was the counting up to see who should stand. Some of the jingles were of the most ridiculous nature. I recall one or two of these:

Oneazoll, zooazoll, ziczazoll zan,  
Bottail vinegar titerall tan,  
Hiram Skyrum, virgin Miriam,  
You get out.

The last one out had to stand and hunt the others in the game of I Spy, and run down and catch the crowd in the game of "Palm, palm pullaway, come or I'll fetch you away." Nothing artistic or esthetic about either game, perhaps, yet they were of a nature to give the lads vigorous exercise, and served instead of the modern gymnasium, as health preservers. Another jingle ran like this:

Onera ura, ickory aye  
Fillisy, follisy, Nicholas Jay  
Queevry, quavery Irish Mary,  
Strinklum, stranklum Buck.

The teachers in those days were of the feminine gender, often New England spinsters, who, however, were well up in their studies and did excellent service.

They used the rod with good effect when it seemed necessary. On one occasion the mistress kept two of her boy pupils after school for punishment. Joe and Jack were chums usually, Jack being two years older than his friend.

Jack had fetched a hickory ramrod to school, and with this the teacher gave him a good dressing down. While thus engaged, Joe saw his chance and slipped through an open window.

"Jack," ordered the teacher, "go get Joe and fetch him here to me."

Having felt the string of that hickory rod Jack was keen to have his chum get a taste of the same. But Joe was too fleet for the older boy, and kept out of his clutches.

"Well, I'll punish him to-morrow," declared the baffled school ma'am.

When to-morrow came, soon after the call of school, Joe, clad in his best jacket, entered the schoolroom, bearing in his hand a box heaped with juicy blackberries. He marched up to the teacher's desk, placed them before her, saying, "For you, Teacher."

And then what happened? Those

luscious berries touched the martinet in her nature, and the teacher smilingly thanked Joe for his present. It was a narrow escape for Joe, but none of the scholars begrudged him his escape.

Indians sometimes came to visit the school. Now and then a logger would drop in for a drink of water and pass a word with the wielder of the hickory ramrod.

Friday afternoon was dreaded by some of the scholars, since that was set apart for the speaking of pieces or reading compositions. The boys usually learned something to speak, while the girls wrote compositions.

Joe and a younger boy went skating at the noon recess and failed to get back in time for afternoon exercises. It was nearly quitting time when two damp and draggled boys crept over the brow of the hill and entered the schoolroom.

"You two will stop after school." Visions of the hickory ramrod visited the brain of Joe. He cared more for his small companion than for himself at that.

"Danny hasn't learned his piece, Miss Trude," explained Joe. Won't you excuse him if I recite two short ones?"

"No! Well, let me see. Have you learned yours, Joe?"

"I reckon I can speak one, Miss Trude," said Joe, screwing up his face into a comical pucker.

"Very well. Take your place and we'll see what you can do."

Joe went striding to the little stage, made his best bow and began off hand to recite, making up his theme as he went along. He brought in the name of Miss Trude, adding some merry jingles, setting the whole school in a roar. As he had at another time won the teacher with a bribe of luscious blackberries, he won again with finespun words. Old Timer.

#### H. des, Pelts and Furs.

| Hides                  |           |
|------------------------|-----------|
| Green, No. 1           | 10        |
| Green, No. 2           | 09        |
| Cured, No. 1           | 11        |
| Cured, No. 2           | 10        |
| Calfskin, green, No. 1 | 14        |
| Calfskin, green, No. 2 | 12½       |
| Calfskin, cured, No. 1 | 15        |
| Calfskin, cured, No. 2 | 13½       |
| Horse, No. 1           | 4 00      |
| Horse, No. 2           | 3 00      |
| Pelts.                 |           |
| Old Wool               | 1 00@2 00 |
| Lambs                  | 1 00@2 00 |
| Shearlings             | 50@1 00   |
| Tallow.                |           |
| Prime                  | @7        |
| No. 1                  | @6        |
| No. 2                  | @5        |
| Wool.                  |           |
| Unwashed, medium       | @35       |
| Unwashed, rejects      | @30       |
| Unwashed, fine         | @35       |
| Furs.                  |           |
| Skunk, No. 1           | 3 25      |
| Skunk, No. 2           | 2 25      |
| Skunk, No. 3           | 1 25      |
| Skunk, No. 4           | 60        |
| Mink, Large            | 7 00      |
| Mink, Medium           | 5 00      |
| Mink, Small            | 3 50      |
| Raccoon, Large         | 5 00      |
| Raccoon, Medium        | 3 50      |
| Raccoon, Small         | 2 50      |
| Muskrats, Winter       | 1 50      |
| Muskrats, Fall         | 1 00      |
| Muskrats, Small Fall   | 50        |
| Muskrats, Kitts        | 10        |

#### Cretonnes in Demand.

Buyers for many stores have been adding to their stocks of both domestic and imported cretonnes for the Spring season. Assortments of retailers will cover a wide price range, to judge from the wholesale buying. Preparations are evidently being made for a large demand for over-the-counter sales of this fabric during the next few months. Cretonne has been gaining in popularity for use as furniture slip covers, curtains, draperies, wall decorations and other trimmings for the home. Wholesalers say their departments devoted to this merchandise have had a much larger business thus far than was the case last year at this time.

## 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.

Wanted—To buy grocery or small stock of general merchandise. Must be in town with good schools. Address No. 88, care Michigan Tradesman. 88

For Sale In South Haven—Store building 20x40, basement 15x25, seven feet deep; corner lot 50x100; with stock of groceries. Have good trade, but could be increased 100 per cent. Established seven years. Am retiring because too old. This will stand investigation. Room over store for good four-room flat. With small outlay, anyone who wants permanently established business cannot beat it in State of Michigan. Will pay for itself in three years. Can give possession any time, with clear title. 658 Kalamazoo street, South Haven, Mich. This advertisement will not appear again. 89

For Sale—Dry goods stock, Northern Michigan town, 1000. Inventories about \$7,500; will reduce to suit buyer. Clean stock, attractive store, low rent. Best dry goods trade in county. Act quick. Address No. 90, care Michigan Tradesman. 90

For Sale—Stock of general merchandise consisting of groceries, dry goods, boots and shoes. The main store in a strong agricultural town near Grand Rapids. \$8,500 with fixtures, or inventory. Address No. 91, care Michigan Tradesman. 91

For Sale—Shoe stock and fully equipped electric repair shop. Located in Central Michigan. Excellent opportunity for first-class man. Address No. 92, care Michigan Tradesman. 92

Wanted—Stock of groceries in town of 3000 to 6000, in exchange for modern six-room semi-bungalow in Lansing. Address 521 Lathrop St., Lansing, Mich. 93

Wanted—A farm in exchange for country store doing good business. De Cou-dres, Bloomington, Mich. 94

For Sale—Grocery store which has been doing a good business in a good town for over thirty years. Reason for selling, other business. Address No. 95, care Michigan Tradesman. 95

Wanted—A butcher's refrigerator for meat market. Write John Herren, Thompsonville, Mich. 96

#### 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.

DICKRY DICK THE SCALE EX-PERT. MUSKEGON, MICH. 939

HOTEL FOR SALE—Ten bedrooms, completely furnished; seating capacity for twenty-four in dining room; lavatory and kitchen complete; big back yard. I rent a barber shop and a creamery in the building. Building alone, \$2,500; furnished, \$3,000. \$1,000 down, remainder in easy payments. Mrs. Ella Clary, Eagle Hotel, White Cloud, Mich. 87

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

#### CASH For Your Merchandise!

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

For Sale—General store, gasoline station, new bungalow, agency for corduroy tires. Located in Holland community. Will trade for city property. Address No. 79, care Michigan Tradesman. 79

For Sale—Drug stock and fixtures, iceless fountain, ice put up for summer use. Inquire of H. W. Rodenbaugh, Breeds-ville, Mich. 81

For Sale—Clean cash grocery stock and fixtures. Invoice complete about \$4,000. Will rent brick building. Good running business, stock turned every month. Inquire of J. M. Salzie, Milbank, South Dakota. 82

For Sale—Seventy-nine pairs Dr. Scholls arch supports, good condition and sizes, at 25% discount. Detailed sizes to interested party. A. J. Diehm, Remus, Mich. 83

For Sale—Old established business, dry goods, men's furnishings and shoes. Town 1200; college 400 students one mile from limits. Southwest Michigan, heart of fruit belt. Location excellent, good building, rent low. Liberal discount for cash, terms to right party. Other business requires all my time. Address No. 86, care Michigan Tradesman. 86

## Bond Printing

Is a Business in Itself

It requires not only the proper Bond Blanks but a knowledge of Bonds coupled with skill and painstaking care.

We Have the Blanks  
We Have the Skill  
We Use the Care

## BOND PRINTING

IS OUR BUSINESS

We undoubtedly print more Bonds and Certificates of Stock than any other printers in Michigan

## TRADESMAN COMPANY

## GRAND RAPIDS SAFE CO.

Dealer in

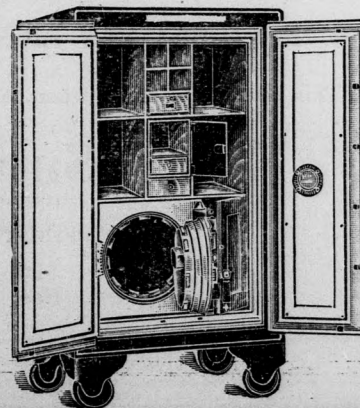
## Fire and Burglar Proof Safes

Vault Doors and Time Locks

Largest Stock in the State.

## Grand Rapids Safe Co.

Grand Rapids, Mich.





**NEW ISSUE**

Conservative investors always prefer clean-cut First Mortgages as security for their funds. The following issue will meet the demands of the most discriminating buyers, as it carries an unusual degree of safety, income and marketability, to say nothing of its tax-free privileges.

**\$1,000,000**

# Michigan Tanning & Extract Co.

PETOSKEY, MICHIGAN

## First (Closed) Mortgage 6½% Sinking Fund Gold Bonds

Dated March 1, 1923

Due March 1, 1938

Interest payable March 1 and September 1, at Bankers Trust Co., New York, or at Chicago Trust Co., Chicago, without deduction of normal Federal Income Tax not in excess of 2%; Pennsylvania and Connecticut Four Mills Tax and Massachusetts Income Tax not exceeding 6% refunded. Coupon bonds in denominations of \$1,000, \$500 and \$100, registerable as to principal, redeemable at the option of the Company as a whole or in part on thirty days' notice, at 105 on any interest date to March 1, 1928, and thereafter at 103.

### Tax Exempt in Michigan

CHICAGO TRUST COMPANY, Chicago, Trustee

The following is a summary of a letter of Mr. W. S. Shaw, President of the Company:

**HISTORY:** The Michigan Tanning & Extract Co., organized under the laws of the State of Michigan in 1911, is the successor to the Boyne City Tanning Co., the W. W. Rice Leather Co., Fremont Leather Co. and Escanaba Extract Co. The business established thirty-seven years ago has been increased from time to time to its present important position in the sole leather industry.

**BUSINESS:** The Company's business is the tanning of sole leather. It has a capacity of 26,000,000 pounds of sole leather per annum, which is approximately 7% of the total consumption of the United States.

**PROPERTY:** The Company's properties are located at Boyne City, Fremont, Manistee, Petoskey and Wells, Michigan, and are very favorably located, all but the Fremont plant having both rail and water transportation. The plants are of modern construction and all are protected by complete sprinkler systems, excepting the plant at Wells, which is practically fireproof.

**SECURITY:** These Bonds are secured by a Closed First Mortgage upon the Company's lands, buildings, machinery and equipment. The sound replacement value of this property was appraised as of November 1, 1922, at \$2,630,913, or over 2½ times this bond issue. The Company has in addition net quick assets of \$1,249,050, making total net tangible assets of \$3,879,963 or over \$3,800 for each \$1,000 bond outstanding.

**EARNINGS:** The average annual Net Profit for eleven years ending December 31, 1922, after deduction of losses and Federal Taxes, available for interest and depreciation, were \$342,436.52, over five and one-quarter times interest on this issue. The Net Profits for 1922, after taxes and available for interest and depreciation, were \$189,516.00. Profits for the month of January, 1923, similarly arrived at, were approximately \$34,000.00. During the eleven-year period the depreciation charges amounted to \$1,038,962.00.

**SINKING FUND:** A semi-annual Sinking Fund commencing July 15, 1923, of \$50,000 per annum until March 1, 1933, and \$100,000 per annum thereafter will pay off the entire issue by final maturity date.

**PURPOSE OF ISSUE:** The proceeds of the sale of these securities will be applied in the payment of current obligations and will provide additional working capital.

**MANAGEMENT:** The management which has successfully operated the Company for many years will continue.

All legal matters in connection with this issue are subject to the approval of Mr. B. H. Halstead, Counsel for the Company, and Messrs. Chapman, Cutler & Parker, Counsel for the Bankers. Appraisal by American Appraisal Company.

**Application has been made to list these Bonds on the Chicago Stock Exchange**

**Price 96½ and Interest to yield over 6½%**

This offering is made when, as and if issued and accepted by us.

## Howe, Snow & Bertles

(INCORPORATED)

INVESTMENT SECURITIES

Grand Rapids Savings Bldg.  
Grand Rapids, Mich.

120 Broadway  
New York City

310 Ford Building  
Detroit, Mich.

The statements presented in this advertisement are not guaranteed but are based upon information which we believe to be accurate and reliable and upon which we have acted in the purchase of these bonds.



# First Aid to Housekeepers



**S**PRINGTIME, with its annual housecleaning, means big sales for those dealers who push Semdac Liquid Gloss and Semdac Polishing Mops.

Mrs. Housewife wants a polish that will make her work easier and her furniture look like new. Semdac certainly does that. It imparts a sheen to finished woodwork that rivals the original polish. It delights the hearts of all good housekeepers.

The Semdac Mop saves her the back-breaking effort of wiping up floors. The improved handle with its flexible joint enables her to reach under beds and bookcases. The swab is quickly removed for washing and re-oiling.

These dealers who have taken advantage of our combination offer have profited thereby. This offer enables you to sell a can of Semdac and a Semdac Mop for the price of an ordinary mop alone.

**SEMDAC MOP**



# First Aid to Storekeepers



combination offer.

At the time your customers receive these letters we send you a window display. It

Our offer is a money maker, and to help you reach your customers, we will mail to them—absolutely free—on a beautiful three-color letterhead bearing **your** name—a sales impelling letter telling about this

forms a tie-up with the letters which is remarkably effective.

Semdac Liquid Gloss comes packed in the attractive display carton here illustrated. This card on your counter acts as a silent salesman and is a constant reminder to your customers to buy Semdac Liquid Gloss.



Order Semdac Liquid Gloss, Semdac Polishing Mops and Semdac selling helps from our nearest branch.

## STANDARD OIL COMPANY

(INDIANA)

937 S. Michigan Ave.

Chicago, Illinois

Michigan Branches at Detroit, Saginaw, Grand Rapids



# **The Mill Mutuals**

## **Agency**

**LANSING, MICHIGAN**

---

Representing Your Home Company,

## **The Michigan Millers Mutual Fire Insurance Co.**

And 22 Associated Mutual Companies.

---

**\$20,000,000.00 Assets**

---

**Is Saving 25% or More**

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**Insures All Classes of Property**

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**ROBERT HENKEL, President**

**A. D. BAKER, Sec'y-Treas.**