

Let Us Smile

The thing that goes the
farthest towards mak-
ing life worth while,
That costs the least and does the
most is just a pleasant smile,
The smile that bubbles from a
heart that loves its fellowmen
Will drive away the cloud of
gloom and coax the sun again,
It's full of worth and goodness, too,
With manly kindness blent—
It's worth a million dollars, and
doesn't cost a cent.

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

Fiegler's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

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.

WHITE HOUSE COFFEE



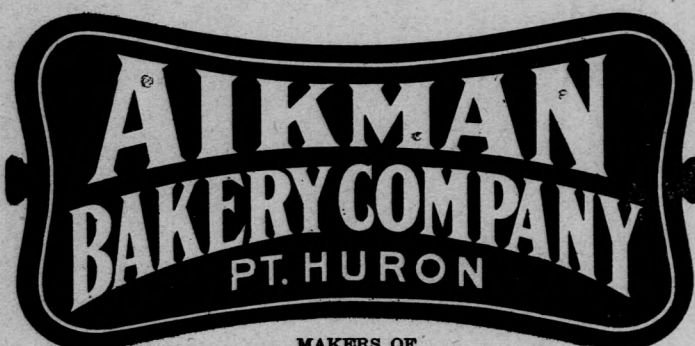
Every Grocer Knows
the Superb Character
of "WHITE HOUSE"
Coffee; and Freely
Acknowledges Its
Commanding Worth.

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.

Distributed at Wholesale by
JUDSON GROCER CO.
GRAND RAPIDS, MICH.



MAKERS OF
FANCY COOKIE CAKES AND CRACKERS
LONG ISLAND SANDWICH—Our Specialty

Samples sent on request.

Phone—Melrose 6929

Distributors and Salesmen wanted in open territory.

Detroit Branch
3705 St. Aubin Ave.

PERSISTENCE—

Nobody ever accomplished much without it. It's the indispensable quality in advertising. Constant telling means constant selling.

Hence, the why of our newspaper advertising campaign spreading the message of the permanent relief from constipation, through the eating of FLEISCHMANN'S YEAST.

Do your customers know the story fully?

THE FLEISCHMANN COMPANY

Fleischmann's Yeast

Fleischmann's Service

That Ton of Coal

The cost of it need not worry your customers if they will cut out expensive foods that have no food value.

Shredded Wheat Biscuit

is a real food, containing all the strength-giving elements of the whole wheat grain prepared in a digestible form. Being ready-cooked and ready-to-eat it saves fuel, saves time, saves money. We create the demand for it through extensive national advertising. You distribute it and make a good profit.

MADE ONLY BY

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



MICHIGAN TRADESMAN

Fortieth Year

GRAND RAPIDS, WEDNESDAY, APRIL 4, 1923

Number 2063

MICHIGAN TRADESMAN

(Unlike any other paper.)

Frank, Free and Fearless for the Good That We Can Do.

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

Subscription Price.

Three dollars per year, if paid strictly in advance.

Four dollars per year, if not paid in advance.

Canadian subscriptions, \$4.04 per year, payable invariably in advance.

Sample copies 10 cents each.

Extra copies of current issues, 10 cents; issues a month or more old, 15 cents; issues a year or more old, 25 cents; issues five years or more old 50 cents.

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

TOO MUCH CREDIT?

Credit, as every business man knows, can be used for two quite distinct purposes. It can be employed so as to increase the volume of economic production or it can be used for speculative buying and the inflation of prices. So long as expanding credit is employed to facilitate the manufacture and distribution of goods that are in active demand business is in a healthy state, but it is obvious that such expansion cannot continue indefinitely. In time every basic industry will be operating virtually at its capacity, and every laborer will be fully employed. Large extensions of credit at that stage cannot result in greater production; they will only encourage speculation, and they will lead inevitably to the vicious circle of rising wages and prices. The time has then arrived when the banker needs to exercise rigid control over credit expansion. It is not enough that the applicant for a loan should be solvent, and that the venture which the borrower wishes to finance should be sound. Undertakings which at one time are safe and sound may be hazardous if the general business situation has subsequently become unhealthy.

In the opinion of many financiers the country is now approaching a condition in which further extensions of credit on any considerable scale may not result in a corresponding gain in economic production, and for this reason an increasing degree of caution in the matter of such extensions has become necessary. Most basic industries are now operating very nearly to capacity. If plants are idle it is because the needed labor is not available. Will further credit expansion, then, lead to more production or merely to higher wages and higher prices until eventually another radical readjustment is necessary? That is a hard nut for the business com-

munity to crack. It is always difficult to know definitely when the point of transition from healthy growth to feverish speculation has been reached. A decision is all the more difficult because this point is not reached by all industries at the same time. It appears to have developed recently in the sugar market, while the industries of the country at large are in a healthy state. Statistical data of business, more abundant and more accurate than those now available, are needed if we are to avoid the extremes of boom and depression from which the country has suffered periodically in the past.

Flour Appears To Be Excellent Property.

Written for the Tradesman.

The period of crop scares is with us and they are beginning to come in from various sections.

The following from different sections of the country will give you an idea of what crop reporters are saying:

Hutchinson, Kansas, reports high winds continuously since Saturday afternoon. Sunday was a very bad day and no doubt heavy damage was done to wheat.

Australian cable reads: "Extremely dry conditions prevail, hindering seeding of the new wheat crop. Total exports from new crop to date aggregate 20,000,000 bushels."

Winnipeg wires: "Account heavy snow and unseasonable weather it looks as if we are in for a late seeding in Manitoba and Saskatchewan, with reduced wheat acreage."

Omaha wires: "A grain man who drove through Dodge and Saunders counties, Nebraska, yesterday says he believes 50 per cent. of the wheat is dead. Examined thirty-five fields and finds ground heaved and roots pulled out."

St. Louis wires: "A trip through St. Louis county yesterday shows wheat conditions very spotted, with strips one to two feet long which are perfectly bare of plants, while adjoining plants are green and vigorous."

Undoubtedly these reports should be taken with a grain of salt. Every spring produces its crop scarce, yet, of course, every once in a while wheat does not recover, and, with the price of mill feed as high as it is and with a probability of quite a material decline within the next sixty days, flour appears to be excellent property and in our judgment the trade should cover their requirements.

The necessity for this policy is emphasized when the slow movement of freight is taken into consideration.

Another real factor in the price situation is the optimism which prevails among business men in general. In

many sections of the country wages have been advanced. This is particularly true in the textile industry throughout New England, as well as in many Southern mills, with prospects of still higher wages in the steel industry, as well as in many other lines.

Too much of an advance, however, is going to slow up business again, as the buying public will go only about so far in making investments, construction work, enlarging business and so on in the face of advancing prices.

Nevertheless, as stated above, business men the country over are optimistic; the volume of business is increasing; in fact, railroads report they are handling the heaviest tonnage in their history; this, of course, is one of the reasons there is congestion in the movement of freight.

It seems advisable to keep your trade requirements well covered, although we doubt the advisability of heavy buying for speculative purposes beyond those requirements.

Lloyd E. Smith.

Attack the New Mileage Books.

Boston, April 3—The railroads of the East, in a petition filed in the Federal Court here, ask for a permanent injunction against the Interstate Commerce Commission's decree for the introduction of interchangeable mileage books at a 20 per cent. reduction in rates. Judge Morton has issued an order of notice, returnable April 6. The Commission has ordered virtually every road in the country to place the new script on sale May 1.

The petitioning railroads, of which there are approximately fifty, headed by the New York Central, Pennsylvania and eight New England lines, estimate their net loss in operating income from the proposed reductions at \$30,000,000 a year, which is said to be about one-half the loss for the railroads of the country as a whole.

It is contended that the order of the Commission requires the carriers to perform service at rates that are non-compensatory. The additional cost entailed by the use of the proposed mileage books is placed at \$1,600,000 a year.

It is held that the order is discriminatory in that it creates an undue preference in favor of the holders of the special form of ticket.

The experiment of trying this form of tickets for a year, as directed by the Commission, it is asserted, can yield no information of value because it can show only the number of persons in the United States who travel 2,500 miles a year and have \$72 to pay for such transportation in advance but cannot show whether such persons would have traveled to the same extent if the reduced fare tickets had not been available.

Shift in Standard Oil Representative.

Boyer City, April 3—C. W. Moore is making some radical changes in his hardware store. The store is being painted all over inside and a new set of shelving put in. Charlie says that the way to sell goods is to let the people know that they are in stock. The old crossroads store idea don't

go any more—not with this Moore, anyway. The Sanitary market has put in some new lighting units which are better than day light. William (Bill) says that his business will stand complete illumination. No "ways that are dark and tricks that are vain" for his.

Ray Johnson, who accepted a position as local distributor for the Standard Oil Company last fall, has lost his job. The company is taking him to Benton Harbor. We suppose that it is with the idea of finding some place in which he will have enough to do to keep him busy. We hate to lose Mr. Johnson. It seems to be our fate to have our good men yanked up by the roots as soon as some concern finds the quality of our product. They don't make 'em any better. Lester Jersey, who has been grabbing our money at the First National Bank for the past year or so, will take Johnson's place. Good bye, Jersey, we suppose that about the time we get used to seeing you around, they will want some one with some real ability to run things in Grand Rapids or Detroit and we will have to start another man training.

Barden just got back from 'N'yollins,' where the Michigan lumbermen have been fraternizing with their philanthropic spirit of these big the philanthropic spirit of these big hearted men is stirred with the missionary urge for their benighted fellows during a Northern Michigan March, which reminds us that we have said nothing about the weather. We are not going to. We want this to get to the Tradesman without being scorched to a cinder. Saturday morning it was 18 below zero. To-day it is 48 above. Maxy.

Ban on Spoiled Can Foods.

The Bureau of Chemistry of the U. S. Agricultural Department has officially declared against the transportation of swelled and spoiled canned foods in returning them to the canneries or sellers, and has made it a criminal offense to ship or transport them. The Department holds that such goods should be destroyed wherever they are held, in order to prevent the possibility of their being put into consumption.

All canners therefore will have to comply with this ruling and all dealers will have to be careful to hold such goods subject to the inspection of the agents of the canners before destroying them.

The Department also has changed the cut out or drained weights of canned spinach in all sizes, but the change is slight and canners will all be advised as to the changes of weights.

Customers depend more than most clerks realize on what the seller tells them about the goods. That is why there are so many returned goods, so many chickens come home to roost.

Don't get delusions of grandeur just because you are making something of a success of your business. Keep down on a level with the "common people."

Lack of Proper Indexing.

A copy of the annual report of the Michigan State Horticultural Society for 1921 came to us through the courtesy of the State Government one day last week and because we place a high value upon these volumes and always commend them to young orchardists as the best and most helpful literature for Michigan fruit growers, we opened the new book with great expectations. We had no time to read it through and turned to the index to see what might be found of special interest to us in its pages. To our dismay we found no index. The title "Index," which we found near the end of the volume, was a misnomer. The only way to ascertain if the matters in which we were interested were discussed in the volume was to browse through the 176 pages. We naturally wanted to know the latest word in apple growing, pruning and spraying. Not one of these titles is in the index. We desired to learn something concerning the finances of the Society and looked for a Treasurer's report and no title gave any idea of the location of any report upon this vital interest of the Society. We sought some information on the Lyon Memorial Fund and found there were no "L's" in the index. The only reference to peaches in the index was under O, "Outlook for peaches." Who would ever dream of hunting for peach information under the "O's"?

We had too many important impending duties to dig out the information we desired. No doubt very valuable counsel is scattered through the pages of the book and with a good index one could in a few moments locate the desired facts. But even fruit growers put a value upon their time and how can we commend to busy men a volume so imperfect in its construction as to place a premium on waste.

This recalls an experience of some years ago when we desired to make a comparison of the recommendations of the Society concerning varieties of apples to plant in the early days with the latest pronouncements. After searching for hours we found a list of varieties and numbers of each variety for an orchard of 100 trees. This valuable report was the result of the work of a special committee of experts after spending months in careful investigation and enquiry. It was hidden in the index under O—the legend being "Of one hundred, how many." We then learned that no thought had been put upon indexing the first five volumes issued by the Society. Perhaps people had more time in those years than now to dig for useful information. In 1880 the Secretary of the Society included a complete index to the ten volumes published, which was of inestimable value to fruit growers. Again in 1890 the Secretary compiled a complete index. This rendered the mine of valuable information of great usefulness and the comments of reviewers, because of this valued feature, were laudatory.

The State publishes large editions of these annual volumes in the interest of the development of horticulture within its borders and as a means of

advertising its capabilities in this branch of rural affairs. The Society under whose auspices the volumes are compiled is furnished copies for its membership and there is a considerable distribution throughout the Nation. These reports have an enviable reputation because of the great fund of valuable advisory and statistical information contained in them. Are not the readers entitled to the best index that can be made? Is it not an obligation upon the management of the Society to insist that this vital attribute shall not be neglected?

We were sufficiently interested because of this deficiency in the volume before us to look over the issues for the past five years and find our criticism applies equally to any one of them.

Indexing is an art and plays a vital part in the machinery of all lines of business. An index to reach its acme of usefulness in any book of facts or philosophy should have every prominent matter indexed under at least three titles to make the volume of the greatest use to students. We commend to the State Horticultural Society a careful study of this important function of its obligations to the great interest it represents. For over a quarter of a century the Society officials fulfilled this responsibility very perfectly and we regret that in recent years, although the reputation of the State as a region especially adapted to fruit growing has secured ample appreciation, its literature on the subject has declined in value because it was not made serviceable in its compilation.

Twills More Active.

Stimulation is noted in the dress goods market for Poirer and other twill fabrics. The demand for these cloths lost its keen edge some weeks ago, but sellers now say the buying has substantially increased. Back of this call is said to be the unexpected "run" on suits which local wholesalers have felt during the past two weeks. In some instances the latter found themselves unprepared to meet the demands for immediate delivery merchandise. In view of the fact that the business in suits is expected to continue good for some time after Easter a similar situation is thought likely to be met with in the twill cloths which are used for these garments. The dress trade continues to call strongly for these fabrics.

Still Placing Coal Orders.

March has drawn to a close without the usual holding back of anthracite orders in anticipation of the April discount. It has been realized that the Spring reduction on domestic sizes would, in all probability, be omitted this year for the reason that the market is in no need of a stimulant of this kind, and for the further reason that if the companies have to cut the price of their steam coal they will be less inclined than ever to make a downward revision in the rest of the list. The bituminous market remains quiet on the surface, but the official figures of production show that coal is being mined and sold on a heavy scale.

Westinghouse Miniature Lamps and Badger Tires

Will improve your business

Sherwood Hall Co., Ltd.
GRAND RAPIDS, MICHIGAN

Grand Rapids Steel and Supply Co.

We have a complete stock of Black and Galvanized Pipe, Galvanized Sheets and Flat and Round Mild Steel Bars.

Can quote attractive prices on immediate shipments out of Grand Rapids Stock.

Phone us at our expense
Citz. 4456 Bell M 206

Tax Free in Michigan

Legal to Secure Savings

\$65,000

Gallmeyer & Livingston Co.
GRAND RAPIDS, MICHIGAN

First (Closed) Mortgage 6½% Gold Bonds

Dated April 1, 1923

Due Serially 1929-1938

Price 100 to Yield 6½%

PURPOSE: The Gallmeyer & Livingstone Company is a consolidation of three Grand Rapids companies that have been very successful in the manufacture and sale of machinery, and in foundry work. These companies are the Valley City Machine Works, started in 1893; the Grand Rapids Grinding Machine Co., started in 1916; and the Union Machine Co., started in 1917. The proceeds of these bonds will be used to erect a new, modern machine plant next to the foundry, on land between Wealthy and Hemlock streets and Straight street and the Michigan Railway.

SECURITY

When this new unit is completed the value of property behind these bonds will be:

Land	\$ 36,000.00
Buildings	73,435.44
Equipment	81,477.67

Total (nearly three times bonds) \$190,913.11

We recommend these bonds for conservative investment.

GRAND RAPIDS TRUST COMPANY

BOND DEPARTMENT

Circulars on request.

What Happened While Wholesale Grocers Debated.

Bad Axe, April 2—At the annual meeting of the Michigan Wholesale Grocers Association, held in Grand Rapids last month, a lot of good time, in fact, almost all of the time of the meeting was spent in discussion of whether or not our Association should be continued.

While we argued others have given us a right lively exhibition of being on the job with a real program in not fault finding and bickering over changed conditions but in taking organized and effective action turning these changes to their advantage whether it hurt anyone else or not.

Some druggist dug up, in the musty archives of Michigan's useless laws passed by the Legislature in 1880, for some reason effective at that time but long since forgotten, an act forbidding anyone but a registered pharmacist to sell drugs of any kind, except that country stores not less than five miles from a registered pharmacist might sell what are known as grocers or household drugs. The law had laid dormant until the Michigan State Pharmaceutical Association recently saw the advantage of its enforcement. Also they encouraged and supported druggists to become members of the Legislature until this year at least three druggists are members of this 1923 Michigan Legislature and to prove further that they are "on the job" they have applied for positions and have been appointed on the Public Health Committee where legislation affecting foods, drugs, etc., is referred for hearings and consideration.

During the last few years the "drug store" has become a general mercantile establishment carrying hardware, jewelry toilet articles, tea, coffees, spices, candy, soda fountain products, ice cream, cigars, tobacco, and, in fact, almost all articles on which the margin or turnover is attractive and the article itself not too bulky. Many drug stores have become valued customers of the wholesale grocer because of the many items carried in our line. The druggist has, as his competitor in the legitimate drug or medicine line, numberless peddlers who leave their remedies as well as spices, teas, extracts, etc., with the farmer and other consumers to be paid for when used. These peddlers sell all manner of household remedies and grocers' drugs. They are always five miles away from the nearest drug store and who could or would pay for the enforcement of a law to visit every consumer's home and search it—what law does he violate in selling a package of epsom salts?

Wherein is the public health endangered by such a means of distribution? Who is going to keep out Sears, Roebuck, Larkin Co. or the thousands of patent medicines mail order vendors? So long as these products mentioned in the laws of 1880 and 1921 are legitimate articles of interstate commerce about the only man penalized by these laws is the grocer.

The so-called drug store to-day employs many salespeople who are not registered pharmacists. Just go in and buy a package of epsom salts, tooth paste, etc., and see who waits on you. The public health is not endangered, but the druggist is on the job. The present chairman of our Michigan Senate Public Health Committee is a doctor, banker, druggist and a very successful, broad-gauged, high class, fine type of American citizen. We would not have a better chairman. But without knowing anything of his sentiments on this particular matter, is it not perfectly natural to assume that he is better versed in the druggist's side of this question than the grocer's side? While we wasted our time this last year or more in debating whether or not we should continue our Association, the druggists—fewer in number than the

wholesale and retail grocers—went out and took away, through working together, enough business to have paid all our dues to our Michigan Association for years, and they had an unreasonable unjust proposition of special privilege to put over.

While we spent a lot of our time and energy, bothered and worried our officers, in useless debates between ourselves, the organized workers among the druggists worked to a real purpose together. If we can't sell household drugs, we can at least learn a lesson before some butchers or packers or bakers or other group of dealers slip something else over. If harmless household drugs are banned to us why not extracts or spices or coffee? They contain ingredients classified in the U. S. P. also as drugs. In the end the consumer will pay more for household drugs because of lessened competition and the higher percentage of cost of doing business in the drug store as compared with the grocery stores.

This movement on the part of the druggists in Michigan is of great interest to the National Wholesale Grocers' Association as it is the intention of its sponsors to make this a Nation wide activity. Publicity will destroy any movement to give any group of men a special privilege amounting to restriction of free competition.

John G. Clark.

Raisin Growers Getting on Safe Ground.

The California raisin growers are apparently on the right track—a track which has been open to them all along and would have been taken had it not been that they were dominated by farmer interest rather than the mercantile spirit. Apparently the new managing director, Ralph P. Merritt, is the right man in the right place, and grocers welcome his safe and sane policies. He has said—and his actions seem to confirm it—that he appreciates the necessity for close cooperation between his company and the regular grocery channels and means to "get right with the grocers" once and for all.

The trouble with the company in the past has been that it tried to do too much business on too small a capital; that its financial resources have been not much greater than they were when the business was less than \$5,000,000 instead of ten times that. Too little money was retained in the business end of the concern and too much paid back directly to the growers.

Now the growers are giving up their assured price per ton, agreeing to take a fair advance and trust the future to give the balance to them in a less direct but just as sure form. The result will make for greater stability, and the grocer appreciates a substantial concern to deal with, whether he admits it or not. The trouble with the "independents" has always been their lack of continuing stability. The trade objects less to a "trust" than it does to a rabble, so long as the trust plays fair, shows a liberal spirit and takes cognizance of its responsibility for its co-operators in distribution as much as it does those of the production end.

Detroit—The Berry Rug Co., 539 Michigan avenue, has been incorporated to deal in rugs, carpets and all other floor coverings at wholesale and retail, with an authorized capital stock of \$100,000, \$10,000 of which has been subscribed and paid in in cash.

Are You the Community Grocer in Your Neighborhood?

Are you the retail grocer in your neighborhood who is striving to make your store the most popular one in your neighborhood?

Are you the retail grocer in your neighborhood who knows what every woman wants and are you training your clerks to remember definitely the particular brand of each customer?

Are you the retail grocer in your neighborhood, whose store is noted for its prompt attention to all of your customers, whether big buyers or not?

Are you the retail grocer in your neighborhood who has the cleanest store and the brightest clerks and the best looking windows?

Are you the retail grocer in your neighborhood who buys GOOD GOODS and sells them for a fair price?

Are you the retail grocer in your neighborhood who knows the difference between GOOD GOODS and CHEAP GOODS?

Are you the retail grocer in your neighborhood who buys goods from a knowledge of QUALITY, or buys goods according to price?

Then you need have no fear—you will serve your community well and your community will continue to give you a growing share of its trade.

WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers.

MOVEMENT OF MERCHANTS.

Charlotte—Myers & Son succeed D. E. Collins in the grocery business.

Sunfield—Perry Boom has engaged in the plumbing and tinsmith business.

Port Huron—The Huron Fuel & Supply Co. has increased its capital stock to \$30,000.

Mulliken—Carl W. Boyer succeeds Bert Rimmel in the grocery and clothing business.

Detroit—Lewis Goldstein, boots and shoes, 4421-5237 Chene street has filed a petition in bankruptcy.

Adrian—Mrs. Bessie McRae has purchased the Central hotel and will take possession April 14.

Cedar Lake—James Lowry succeeds William Foote in the grocery and auto supplies and accessories business.

Flint—J. D. Shanahan, Thrifty Shoe Store, 128 East Kearsley street, has filed a petition in bankruptcy.

Kalamazoo—The Kalamazoo Implement Co., 120 East Water street, has changed its name to Otis H. Boylan, Inc.

Delta Mills—Thieves entered the general store of George Waite and carried away considerable merchandise.

Ironwood—The Erickson-Coleman Hardware Co. succeeds the Carl E. Erickson Hardware Co. at 219 Suffolk street.

Reading—Ivan Howell, formerly landlord of the Reading hotel, has again leased it, taking immediate possession.

Elmdale—John Kranenberg, formerly engaged in general trade at Bur-nips Corners, succeeds A. C. Hayes in general trade.

Hillsdale—George A. Schmitt has remodeled the rear of his shoe store into a serve-self department of cheap shoes of all kinds.

Fowler—The State Savings Bank has completed the plans for its new bank building which it expects to occupy about August 1.

Cassopolis—Fire destroyed the buildings of the Farmers' Co-Operative entailing a loss of over \$20,000, in feed, grains and machinery.

Dowagiac—The McMaster Grocery Co. has closed out its stock and leased its store building to L. R. Crawford who occupies it with his harness and shoe repair shop.

Nashville—Glenn Owen has resigned the management of the Bellevue Co-Operative Elevator, owing to continued ill health. He is succeeded by George H. Garms.

Detroit—The A. & B. Garment Co., 325 East Jefferson avenue, has increased its capital stock from \$1,000 and 1,000 shares no par value, to \$1,000 and 2,500 shares no par value.

Detroit—The Royal Cigar Co., 606 Woodward avenue, has been incorporated with an authorized capital stock of \$10,000, \$7,500 of which has been subscribed and paid in in property.

Ishpeming—Garnet Stevens, formerly manager of the Carpenter Cook Co.'s fruit and produce department here, has taken a position as salesman for Armour & Co.'s branch in Marquette.

Cheboygan—The Pfister-Vogel Leather Co. has suspended operations while a change is being made in the color process, to make the leather con-

form with present market requirements.

Kalamazoo—Louis W. Berstecher has opened a sporting goods and bicycle store on Portage street under the style of the Gorman Cycle Store as a branch to his store on North Rose street.

Ypsilanti—Arthur Sullivan has sold his interest in the clothing stock of the Sullivan-Snyder Co. to John Brooks and the business will be continued under the style of the Snyder-Brooks Co.

Kalamazoo—The Keystone Coal Corporation, 32 McNair building, has been incorporated with an authorized capital stock of \$50,000, \$25,000 of which has been subscribed and paid in in cash.

Grand Rapids—The Lane Lumber & Veneer Company, 550-53 Houseman building, has been incorporated with an authorized capital stock of \$15,000; all of which has been subscribed and paid in in cash.

Royal Oak—The Bormore Land Co., 1465 South Washington street, has been incorporated with an authorized capital stock of \$25,000, of which amount \$20,000 has been subscribed and \$10,000 paid in in cash.

Detroit—The Smith-Foot-Bridge Shoe's, Inc., 232 State street, has been incorporated with an authorized capital stock of \$10,000 and 1,000 shares at \$10 per share, all of which has been subscribed and \$4,020 paid in in cash.

Ann Arbor—C. J. Sinn, of Defiance, Ohio, has purchased the property formerly used by the King Trailer Co. and will begin the production of automobile parts about May 1 under the style of the Ann Arbor Automatic Products Co.

Albion—R. L. Chapman has purchased a half interest in the electrical business of A. W. Delbridge and the firm will be known as the Chapman-Delbridge Electric Co. Chapman has been with the Union Steel Co. for the past five years.

Grand Rapids—The Corduroy Tire Company has been incorporated with an authorized capital stock of \$2,000, \$1,000 of which has been subscribed and paid in in cash. The business office of this company is at 1005 Michigan Trust building.

Thompsonville—John Smith has sold his grocery stock and store building to Berga Lindy, who will remove his own grocery stock to the new location and consolidate it with the one just purchased. Mr. Smith has been in the grocery business for the past fourteen years.

Detroit—The Great Lakes Refining Co., 2303 First National Bank building, has been incorporated to deal in crude and refined oils, petroleum and all by-products, with an authorized capital stock of \$1,000 and \$200,000 shares at \$1 per share, \$1,000 of which has been subscribed and paid in in cash.

Alpena—The Gately Co., 123 Water street, furniture, clothing, household goods, etc. cash or installment plan, has merged its business into a stock company under the style of the Gately-Short Co., with an authorized capital stock of \$25,000, all of which has been subscribed and paid in, \$40 in cash and \$24,960 in property.

Grand Rapids—W. O. Hughart, Jr., has merged his wholesale lumber business into a stock company under the style of the Hughart-Carson Lumber Co., 929 Michigan Trust building, with an authorized capital stock of \$50,000 common and \$50,000 preferred, of which amount \$88,000 has been subscribed and \$25,000 paid in in cash.

Manufacturing Matters.

Lansing—The Prospect Auto Co. has changed its name to the Peoples Auto Co.

Kalamazoo—The Nelson Concrete Culvert Co. has decreased its capital stock from \$75,000 to \$25,000.

Newaygo—The Newaygo Portland Cement Co. has increased its capital stock from \$945,000 to \$1,695,000.

Grand Rapids—The Electropure Creamery Co., has changed its name to the Powell Electropure Creamery Co.

Allegan—The Allegan Casket Co. will build an addition to its plant, which will enable it to double its capacity.

Detroit—The W. F. Hurd Co., 171 South Campbell avenue, sash, doors, interior finish, etc., has increased its capital stock from \$250,000 to \$500,000.

Traverse City—The John C. Morgan Co., manufacturer of canned fruits and apple products, has increased its capital stock from \$75,000 to \$100,000.

Albion—The Union Steel Products Co., manufacturer of bakery equipment, will erect an addition to its plant at once, which will enable it to double its capacity.

Fremont—Claude Knight, who has been in charge of the office of the Michigan Tanning and Extract Co. here for the past five years, has just been transferred to Boyne City, in a similar capacity.

Birmingham—The Flexotile Products Corporation has increased its capital stock from \$50,000 to \$100,000.

Muskegon—The Oil-Stopper Piston Ring Corporation has removed its business offices to Sparta.

Detroit—The American Plywood Wheel Co., 2632 Woodward avenue, has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in, \$15,000 in cash and \$10,000 in property.

Holland—The C. J. Lokker Co., 147 East 6th street, has been incorporated to manufacture and sell butter, cheese and other milk products, with an authorized capital stock of \$40,000, \$30,000 of which has been subscribed and paid in in cash.

Saginaw—Thomas Jackson & Co., Ltd., doors, sash, box shooks and lumber, has merged its business into a stock company under the same style with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Detroit—The C. J. Edward Co., 134 High street, has been incorporated to act as manufacturers' agent, with an authorized capital stock of \$5,000, and 5,000 shares at \$1 per share, all of which has been subscribed, \$2,000 paid in in cash and \$1,500 in property.

Kalamazoo—The El-Nora-Lee Paper Co. has been incorporated to

manufacture and sell kraft, book and other paper, with an authorized capital stock of \$600,000, of which amount \$300,020 has been subscribed and paid in, \$20 in cash and \$300,000 in property.

Escanaba—The Emporium Cloak & Suit Co. has merged its business into a stock company under the style of the Emporium Escanaba Co., 1200 Ludington street, with an authorized capital stock of \$12,000, all of which has been subscribed and paid in in property.

Detroit—The Barnard Toy Co., 2755 West Fort street, has merged its business into a stock company under the same style, with an authorized capital stock of \$60,000, of which amount \$40,020 has been subscribed and paid in, \$20 in cash and \$40,000 in property.

Detroit—Paint manufacturers, jobbers, hardware dealers and others who sell paints, oils and varnishes are combining for a "Save the Surface" campaign. A start will be made with an exhibition of moving pictures to be given by Arthur N. East in the auditorium of the Board of Commerce April 11 at 7:30 o'clock p. m. East is the secretary of the National association. He will show by his pictures the improvement that can be made by a touch of paint or varnish.

Wayne—The Detroit Air Cooled Car Co. is now located at its plant at Wayne. The original structure has been enlarged by constructing offices for the company over the central portion of the building where the various departments of the business will have their headquarters. The D-A-C line will be displayed at the factory until Detroit distributors' arrangements have been made. The quarters formerly occupied by the D-A-C Co., at 3747 Cass Avenue, have been leased to the Pursell & Grapentien Motor Co., agents for the Stephens motor car.

Port Austin—A petition has been filed in the Huron County Circuit Court, asking for dissolution of the Wallace Co. and the winding up of its affairs. The company is one of the oldest in the Thumb district and the petition states it has assets of \$234,000. The reason given for asking for the dissolution of the concern is that it is unable to operate at a profit. Among the assets listed are Point of Pines Hotel, Lakeside Inn, a department store, two grindstone quarries and merchandise and equipment of various kinds. The stockholders are W. H. Wallace, Sr., S. H. Wallace and John E. Wallace, of Detroit; W. H. Wallace, Jr., Lee Wallace, Port Austin; Margaret Oren, of Crosswell, and Eleanor Burton, of St. Petersburg, Fla.

Shame on Him.

Father-in-Law—So you are beginning to find that married life has its troubles?

Daughter-in-Law—Well, yes. Jack sometimes simply won't listen to reason.

Father-in-Law—Young rascal. He ought to be ashamed of himself. It isn't every married man has the chance.

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.

Artichokes—\$2 per doz.

Asparagus—90c per bunch.

Bananas—8@8½c per lb.

Beets—New from Louisiana, \$1.10 per doz. bunches.

Brussel's Sprouts—40c per qt. box.

Butter—The market shows a slightly easier feeling, due to somewhat heavier receipts in fresh-made creamery butter. There is an adequate supply of strictly fancy grades on the market at this time, but under-grade butter is still in very light supply and, therefore, very close in price to the finer grades. There is a good consumption of creamery butter at this writing. 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, \$5.50 per 100 lbs.; new from California, \$5 per crate.

Carrots—\$1.25 per bu. for old; \$1.10 per doz. bunches for new from Louisiana.

Cauliflower—\$3.25 per dozen heads.

Celery—California is selling at 65c for Jumbo and 85c for Extra Jumbo; Florida, \$4 per crate of 4 to 6 doz.

Celery Roots—20c per lb.

Cucumbers—Illinois hot house, \$2.75 per doz.

Cocoanuts—\$6.50 per sack of 100.

Eggs—The market remains steady and quotations are the same as a week ago. Receipts at this time are fairly heavy and the quality is very fine. There is a good consumptive demand for eggs and at the present time we do not look for any material change. The time is soon at hand when the largest supply of the season will be here and it all depends on the feeling of the receivers as to whether they want to store eggs at these prices or place them on the market for lower prices. There was a good Easter demand this year. Local jobbers pay 23c to-day.

Egg Plant—\$3.50 per doz.

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

Green Beans—25c per lb. for either string or butter.

Green Onions—Chalotts, \$1.10 per doz. bunches.

Green Peas—20c per lb.

Honey—32c for comb; 25c for strained.

Lettuce—Hot house leaf, 14c per lb.; Iceberg from California, \$3.50 per case.

Onions—Home grown, \$3 per 100 lb. sack for red and \$3.50 for yellow.

Lemons—The market is now as follows:

300 size per box	-----	\$7.00
360 size, per box	-----	7.00
270 size, per box	-----	7.00
240 size, per box	-----	6.50

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
216	-----	4.25

Parsley—50c per doz. bunches.

Parsnips—\$2 per bu.

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

Potatoes—Home grown, 60c per bu.

Poultry—Local buyers now pay as follows for live:

Light fowls	-----	18c
Heavy fowls	-----	22c
Heavy springs	-----	22c
Cox and Stags	-----	14c

Radishes—90c per doz. bunches.

Spinach—\$2 per bu.

Strawberries—Floridas bring 80@90c per qt. Louisiana command \$5.75@6 for 24 pints.

Sweet Potatoes—Delaware kiln dried command \$2 per hamper.

Tomatoes—6 lb. basket of California, \$1.35.

Turnips—\$1.25 per bu.

Essential Features of the Grocery Staples.

Sugar—Buyers are not likely to take seriously as a market influence the possibility of a downward revision of prices that may result from Presidential action on the tariff under authority to change rates imparted by the Fordney-McCumber Act, since it is evident that a considerable time must elapse before the Tariff Commission can complete investigations that will be necessary to enable it to reach an intelligent opinion upon which to base recommendations to the President, and that thirty days more must elapse between the announcement of a reduction and the date on which it becomes effective. Thus it is apparent that if President Harding finds that a reduction of the duty is called for it may be six months or more before the new rate will be in effect. Local jobbers still hold granulated at 9½c.

Tea—There has been an exceedingly good demand for teas during the week, but at the close it has subsided a little and the situation is now quiet. Business is doing, however, right along, but in small and moderate sized transactions. All lines are sharing in this business and the tendency of everything is light.

Coffee—The market has been rather weak the past week, news from Brazil being the main reason. The market, so far as green coffee sold in a large way is concerned, has been dull during the greater part of the week and the whole situation is rather easy. All grades of Rio and Santos show a slight fractional decline. Milds are also very quiet, the general line being a shade under last week. The jobbing market for roasted coffee is about unchanged, with a fair demand.

Canned Fruits—Coast wires generally give \$1.85 f. o. b. as the inside on standard peaches, with the larger canners holding for more money. Cheap standards of desirable counts cannot be had. While the market is firmer in the West and generally in better shape than expected there is only moderate buying being done by local interests. Apricots, cherries, pears and other fruits are unchanged. Pineapple is kept firm by the scarcity of

all stocks. Apples are quiet but are developing increased strength with the prospect of a broader outlet to the pie bakers in the near future.

Canned Vegetables—Tomatoes are quiet but steady on No. 2s and firm on No. 3s, and No. 10s. The two latter sizes are less plentiful than the smaller can. Merchants are buying in moderate quantities and not much in advance. Futures are about the same as earlier in the week but canners have higher ideas and are not so willing to meet bids for the inside quotations on standard packs. Corn is mostly a spot proposition. Future standards are mostly neglected, but old packs of that grade are now wanted if they can be had at under the generally quoted prices. The trouble is that concessions are not readily made on full standards. Fancy corn is scarce. Peas are one of the firmest of vegetables. Buyers find it hard to cover their needs in the grades and sieves they need and to get what they want they have to meet the sellers' ideas. Many California canners are revising upward their spinach prices and hold firm at advances. The larger canners assert that they are practically sold out on asparagus. Packing has just started.

Canned Fish—Fish is quiet. Salmon is almost wholly a spot proposition, just as it has been for several weeks. Lack of speculative buying is one cause for the present narrow movement. Reds and pinks are both in smaller demand than usual. Sardines are in nominal demand. Tuna fish, Lobster and crab meat all are scarce on the spot, which influences the price trend and tone of the market.

Dried Fruits—Prunes are unusually dull with the market easy in tone. Raisins held up to former quotations, but business is quiet. Apricots are dull. Peaches and pears are urged to sale, with few takers. Currants are also neglected.

Syrup and Molasses—The jobbers report good demand from retail grocers for the finer grades of molasses, but it will naturally grow smaller from this on. Prices remain steady and unchanged. Sugar syrup is dull without change in price. Corn syrup is moving moderately at ruling quotations.

Beans and Peas—The demand for dried beans during the week has been quite dull, but in spite of this values remain about steady. Marrows particularly are steady to firm, with, however, here and there a little shading of price. Pea beans are easier than marrows and selling more slowly. Red kidneys are steady at unchanged price, while white kidneys are weak. California limas have eased off somewhat also. Green and Scotch peas are still dull and unchanged.

Cheese—The market remains steady at unchanged quotations. Cheese is in good supply, with a slightly active demand.

Provisions—The market on smoked meats remains steady and unchanged, with a good supply and a quiet demand. The market on lard is somewhat firmer, prices having advanced about ½c per pound over a week ago. Stocks are adequate to meet the present demand. The market on lard sub-

stitutes remains steady to firm and unchanged. The market on dried beef is steady and unchanged, with a good supply and a fairly active demand. The market on canned meats and barreled pork is steady, with unchanged prices.

Nuts—California almonds rule weak and are generally neglected. Walnuts are taken only as they are needed. Pecans are selling in narrow channels, as they are not plentiful here or at other shelling centers.

Salt Fish—The demand for mackerel is fair, but as Lent is over it is at the moment rather small. The prices are rather reasonable and the quality averages pretty good, therefore, the movement of mackerel is steady, but not at the moment very large.

Business Change at Allegan.

Allegan, April 2.—Mr. H. G. Hicks has sold a half interest in his stock here to Charles Ryan, who has been with the B. F. Goodrich Tire & Rubber Co., at Akron, Ohio, for seven years. Mr. Hicks established a harness store here eighteen years ago and from the start did a good business. He made all his own harness and gained an enviable reputation for the excellence of his product. Later he became the agent for Goodrich tires and each year bought tires in carload lots. He then added auto accessories, oils and gas and has specialized in these with the same success achieved in his harness business. His advertisements were signed "H. G. Hicks, Allegan's Horse Tailor," and he is known all over this section by that motto. Mr. Ryan is a practical man in the tire and rubber business and while the firm will still continue in the harness-making business, they propose to enlarge and increase their tire and auto accessory business.

Urged To Commend House Bill No. 273.

Wyoming Park, April 3—The country merchants throughout the State are asked to write their representatives and senators at Lansing to support House bill, No. 273, which will make it legal for merchants to sell certain drugs and medicines in unbroken packages.

The law now reads that it is unlawful for any one other than a registered pharmacist to sell any kind of drugs whatsoever and this law has not been enforced in the past. The Board of Pharmacy is now going after the country stores which are within the five mile limit. Only last week the Tradesman contained a list of three prosecutions under this law.

This bill is now being held up by the Committee on Public Health and you should write to your men in the Legislature to get this bill before the members.

Paul Gezon,
Sec'y Grocers and General Merchants Association.

Hides, Pelts and Furs.

Hides		
Green, No. 1	-----	09
Green, No. 2	-----	08
Cured, No. 1	-----	10
Cured, No. 2	-----	09
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
Shearings	-----	50@1 00
Tallow.		
Prime	-----	@7
No. 1	-----	@6
No. 2	-----	@5
Wool.		
Unwashed, medium	-----	@35
Unwashed, rejects	-----	@30
Unwashed, fine	-----	@35

William Judson, President of the Judson Grocer Co., and wife are spending a fortnight at their country home in Schoolcraft.

Two Association Officials Deplore Radical Statements.

Battle Creek, April 2.—I want to say to you, Mr. Stowe, that not only the country newspapers of Michigan, but every other state, needs the support of the local retailer, professional men and citizen. Be that retailer hardware man, automobile man, shoe man, dry goods man, grocery man or what not. Be the professional man and citizen what he may. The country newspaper has a place in our economical and social scheme and must be supported, notwithstanding anything that an individual or group of individuals may say.

On numerous occasions when I have been to small towns to address merchants and various clubs I stressed that very thing. Recently at Union City I had occasion to address a group of business and professional men and Mr. Robinson will state to you that the point was brought out by me rather forcibly. At that time I stated



John C. Toeller.

that the mail order houses and the large city merchants watched the country newspapers.

If the small town merchant is progressive and supports his newspaper the mail order house and large town merchants are very apt to give the town the go-by. If, however, in his wisdom the small town citizen feels that the local newspaper is not entitled to his support, then and then only do the large town merchants, as a rule, come into the country press.

All of the above of course, is my opinion and my method of operating only. I feel strongly, however, that the country newspaper is entitled to and must have the support of the community to live. It is hard to conceive the effect that it might have on the rural people if they endeavored to get along without their local press. The progressive, enterprising small town retailer uses the mail, of course; that is quite natural, but he should never overlook the fact that he owes an obligation to his local newspaper. I thought it might be well to give you my opinion concerning this rather important matter. John C. Toeller.

President Michigan Retail Dry Goods Association.

Lew Hahn Warns Against Radicals.

New York, April 2—I really believe that the Michigan newspaper men are unnecessarily worried over what was said at the convention of the Michigan Retail Dry Goods Association. Mr. Pearce's statement was merely a statement of his own opinion or experience and I don't believe that many of those who were present, in spite of whatever interest they may have shown, are going to follow Mr. Pearce to the extent of making any radical departure from

their regular course with regard to their local newspapers.

The local newspaper is a very important publication, in my opinion, and I should hate to see it destroyed or its editors starved, but you know when men get together and talk over their problems, there is bound to be an occasional radical whom we should not take too seriously. It is possible for us to get all "het up" over a thing today because we think it is going to hurt us so much, and six months later we have forgotten all about it.

We have got to have a little bit of patience and a little faith in ourselves and in those with whom we deal and with that formula most things work out for the best. Lew Hahn,

Manager National Retail Dry Goods Ass'n.

Found Jewelers Wanted Goods.

Glowing reports of business in the Middle West, Southwest and the Southern part of the Pacific Coast were made yesterday by a salesman for a prominent manufacturer of platinum jewelry. He had just returned from a trip through a territory embracing practically all of the country West of Ohio, and, with the exception of the Northwest, found retailers good buyers of the lines he carried. Sautoirs, flexible bracelets, ring mountings, bar pins, brooches and earrings all were bought well, especially in the higher-priced pieces. Mounted rings also met with a good demand in the territory in question. Platinum has advanced again, which is expected to stimulate buying. Current prices are \$112 an ounce for "soft" metal, \$120 an ounce for "medium," and \$128 an ounce for "hard" platinum.

Demand For Work Clothing.

Manufacturers of work clothing are doing a large business, reflecting the current pace of industrial and agricultural operations. Retailers are laying in stocks of very substantial proportions and the advance buying for Fall is deemed very satisfactory. Remembering the difficulty which retailers had with their large stocks during the depression manufacturers are curbing extra large advance purchases for which the outlet may not be fairly certain. One of the largest manufacturers has incorporated the following in letters to customers: "We do not want your order if you do not need the goods, so suggest that you buy conservatively." Certain sections of the country are being vigorously canvassed for increased sales by some makers, notably that around Los Angeles. The demand is well distributed over overalls, shirts, trousers and corduroy suits.

Wide Ribbons in Favor.

Ribbon wholesalers continue to experience an expanding demand for wide ribbons. Stocks of these goods, which for a long time were considered inordinately large owing to restricted buying of them, are being steadily reduced. The chief cause of the improved sales is the use made of the ribbons by the cutting-up trades for dress decorations. The side-tie effect, featuring a broad sash on coats, suits and jaquettes, is one of the outstanding uses. There is a steady demand for fancies following the Egyptian motif. Narrow ribbons, both fancy and staple, are moving well.

The millinery trade is using them, although there has been a pronounced drift here toward the wider numbers lately.

"Stealing" Labor Again.

The improvement in the knit goods business has brought with it another labor shortage. Reports from the Mohawk Valley indicate that the worker is no longer seeking the job, but that the job is seeking the worker. Accusations of "stealing" employees from competing mills have been heard, and no little ill-feeling has been created. An indication of the seriousness of the shortage is a recent advertisement of one mill for a superintendent, which specified that the applicant, to be successful, must have a wide acquaintance among knit goods workers. Tact, diplomacy and personality are also necessary qualifications of such executives nowadays, from all accounts.

Floor Coverings Prices Revised.

Notices have been sent to the floor coverings trade by the wholesale department of W. J. Sloane, advising of the revision of prices on Nairn Pro-Lino products. The prices issued on March 15 have been withdrawn, and the list quotations on Blue Seal and Red Seal Pro-Lino have been ad-

vanced 2 cents and 3 cents, respectively, a square yard. A new line of marbled and Dutch tile has been added, the list price for which is 3 cents a square yard higher than that of the Blue Seal grade.

The Wolverine Carton Company

is progressing successfully and rapidly with its financing.

Within two or three days the Company will be under operation.

Here is a fine opportunity for investment.

Write for particulars.

F. A. SAWALL COMPANY

313-314-315 Murray Building
Grand Rapids, Michigan

PERFEX Radiator Co. RACINE, WIS.

For Sale at PUBLIC AUCTION A Going Business

PURSUANT to court order, there will be offered for sale at Public Auction on April 10th, 1923, at Racine, Wisconsin, the entire business, plant, machinery, patents, good will, accounts receivable, etc., of the Perfex Radiator Company of Racine, Wisconsin, manufacturers of the Famous Perfex Radiators for automobiles, trucks and tractors.

Plant and machinery in first-class running condition, located in a good labor, fuel and transportation market. Appraisal of real and personal property made as of February 9th, 1923, and including all patents, drawings and trade mark, reveals assets 50% in excess of minimum bid to be accepted by Court.

The receiver has caused to be printed for prospective purchasers copies of the notice and conditions of sale, together with complete Inventory and Appraisal. Inspection by appointment.

Sale Date April 10th, 2 p. m.
at the Plant in Racine, Wis.

WILLIS E. KEATS, RECEIVER

Kaumheimer & Kenney, Receiver's Attorneys,
120 Wisconsin St., Milwaukee, Wis.

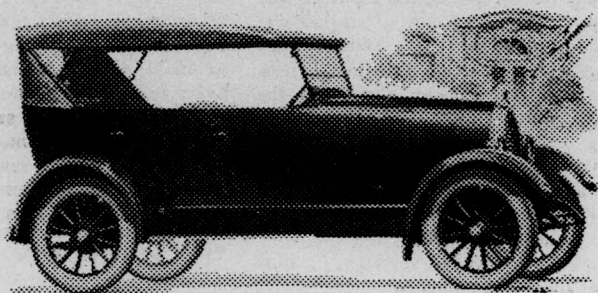
CHANDLER & VANDER MEY

LOCAL INVESTMENT SECURITIES

707 Commercial Bank Bldg.

Citizens Phone 62425

Grand Rapids, Mich.



D. A. C. Touring Car—\$1250

Mail this coupon today

COUPON

Detroit Air Cooled Car Co.
3745 Cass Ave.,
Detroit, Mich.

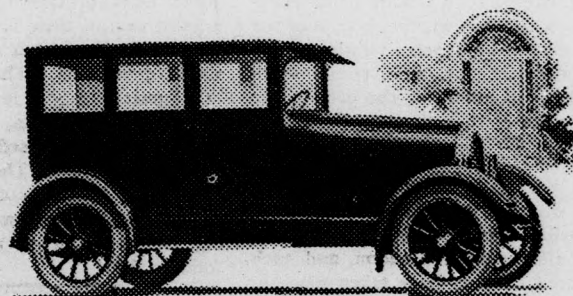
Gentlemen:

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

Name _____

Address _____

(M. T.)



D. A. C. Sedan—\$1750

FEAR OF CANCELLATIONS.

As prices go higher manufacturers and jobbers are beginning to worry somewhat over the possibility of cancellations in the event that the business curve takes a downward trend late in the year as some forecasters predict. The cancellation evil always reappears when a period of prosperity passes the peak, but there is no reason to believe that with the next recession in prices this trouble will attain anything like the dimensions it reached in 1920-21. It is to be remembered that the fluctuations in the business cycle at that time were the greatest in half a century, and that the downward swing was the most abrupt ever known. Moreover, the conditions preceding the break were conducive in unusual degree to the placing of heavy orders for future delivery. Consequently, when the reaction came the incentive to repudiate purchases was especially strong, and the result was a flood of cancelled orders such as the country had never seen before.

For this condition there were several peculiar reasons. Railway service had become demoralized as a result of the war, and the outlaw strike of the switchmen early in 1920 further hampered transportation. In order to insure delivery, therefore, dealers sometimes duplicated orders with different firms, expecting to get only partial delivery from any of them. In some cases also manufacturers and jobbers announced to their customers that it would be necessary to scale down all orders and then advised them to order more than their requirements if they wished to be cared for. The customer followed this advice, and the manufacturer, wishing to hold his place with his competitors, used such orders as a basis of obtaining more credit with his bank.

Then came the sudden slump. The anticipated volume of trade did not materialize. The banker applied pressure upon the manufacturer, and the latter then delivered or sought to deliver 100 per cent. of the orders which his customers had "padded" at his own suggestion. Under such conditions cancellations may have had some justification. On the other hand, the prospect of war time profits had brought into the field a host of fly-by-night concerns, which bought and sold goods on a purely speculative basis and placed large orders ahead in anticipation of a further rise in prices. The moment that prices broke they "welched." Most of the conditions which caused such a flood of cancellations were due to the war and its after-effects, and there is little ground for fear that if a break comes there will be a repetition of the evil on the 1920 scale.

WOOLS AND WOOLENS.

No many new features appear in the wool situation. It will be a few weeks yet before the next big series of auction sales opens in London, and such scattered sales as have taken place in other foreign places are without significance. The stock of British-Australian pooled wools unsold on Feb. 28 consisted of 462,000 bales of Australian and 291,000 bales of New Zealand. Wool arrivals in store in Aus-

tralia amounted in February to 1,608,000 bales. Imports of wool into this country continue to be large. This applies to the classes of combing and carpet wools, clothing wools shipments being very light. More contracting of Western wool is heard of, but, in many instances, the high prices asked tend to restrict transactions. What seems to stimulate holders to seek higher prices is the knowledge of the advances made by woolen mills on their fabrics. A little less activity is reported from the mills during February. The consumption of wool in them that month was 57,916,339 pounds grease equivalent, being about 6,400,000 pounds less than in January, but 4,000,000 pounds more than in February, 1922. Of the wool consumed in February, 39.3 per cent. was domestic and 60.7 per cent. foreign. A reduction in the activity of the weaving looms is also reported for February, although the reverse is the case as regards spinning spindles. Cards and combs employed were about the same as in January. Mills are busy on Fall requirements. Clothing manufacturers report good responses thus far to their offerings for the next heavy-weight season, while the garment trade is showing quite satisfactory progress.

COTTON CONJECTURES.

There was no lack of arguments or data available during the past week to justify increasingly high prices for cotton, but they appear to lack potency in preventing a sagging of the quotations for both the old crop and the one now in process of planting. Manipulation or overbuying by speculators appears to have cut some figure in the result. But, aside from this, it is a question whether there is not what may be called a "dead line" beyond which it is unsafe to try and push prices. It is certain that few actual sales of cotton in any quantity were made at the extreme points to which quotations were pushed. So far as the new crop is concerned, there are circumstances which may be adduced in favor of either the bulls or bears. The weather, for instance, which has delayed planting and so made an added risk, has also tended to freeze the unwary boll weevil in a great deal of the growing districts. But, until some definite data on the acreage planted are forthcoming, conjectures on the possible crop are mere wild guesses. Softening of the prices of cotton, however, has had an effect on the goods market. Gray goods have lost a great deal of their firmness and second hands have been rather quick to shade quotations. The readjustment of wages to a higher level has steadied things for the mills, however, and they are little disposed to make concessions just now. There is no yielding in the heavier cottons, in which the quantity of the raw material is the big factor. Knit goods remain seasonable dull.

When you buy advertising space in a newspaper you are entitled to know its actual circulation, just as the newspaper man is entitled to know how much of anything he gets for his money in your store.

CHANGES ON THE SEA.

Berlin dispatches this week stating that Hamburg again claims first place among the ports of Continental Europe and that the Hamburg-American Line has 30 per cent. of its pre-war tonnage illustrate the extraordinary re-emergence of Germany on the seas. The war swept away almost all the 5,000,000 gross tons of merchant shipping the Germans owned. As late as June, 1920, they had only 420,000 tons. At the beginning of this year they had 2,250,000 tons, and by now they possess close to 3,000,000.

In other words, Germany stands fifth among the nations of the world as regards her mercantile marine, and is pressing Japan and France, which are respectively third and fourth, very close. Her fleet is almost wholly employed, whereas the United States, with about twelve and a half million gross tons of shipping, is actually using only about three and a quarter million tons—the rest is tied up. The reasons for this lie on the surface. German shipping lines pay their crews in depreciated marks, but charge for freights in pounds, dollars and pesos. According to a recent article by Archibald Hurd in the Fortnightly, the average German seaman or officer gets about one-sixth the British wage. It is well known that the officers of the German ships visiting New York can seldom come ashore, their marks being worthless; but the stewards, who receive tips in dollars or shillings, can.

The dramatic re-emergence by Germany, the equally dramatic slump of the American marine, and the continued depression in British shipping show how unpredictable is the future. Experts calculate that the world's production of goods is still materially below the 1913 mark—Mr. Hurd says it is only two-thirds as much. Thanks mainly to America's war-time effort the world now has more than one-fourth more shipping than when the kaiser started his brutal war of extermination. The United States has wisely insisted that its ship owners shall trust to efficient management, not to subsidies, in the fierce competition which this disparity between freights and bottoms has brought on.

AS TO COTTON ACREAGE.

While indications point to a larger cotton acreage this year than usual, there is said to be considerable support behind a proposal to eliminate planting in a substantial portion of the belt for a year or two so as to eradicate the boll weevil. One suggestion is that a fourth of the growing area each year be devoted to other crops than cotton, and that the different sections grow cotton in rotation. It is claimed that with 25 per cent. of the area thus free of the boll weevil all the time, and with the other sections gradually eliminating the pest by this process, any temporary loss from the curtailment of acreage will be more than made good by subsequent gains. The plan may look well on paper, but it has many practical drawbacks. In the first place, it would be difficult to enforce by voluntary agreement in a period like the present, when cotton prices are soaring and prices of other

farm products that can be raised in the belt, such as grain and potatoes, are low. Likewise, it would be no easy matter for a large percentage of the tenants to shift from cotton to other crops. They have neither the capital nor the intelligence necessary to make the transformation. Moreover, few country banks would care to advance funds for such a risky experiment. The scheme, therefore, will hardly receive serious consideration from the growers themselves or from their financial backers.

THE PETROLEUM SITUATION.

Crude oil production during February ran ahead of consumption, according to figures compiled by the Geological Survey, and stocks reached a record figure. The average daily output last month was 68,810 barrels more than that of January, but this was slightly offset by a decline of 7,516 barrels in the average daily imports of Mexican crude. February is always a month of low consumption, owing to weather conditions and the daily average indicated consumption during that month was 40,975 barrels less than in January. As a result of these changes there was an addition of 2,481,000 barrels to pipe-line and tank stocks during the month bringing the total for this item to 252,275,000 barrels. At the current rate of consumption this is equivalent to 142 days' supply, compared with supplies for 138 days in January and for 140 in December. Oil exports during February were at the average daily rate of 24,161 barrels, compared with 24,613 barrels in January. While increased production and slightly diminished consumption and exports thus bring stocks of crude oil in this country to a "new high" a heavy gain in consumption during the spring and summer months is indicated by the enormous increase in the production of automotive vehicles.

RETAIL TRADE INCREASING.

The employment of every available man in all the great industries and the enlarged deposits in the savings banks of the country, which continue to be placed in growing volume, are noticeable features of the week. At the beginning of March, 880 institutions in different parts of the country reported deposits of \$6,394,177,000, showing an increase during February of more than \$51,000,000 and of ten times that amount for the year. This seems to indicate a reserve of buying power which will prove a strong factor in retail volume. Data like these confirm the disposition of producers and manufacturers to prepare for a period of rather extended trade, and arrangements for Summer and Fall business have been made or are making with these considerations in view. Meanwhile, what indications for Spring buying have been had are distinctly favorable, despite untoward weather in many parts of the country which has temporarily checked the pre-Easter purchasing. A few days of warm sunshine, however, are reckoned on to provide the needed spur for Spring business in apparel. In other lines notably those of house-furnishings of one kind or another, the buying has been quite satisfactory.



*This trade mark
is a guaranty of
high quality.*



*Look on the back
of the goods for
this trade mark.*



See what is back of the goods

Does it ever occur to you that Meritas Table Oil Cloth is not merely rolls of goods?

Do you ever think of it as something that artists sweat brains over, in order to design patterns that will attract business; that factory men toil over, to make a quality that will give lasting satisfaction; that expert chemists pore over with keen eyes of scientific knowledge and precision, in order to

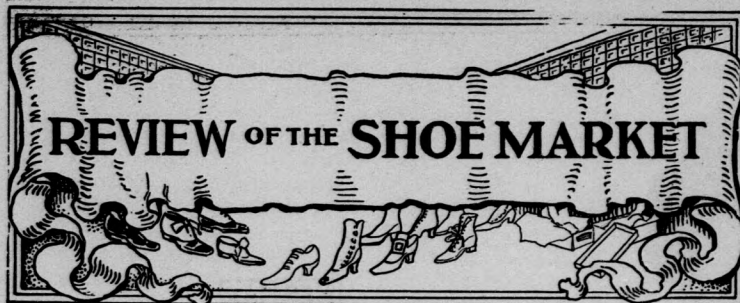
maintain the high quality and insure the confidence in the trade mark that induces repeat business?

If you have enough business vision to see in a roll of MERITAS Table Oil Cloth the personality, vitality, and integrity of the large organization of men responsible for the merit of these goods, you know why MERITAS sells—and repeats.

See your wholesaler—We'll move the goods

THE STANDARD TEXTILE PRODUCTS CO.

320 BROADWAY, NEW YORK



Shoe Dealer Should Make Friends of the Boys.

By making friends of the boys you not only build up your boys' department but you are building a foundation for future business for your men's department. We do not cater to the mothers but to the boys direct, and in this way you are catering to a mother through her boy, and it is our experience this pleases the mother more than if we would mail our advertising matter to her or address her direct.

It is also a point in our boys' department to call all our customers, that is, the boys, by their first names. This would seem to you a hard thing to do but it is very easy if you go at it in the right way. If one of the salesmen is waiting on a new customer and trying on shoes, the mother will say to this boy something during the transaction, "John, turn around," or something to that effect, and it is then up to the salesman to simply say, "Let's try this one on, John, and see if you don't like it better," or something to that effect. He immediately makes an impression on this customer. On this boy's next visit to the store, as it happens in almost every case, the mother will say, "John want's a new pair of shoes," etc.

We started this system of catering to boys about five years ago, since the time I took charge of our gents' furnishing department, and I can see the effect this idea has on the boys as they grow up. It has helped this department to the extent that in the month of December, 1922, we sold more gents' furnishings and hats than we sold during the entire year of 1918 in the same department. We found, however, that while we were taking very good care of a boy after we got hold of him, we did not get new ones fast enough so that our boys' department would grow in proportion to the other departments catering to men's wear. For that reason last October I inaugurated a boys' club which we named the Henespo Club and invited all the boys in Cincinnati to join this club. We simply asked a boy to make out an application, which is filed, and if he is accepted as a member, which he naturally is, we mail him a button, and a letter congratulating him.

There is no note of commercialism struck during any place of this transaction, and we impress it on the boy that he does not have to buy at our store to belong to this club, although we naturally want to sell him as much as we can. These boys have their own officers which they selected at one of the business meet-

ings, have their own secret hand-shake and their own pass word, which they must give before they are allowed in our auditorium where we hold our meetings. We have one every six weeks or so. We are at the present time organizing a league and there is a baseball league of eight teams made up of members of our club, and they will start playing ball about the middle of April and probably play about 20 games, and a medal will be given to the team that wins the pennant. This idea has taken very well, and there is not a mail comes in that we do not receive applications from four or five of the members, stating what position they would like to play and asking me to put them on the teams. Up to the first of March, 1923, this club had 1,000 bona-fide members, and we can always count on at least 600 attending the meetings. In regard to the effect it had on our business we noticed an increase as early as last November. Since that time we have not had a month in our boys' department that our gain has not been at least 25 per cent.

Last Saturday was a pretty day and there was much activity in our store; we took in 75 new members. In joining this club the boys have to come in our store to fill out their application. We will not accept any applications by mail, nor will we mail them an application. They must come in and file it themselves. This is the only thing we ask them to do to join this club. We are counting on having 2,000 bona-fide members by the first of June. Wm. C. Ulmer.

Polish Business Picking Up.

Trade in shoe polishes and dressings, which had been very slow for some time, has shown considerable improvement of late. The dullness was due to the continued bad weather and the consequent need of rubbers, which reduced the number of "shines" considerably and had a direct effect on sales of polish. The best items at the moment in the wholesale market are buckskin and suede dressings, the call for the latter being especially good in the beige and otter shades. Export business in shoe dressings has also increased lately. South America and Mexico show the most marked improvement, but some trade with Sweden and England has also been done recently.

D. A. Foley & Co., dealers in general merchandise at Turner, writes as follows: "The Tradesman has become a necessity in our business."

In every store the waiter should be behind the counter—not in front of it.



The Plow Boy

Flow time is close at hand. This shoe is high enough for coolness. It fits snug and protects and supports the ankles going over rough and broken ground. They wear like iron.

**Rouge
Rex
Shoes**

The double tanned Horsehide shoe.
That stays soft rain or shine.

We are exclusive makers of work shoes made of horsehide double tanned by our own secret process.

It is the only leather that will stand the grief.

Buy Rouge Rex shoes, shoe service that make speedy turn-overs.

HIRTH-KRAUSE CO.

From Hide to you.

Shoe Mfgs. and Tanners

Grand Rapids, Mich.

Herold-Bertsch Shoes

Michigan  Made



Boy's Brown Oxford

Genuine high grade leather, Wingfoot heel, strongly built for hard boy wear. 2½ to 5½. No. 914. From our big value Boys' Line.

Father, Son and Grandson Wear H-B Footwear

The satisfaction that Herold-Bertsch shoes give is traditional in many Michigan homes. Thirty years ago many men, now grandfathers, began wearing H-B shoes, and now their sons and grandsons wear them also. Weekly advertising in the Michigan farm papers is helping to increase the good will developed by a third of a century of honest shoe values. Cash in on this good will by featuring Herold-Bertsch footwear.

**HEROLD-BERTSCH SHOE CO.
GRAND RAPIDS**

Soaring Sugar Prices Help Speculators Play the Game.

The recent advance in the price of sugar has caused something like a tempest in a teapot in official and political circles in Washington. The low tariff folk have sought to use this incident to illustrate the ills coming to us under the Fordney Tariff act. The protectionists have issued a rejoinder giving the tariff a clean bill of health. The Department of Commerce meanwhile has been blamed for precipitating the speculative movement by publishing a statement last February that "the heavy accumulated stocks at the end of 1920-21 season will have given way by the end of 1922-23 to a carryover below the pre-war normal figure." Its spokesman has made an emphatic disclaimer that this had anything to do with the rise, and maintains that the Department's figures were misinterpreted by a news agency into a forecast by a sugar shortage, and that since then everything possible has been done to correct such an impression. Certainly there is no reason to fear that sugar will soar to wartime prices, as a few politicians in Washington are proclaiming. When they make such statements they help the speculator by creating a buying panic on the part of consumers and some distributors. The truth needs to be brought home to the housekeeper that purchasing more than the normal quantity at the present moment is simply helping the speculator to play his game. Nothing would please him more than to precipitate a nation-wide sugar-hoarding movement.

This sugar episode at least shows us that we have one thing for which to be thankful, and that is the failure of the project concocted in Washington about a year ago to have the Cuban planters reduce their output by a million and a half tons in return for certain tariff considerations. There have been many recriminations and denials concerning this effort to force artificial restrictions on the Cuban output, but whoever was responsible for it, the fact is established that such a plan was conceived and some effort was made to put it through. If its promoters had been successful the time would really have arrived for hoarding sugar, and the country has reason to congratulate itself that this colossal economic blunder was never perpetrated. This is a story that points a moral, though a trite one. Seldom is anything to be gained by tinkering with conditions of supply and demand.

Garment Collections Improving.

With the wholesale garment buying going ahead at a brisk rate, there is said to be continued improvement in collections from retailers. The number of failures in the ranks of the latter have fallen off by comparison with last year, and the indications are that the position of the weaker stores should be materially strengthened if consumer buying continues at the favorable pace indicated. There are some reports of slowness in certain sections but, it is pointed out, there probably always will be something of this nature. The next important payment date is April 10 and it seems to be the general anticipation of garment

credit men that the response will be gratifying. Some bearing on this will be had by the Easter business which the stores do but, even if this is not satisfactory from some standpoints, it is claimed it should have no serious effect on payments.

Novelties Still Dominate.

If there is any one feature of retail buying that has been more conspicuous than others this season, it is that the novelty appeal is stronger than ever. Practically in all lines, manufacturers are concentrating their production on this class of merchandise to the comparative neglect of the staples. With higher prices again confronting him, the retailer finds that he is taking less risk in carrying these goods and that his rate of turnover is increased, so that it is felt this procedure is the easiest course to pursue. There seems to be no indication of any change in this situation, and it was said yesterday there probably will be none until prices begin to move downward again.

Something New in Men's Shoes.

One of the prominent manufacturers of men's shoes will shortly put on the market a new model oxford for sport and street wear that will embody something absolutely new in soles. Although this sole is of the thickness known to the trade as 10 iron, it is light in weight, virtually impervious to moisture and so flexible that it can be rolled up. These virtues are said to be due to double tanning, both the chrome and bark methods having been used on the leather from which the sole is cut. It is planned later to bring out a dress oxford with a sole with similar qualities but of fewer irons' thickness.

Worked Out in White.

According to the idea of one of the best-known local manufacturers of women's hats, there is no better medium with which to work out Egyptian ideas than white felt. Hats of this material are offered in roll brim effects, cloches, pokes that curl up in front and high-back models. General

softness in blocking also makes them distinctive. Galloping horses, chariot-eers, sphinx heads, lotus and scarabs in metal thread and chain-stitched leather cutouts are used as trimmings. Sometimes just an applied white felt crown is used with a fitted brim of shot silk, then again an edge flange, or facing of printed silk appears on a shape that rolls slightly on the edge.

Glove Silk Underwear Buying.

Retailers are buying glove silk underwear more liberally, according to prominent manufacturers. While the bulk of the demand is for immediate delivery, some of it is for shipment May 15 or June 1. It is expected that when the Fall lines are opened in about six weeks, prices will be higher owing to the advance in raw silk. Some wholesalers here see in the later delivery date requested by retailers an effort to get in some merchandise at the lower Spring prices.

If you wish to know when more is less, and less is more, consult the thermometer.

Your Telephone Manager Is Responsible to You for Good Telephone Service



Your Telephone Exchange Manager is *directly* responsible *to you* for your telephone service.

We urge you particularly to meet and know him.

Sometimes, there may be little, irritating difficulties with the service that the ordinary trouble report does not seem to quite clear up. In such cases the Telephone Manager will make it a matter of personal attention to see that service is restored to your satisfaction.

But don't wait until then to make his acquaintance. Drop into your telephone office, some day, and meet him. If he is not in, capable representatives will gladly attend your telephone needs. Or leave your card, and the Manager himself will call on you.

The telephone people will give you any information about your own telephone service or about telephone matters in general.

They are animated with just one purpose—their primary and most important business is to serve you.

MICHIGAN STATE



TELEPHONE CO.



Points That an Investor Should Consider.

When a person has sufficient funds at his command for investment, whether the amount be large or small, there are ten fundamental points that should be considered seriously before a commitment in new promotion is made. Often we learn from an investor who has lost money by a bad venture that before he invested he made an investigation but failed to look into certain necessary matters, or that he had so much confidence in the officers of the company, or that the product being promoted was so much in demand, he just took a chance.

These ten elements in the promotion of any enterprise must be right and up to standard before that enterprise can be a success. If nine of them are as they should be and the tenth is not, the enterprise may be a failure, and the investor should retreat.

These ten points are:

1. The previous record of the promoters.
2. Feasibility of the enterprise.
4. Amount of commission to be paid for promotion.
3. Previous record of the underwriters.
5. Overhead expenses and cost of production.
6. Market for production.
7. Cost of marketing.
8. Competition.
9. Management.
10. Watered stock.

The ten points are not arranged in the above order because one is more important than the other. They are of equal importance and any one of them can be the cause of ruining the entire proposition and throwing it into the discard, which of course means loss to the investors.

Consider the first point the previous record of the promoters. In making this investigation, it is not sufficient to find out merely that a man is honest or that his business record is good. These, of course, are essential, but it is equally essential that he have ability and experience in the business which he is endeavoring to promote. If a

man has spent most of his life in the manufacture of shoes it is not wise to give him the management of your money in a copper-mining proposition. A man may be a good engineer or a clever inventor, but have no business ability.

Feasibility of an enterprise must also be seriously considered. Continually one hears of half-baked ideas that enthusiasts attempt to put on the market, and by which they hope to revolutionize some utility. Again there are numerous cases where minerals are found in certain localities though not in paying quantities. The people of these localities have visions of great wealth and proceed to find a means of getting their properties mined or drilled as the case may be. Very often the person with an unfeasible enterprise falls into the hands of clever promoters, who make use of their enthusiasm to persuade the public to invest in the enterprise, which probably proves to be commercially unprofitable.

Previous records of the underwriters or persons selling a security is of paramount importance. Many good propositions have been ruined by unscrupulous brokers. Often the fact that certain brokers are conducting the sales of a security is sufficient to condemn it, also it is true that if certain brokers are handling a stock it is a recommendation, for there are brokers who will only handle propositions that they have investigated and believe to be reasonably sound.

The amount of commissions paid to brokers must be considered. If the salesman receives twenty-five or thirty per cent., and the broker fifteen or twenty per cent., there is not much of the investor's money left for the enterprise in which he is investing and expecting to have good returns. In a great many cases, not more than fifteen or twenty per cent. of the money invested is left for production after all the costs of promotion have been paid.

Overhead expense and the cost of production, which includes salaries of officers and expenses, often eats up the profits in a legitimate enterprise.

Grand Rapids National Bank

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

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

Combined Capital, Surplus and Undivided Profits over

\$1,450,000

GRAND RAPIDS NATIONAL BANK
GRAND RAPIDS, MICH.

COMPETENT HANDS

THE DIFFERENCE between putting your estate in the charge of a trust company or in the keeping of an individual, is often the difference between competent hands and incompetent hands.

A trust company is trained in the handling of estates—in the requirements, the duties, in all the necessities of the work.

Its continuity of service is not dependent on the life of any individual. Friends and relatives may pass away, but the trust company—faithful, competent, trustworthy—lives on.

Our officers can be consulted at any time on this important subject.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

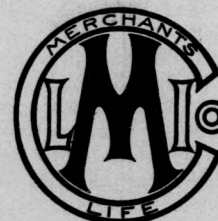
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TAX EXEMPTION

*An important item to consider
for the man of fair income*

We have a list of tax exempt securities which we shall be pleased to send you upon request.

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Investment Bankers and Brokers

CITY. 4980-4653 GROUND FLOOR MICHIGAN TRUST BLDG. BELL. 4900-M-653
GRAND RAPIDS, MICHIGAN

There are numerous companies in operation to-day in which vast amounts of money have been invested, and which have been in operation, and are producing salable products, but which never pay a dividend for the simple reason that all the profits are eaten up in salaries, expenses and costs of production.

Market for a product is something that people often overlook when making an investment. No matter how fine a product may be, how honest and capable the management behind it, or how good the resources of the concern, if there is no market for the product it is useless. Just what determines a good market is very hard to decide for all markets change and fluctuate and a good market to-day for a certain product may become a poor market in a few weeks. In coming to a conclusion on this point one can only consider conditions as they exist and what changes may come about in the future.

Cost of marketing a product often makes it commercially unprofitable. A good illustration of this is the case of the farmers in the West, who last year invested large amounts of money and time in producing fine crops. There was and still is a splendid market for these crops, but the cost of getting them to the market is so great that it did not pay them in some instances to even gather their products from the ground. There are localities which contain fine timber or rich mineral deposits. Perhaps the cost of cutting the timber would not be great, but owing to bad roads and railroad conditions the cost of getting it to a market would be ruinous, and the same might be true of the minerals. Some products require so much to be spent in advertising in order to educate the public that this item eats up the profits.

Competition is a factor that often kills a project. Take for example radio products. Radio has taken the country by storm, and a salesman has plenty of argument to show that there is a demand for radio products, but a salesman is not likely to tell a prospect that hundreds of radio products companies have sprung up in the last few months and that the competition is very great, or that all of these new companies will be in competition with such well-established corporations as the Westinghouse.

Management plays a vital part in the success of any enterprise. A man may be absolutely honest and may have proven himself very capable along other lines, but it is all essential that he be experienced in the particular industry, which is being promoted and that he have exceptional executive ability, if the success of the enterprise is to be assured. A poor manager can easily make the finest proposition an

absolute loss to all who put their money into it. In investigating this particular point it is well to learn everything possible about the persons in whose hands the success of the scheme is to be placed.

Watered stock in a company is something that no salesman ever mentions, and few people think about in making an investment, yet it is often watered stock that makes an investment valueless. It is a common thing for promoters to give blocks of stock to men of influence for the use of their names. This watered stock is generally unloaded quietly by the holders, and is of course a liability of the company.

If every investor would thoroughly investigate every one of the above points before making a commitment, and then refuse to invest if each point is not as it should be millions of dollars would be saved for legitimate enterprises annually.—Ralph W. Budd in Magazine of Wall Street.

Predicts Piggly Wiggly Will Blow Up

Philadelphia, March 31—I predict that if the Piggly Wiggly self-serve store scheme continues along its present course it will blow up in the not distant future. I mean in its present course of stock manipulation. There is much evidence that Clarence Saunders, the founder of the Piggly Wiggly business, thinks he can make more by operating in the stock of his concern than he can by the operation of his stores. Already the New York end of the scheme has had a terrific smash, due to alleged stock frauds, and in other sections of the country Saunders' stock manipulations are attracting public attention and there are threats by stock exchanges to call him to account. This culminated last Tuesday in an order from the New York Stock Exchange throwing his stock out entirely. No fraud is charged against Saunders, so far as I have seen, but his manipulations are typical stock manipulations such as operators are constantly using to make money on the side out of a business enterprise.

I have always thought that the basic idea of the Piggly Wiggly scheme was good. It is a very simple idea as old as the hills. It is nothing more than having goods displayed so that people can walk through and wait on themselves.

And the scheme would in my judgment have succeeded. In fact, it has succeeded and is succeeding now. But a rather close observation has convinced me that when the promoters of a business proposition like this start to play with its stock—evidently in the belief that the big money is there—the proposition is due for a fall. Watch the Piggly Wiggly scheme and see if I'm not right.

Elton J. Buckley,
Editor Modern Merchant.

Whatever the percentage of your sales you may think sufficient to spend in advertising under average conditions, make up your mind to spend more when business is dull or when you are building up a business. Don't skimp on advertising.

WE OFFER FOR SALE

United States and Foreign Government Bonds

Present market conditions make possible exceptionally high yields in all Government Bonds. Write us for recommendations.

HOWE, SNOW & BERTLES, INC.

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

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

Fourth National Bank GRAND RAPIDS MICHIGAN

United States Depository

Capital \$300,000

Surplus \$300,000

3% interest paid on Savings Deposits, payable semi-annually.

3½% interest paid on Certificates of Deposit if left one year.



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54,000 SATISFIED CUSTOMERS

RESOURCES OVER
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GRAND RAPIDS SAVINGS BANK

THE BANK WHERE YOU FEEL AT HOME

Obscurities Congress May Have to Clear Up.

It now begins to look as if Congress will have to clear up the muddle that has developed over the flexible tariff provisions of the new tariff law. There are two sections of the law which authorized investigations by the Tariff Commission into costs of production here and abroad. Section 315 provides for the investigation of differences in production costs so as to enable the President to raise or lower the duties with a view to the equalization of costs at home and abroad. This is the provision for so-called flexible rates. Then Section 318 also provides for an investigation of production costs, "in order that the President and Congress may secure information and assistance." It leaves the use to be made of this information to the discretion of the President and Congress. Under this section nothing is said concerning the commission formulating conclusions about the effect of a given duty or making recommendations as to changes.

Obviously, it may make a great deal of difference whether the investigations of costs of production of the principal articles imported in this country is made under Section 315 or 318. In the latter case a great deal of statistical matter will be filed with Congress and most probably pigeon-holed just as much of the commission's statistical information has been treated heretofore. On the other hand, if the investigation is conducted under Section 315, and it is found that the existing duties do not equalize differences in production costs, which is declared to be "the policy of Congress by this act intended," the commission is authorized to report the facts to the President with the changes in rates necessary to equalize costs, and the President is required to issue a proclamation announcing such changes. The chairman of the Tariff Commission has taken the view that investigation under this section should be made only when a specific complaint has been filed with the commission. The vice-chairman maintains that to carry out the policy of Congress and make the law really flexible the commission should proceed with a broad investigation of the duties under the principal schedules of the tariff bill, without waiting for complaints, and it is commonly reported that he advocates an inquiry first of all into the wool schedule.

The staunchest protectionists are opposed to any investigation of the general schedules under the provision for flexible duties and support the position of the chairman of the Tariff Commission. The low tariff folk, on the other hand, maintain that the limitation of the investigation to duties on specified articles against which there is complaint means the emasculation of the provision for flexible duties. Of the seventeen articles which it is proposed to investigate only one, they say, is of any importance to the general body of consumers. That is the duty on sugar. The opinion has been frequently expressed in this column that the provision for flexible duties would never be of far-reaching impor-

tance, no matter how desirable the principle might be in theory. It will not be practicable in many cases to ascertain both domestic and foreign production costs. Indeed, in the list of complaints already submitted to the Tariff Commission there were a number upon which an investigation was not ordered, owing to the patent impossibility of ascertaining costs to the foreign producer. The tariff is destined to remain a political question indefinitely.

No better illustration of the state of mind of a large number of people with regard to a business boom can be found than that which has prompted the protest on the part of a few against the proposal to suspend the Government's building activities while there is a shortage of labor for private constructive work. The editor of a weekly periodical whose inflationist proclivities are well known denounces the plan as a move that will "change the prosperity of the hour back to the poverty of two years ago." He especially resents the possible implication that the Government may have taken this step because it deemed building costs too high. "It is to the rising prices of the last twelve or eighteen months that the prosperity of the present is due," he says. But prices cannot go up forever, and the Government's suspension of construction work will not cause prices to fall; the most that it may do is to check too rapid an advance. The feeling behind this criticism is what one often hears when suggestions are made for smoothing out some of the waves of the business curve. The frequent reaction to any such suggestion may be summed up as: "Give me the peaks of inflation and I will take my chances with the valleys of depression."

William O. Scroggs.

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Suggests New Method of Fire Preventing.

Fires caused by abandoned and poorly protected smokepipe intakes are so frequent this season that a practicable solution of this problem deserves some consideration.

The customary advice is, where these openings are to be abandoned permanently, to close them with brick laid in cement or with concrete, while, when the intake is to be abandoned but temporarily, during a period when the chimney or flue is not in use and the heating stoves are stored away during the summer months, flue stops of the ordinary tin variety, in the absence of something better, seem to be in order everywhere.

The chief trouble with all temporary arrangements of this sort, of course, is that they so easily become a permanent state of affairs. Then, too, it must be considered that, even when an intake is to be abandoned permanently, the owner may feel that at some future time it may become desirable to again make use of the intake. The result is, that either the ordinary tin flue stop is employed or some other method equally or nearly as unsafe.

The correct solution of the problem, it would appear, is to provide a fire-proof flue stop, equally suitable for both purposes of either temporarily or permanently closing smokepipe intakes and as safe as the brick or concrete methods.

Metaf, because of its heat conducting quality, besides being subject to corrosion, should not be considered as suitable material, but I believe a very satisfactory flue stop could be made of burned clay. A crock pipe affair, four inches in length and slightly smaller in diameter than the intake opening, to allow space for mortar or cement, with one end closed and provided with a collar or flange to prevent the flue stop from sliding too far into the opening or dropping down the flue, I believe, would answer the purpose. The flange, besides holding the flue stop in place, would cause it to slightly protrude above the surface of the chimney wall and thus indicate at all times, even if concealed under wall paper, the exact location of the intake.

With a flue stop of this sort, laid in mortar or cement and placed either empty or filled with concrete or ordinary clay, smokepipe intakes could be closed more easily and quickly and just as permanently and safely as by the brick and concrete methods. On the other hand, the task of reopening an intake, whenever that should become desirable would be a very simple matter. If it should be found impossible to loosen the flue stop with a few hammer taps the clay could be easily broken and removed in pieces.

If all smokepipe intakes abandoned permanently or only temporarily, were closed in that manner, there would be no more fires from that source.

Items From the Cloverland of Michigan.

Grand Rapids, April 3—Were it not for the calendar, the Soo would not have known that spring started last week. With the continued zero weather and the demoralized traffic conditions, with no mail for two days,

it made us envy our fellow citizens who spend winter in the Sunny South. We should worry, for the best is yet to come.

Our Civic and Commercial Club has erected a large sign on the beautiful lot opposite the Park Hotel, recently donated to the city by Hon. Chase Osborn. The sign reads, "Free to any person or company wishing to erect a modern hotel."

The many friends of William Crowe, who for the past eighteen years has been superintendent of the Times, regret to learn that he has severed his connection with that paper to accept a better position in Detroit. Mr. Crowe was a Soo booster and will be missed here, but has the best wishes of his friends in his new field.

Men are born, but husbands are made.

John Falk, of Manistique, formerly engaged in the grocery business, has decided to enter the hardware business and will open for business March 24 with a complete line of new goods. The store will be run on a cash-and-carry basis.

The Liberty cafe, at Manistique, has been remodeled and redecorated and a number of changes made. A new range has been installed. It is now one of the best cafes in the city.

The Manistique Dairy and Products Co. will be opened under new management about the latter part of April, with F. E. Lieds as manager and Frank Yates as expert buttermaker. Mr. Lieds has great faith in Schoolcraft county as a dairy country and hopes to increase the milk production on a much larger scale.

The ice in the river is as thick now as it was any time this winter and it looks now as if the ferry will not be able to start for a week yet. This is holding up considerable business with the merchants on both sides of the river.

Twelve prominent business men of Clovrland have signified their intention of experimenting with blueberry culture during the coming summer. They have purchased tracts of so-called pine barrens—recognized as the best blueberry land. The tracts to be devoted to this enterprise are located in Marquette, Alger, Delta and Chippewa counties.

Better a man who fails in his efforts than one who never tries.

We sure will miss our good friend, Thomas M. Ross, who for the past ten years was immigrant inspector at this port. He has been promoted to a better position at Montreal, where he will be Assistant U. S. Commissioner of Immigration. Tom, as he is familiarly known, is an all around good fellow and has a host of friends here. He has been active in commercial affairs, a social leader and a good hunter.

Jim Molanaro, proprietor of the Manhattan cafe, is getting ready for the homecoming week, doing a lot of redecorating and making a few changes which will be in keeping with the best in the city. Jim is a hustler and will keep in the front rank to get his share of the tourist business.

You can't have faith in the future until you get rid of the fear of the past.

Leonard Strobel has purchased the branch grocery stock of P. T. McKinney & Sons, on East Portage avenue, and will continue the business. Mr. Strobel has been brewmaster for the Soo Beverage Co. for many years and this is his first attempt at the grocery business. As he is well and favorably known in the city, the new venture has bright prospects.

Vernon Lipsitt, of Pickford, was a business visitor here last week, making the trip via sleigh. Vern says the sleigh route is not in it with the gas route.

Money talks, but the lack of it shrieks. William G. Tapert.

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Unsolved Problem of the Hotel Sample Room.

Hartford, April 3—The hotel sample room—not the so called affair of a decade ago where thirsty throats were relieved—but where the commercial man displays his wares, is ever a problem in hotel operation and a very costly one as well.

How to supply this convenience to the guest at a minimum of loss to the hotel is discussed at every gathering of hotel men, but the solution has never been reached.

In the larger cities guest chambers of unusual size are provided, at the usual prices charged for similar, but smaller apartments, but the additional space used and the unusual wear and tear on the carpets and furnishings are never compensated for, with the result that this class of service is supplied at a great sacrifice and the worst feature of the whole transaction is that the patron is seldom if ever satisfied, and gains the impression that he is the one who is being imposed upon.

In the smaller towns the use of sample rooms is infrequent for the reason that the salesman usually displays his wares in the customer's own store, and while the country hotel has in apartment set aside for this purpose, it is seldom used. If it is, usually no charge is made for it, which gives a reason for complaint when the patron comes in contact with the city situation.

Here is a situation the city landlord has to confront frequently. The man of samples registers in to the hotel in the morning and takes possession of one of these rooms, naturally to the exclusion of others who wish similar accommodations. He uses the room for his display, sleeps in it at night and frequently checks out on the following evening and resents a charge being made for more than one day, notwithstanding the fact that he may have kept someone else from using and paying for it on the second day.

To my notion there is absolutely no valid reason why the guest should not be charged on a pro rata basis for additional days of occupancy of sample rooms, even though the check-out hour for ordinary accommodations is 6 o'clock p. m.

The sample room is a special service, as before stated, at an absolute financial loss to the institution which supplies it, and the fair minded traveler will concede that occupancy to the exclusion of others until the checkout hour of the final day, should be paid for.

Most of the members of the Michigan State Hotel Association, remembering with pleasure their acquaintance with V. G. Bideharn, who managed the Bancroft Hotel, at Saginaw, for some time. Recently the guests of his latest hotel, the Beaumont, at Beaumont, Texas, had the novel experience of witnessing a circus performance in the great lobby of that establishment. The services of a circus company performing there were invoked, the lobby was cleared of its furniture, while the mezzanine floor served as "bleachers" for the guests. The elephants waltzed and did other stunts and a general performance was staged.

The Interstate Commerce Commission has finally announced the rules and regulations to govern the issuance and use of interchangeable scrip coupon tickets which become available May 1. Such tickets are good for one year from date of issuance.

The Commission has heretofore decided that carriers should establish a non-transferable interchangeable scrip coupon ticket in the denomination of \$90, which shall be sold at a reduction of 20 per cent. from the face value of the ticket. The scrip coupon ticket will be good within one year from the date of its sale for the carriage of passengers on passenger trains only, operated by certain designated lines, except that in the case of

special or extra fare trains its use will be subject to the payment by the passenger of the special or extra fare. One of the rules to govern issuance and use of these tickets provides that it must be protected by both the photograph and autograph of the purchaser, in order to prevent so-called "scalping."

Under another rule this scrip coupon ticket must, before the passenger boards the train be exchanged at a ticket office for a one-way or round-trip ticket. In establishing this rule the commission held the practical and revenue aspects of the situation to be of more importance than the convenience of the passengers.

There is only one exception to this rule. Where a passenger boards a train at a non-agency station, the conductor is required to honor the coupons the same as under circumstances where cash fare is paid on the train.

An additional rule provides that the excess baggage charges must be paid in cash instead of by scrip.

Under the regulations scrip tickets will not be available for reduced rate or suburban tickets, nor for extra fares on limited trains, nor for payment of parlor or sleeping car fares, nor for less than adult fares.

Scrip books lost, mislaid or stolen will not be bulletined by the railroads, nor will extension of time be allowed for their use if they are subsequently recovered.

This is not altogether the ideal disposition of the mileage problem according to the views of many would-be users who had in anticipation the return of the old-time mileage book, but it may be considered, at least, a "brand from the burning" and is simply a proposition to save 20 per cent. of the cost of ordinary individual transportation by the investment of \$90. The business man will look upon it as a good thing and avail himself of its advantages and, in time, it may become reasonably popular with salesmen. It is, at best but half-a-loaf, but it may, if universally accepted, prove an entering wedge for something better in the future. At least it is worth trying out.

Mind you this order by the Commission by no means sets well with the transportation companies and they are threatening all sorts of legal delays, but we will hope for its final application.

The Hotel World, Chicago, makes mention of a "certain prominent citizen of an Eastern city who recently went on record in singling out three hotels he had found the "best" in crossing the continent. The proprietor of one of these hotels subsequently wrote the gentleman suggesting he enlarge on the matter in print and say in what respects he had found these hotels superior. To this request the man demurred and wrote that he hardly thought it necessary or advisable to attempt to define what makes a hotel "superlatively good." He added, however, that in replying to the same question from another party, he said "cleanliness, courtesy, homeliness and reasonable charges are among the essentials, but both the superlatively good hotel and the superlatively beautiful woman defy explicit description."

The gentleman said something. But let fifty travelers of the same class and travel experience from the Atlantic to the Pacific coast, stop en route at the same hotels for the same length of stay and they would by no means agree upon what were the best three hotels across the continent.

The good hotel consists largely of service and service fluctuates in the best hotels. The quality of raw food, cooking and waiter service vary in the same hotel. The attention and service that pleases one man does not suit another man. How good a meal tastes often depends on how hungry a man is or what is the condition of his digestion. A weary traveler finds a restful bed. A man is a mercurial creature.

Frank S. Verbeck.

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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
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Laws and Penalties Should Be More Equitable.

Written for the Tradesman.

Humanity can never be successfully governed by laws and penalties. All penalties are not punishment. Some men pay a fine just as they pay a wager. Others regard the payment of a fine as a commercial transaction; it is small in comparison to the profits of their illegal business. By increased vigilance to avoid detection they may in future escape such accidental losses. Imprisonment for such is the only deterrent.

Penalties which are really punishment are not always deterrent. Some criminals trust to luck to escape detection or conviction. Others consider themselves too cunning to be caught. Eventually the sharpest criminal usually discovers that there are sharper people in the world than himself. Sudden temptation or outbursts of anger may exclude any thought of penalty—of punishment. Premeditated crimes are usually accompanied by comprehensive plans to escape detection or elude capture. And yet, the fierceness of hate sometimes impels to murder when there is no expectation or hope of not being found out. The desired end is accomplished with the clear determination to take the consequences. Penalties prescribed for violations of law may be inadequate, equitable or excessive, the application thereof sometimes being regulated by judges. For some crimes there can be no adequate punishment. Murder may be said to be one such. It seems to us that life imprisonment would be greater punishment than execution. So it is not always a question of punishment, but the safeguarding of society from further acts of the criminal. Prisoners escape or are pardoned. The first is dependent on carefulness, honor or otherwise of officers, and there is always a possibility of escape. The latter feature could be effectually and permanently remedied. Power to pardon a guilty person should never be delegated to one man. Why it should ever be permitted we cannot see. If a prisoner serving a sentence is proven innocent, a pardon is not the just method. He should be set free and furnished papers of vindication. If the pardon power were never abused there would be small clamor for capital punishment.

Law abiding citizens do not think of the penalties attached to any law. Laws and ordinances are regarded as wise regulations for the benefit of all. Various ordinances are but instructions for the guidance of law respecting citizens and are gladly complied with.

Regard for law is often dependent on the source of law. In monarchical governments fear of punishment is mainly the reason for obedience. Where laws are enacted by the people, they are variously regarded. Men who would not commit crime have their own views as to the right or wrong of forbidden courses of action, and their compliance with such laws is dependent on the strictness or laxity of enforcement. This is often the case where laws are regarded as favoring a particular class, as game

laws, for the benefit of sportsmen. Only the penalties prevent many from violating laws which they regard as unfair. Some men seem to think that if they vote for a certain law, they, of course, are bound to respect it. But if they opposed or voted against it they are not so bound. The will of the majority is repudiated. Only detection and punishment can educate them aright.

The law specifies a definite penalty for a certain crime. Of two persons convicted of a like crime one may be vastly more guilty than another. So the sentences are least or great, short or long, according to the belief or understanding of the judge.

A boy of fifteen is found guilty of first degree murder and the judge has no option in the matter. The law of the state prescribes the death penalty, regardless of age, sex, previous record or any other circumstance. There is no provision for a chance of reformation. For a criminal with a record of many years of law defiance and violation, so hardened that there seems no possible hope of amendment, such a penalty might seem just, or the necessity of permanently and surely removing a dangerous character from society might justify extreme measures.

In the case of a child or youth convicted of crime the great question should be: Has the state fulfilled its obligations to that child? If it has not, it has no right to condemn him. The responsibility of the child's delinquency can not be placed altogether upon the parents. There is no adequate system to inform the people—all the people—of the laws of the land. All the knowledge which people in general have of law is picked up here and there; from newspapers, from conversation and from accidental sources. Why should not our public school system include adequate instruction in regard to law from the lowest grades up. If there is value in penalties, every one ought to be fully informed as to those penalties.

Instruction as to right and wrong and regard for the rights of others, if understood and followed, would largely obviate law violation. The earlier in life one can be made to realize that laws are for one's own benefit and protection the better.

Opposition to or contempt for law is often the result of false reasoning, to incomplete understanding or instruction from those who deliberately, purposely seek to lead others astray. Many there be who look upon laws and penalties as means of oppressing, enslaving, defrauding the poor, weak and unfortunate and benefiting those who happen to be in power—the rich, the strong, the fortunate.

There are other penalties for wrong doing besides those found in the statute books. Wise parents and teachers will endeavor to impress these first upon the minds of children. Rightly understood their deterrent effect will far outweigh any fear of legal penalties.

Harshness and brutality of officers toward those who are only accused of law violation is most reprehensible. Even the old Roman law forbade punishment of a prisoner before being

NEW ISSUE

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Capitalization \$200,000.00

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Legal matters pertaining to the organization of the company and to this issue have been passed upon by Messrs. Travis, Merrick, Warner and Johnson.

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proved guilty. Is there any possibility of progress and improvement in our laws and the administering of penalties or must we go back to the methods of thousands of years before the Romans?

E. E. Whitney.

Days of the White Pine Fifty Years Ago.

Grandville, April 3—The big pine trees of Michigan, where are they?

It was maintained by the early lumbermen that the pine forests of the Peninsular State were inexhaustible. That statement was proved a fallacy years ago. Where once the immense pines reared their heads far upward toward the blue of heaven, now there is a barren waste, with the claim being made that the most of the once pine lands of Michigan are unfit for agriculture. This may be true, in part, but it is not wholly so.

Some very fine farms are now under cultivation where once pine forests grew. It may be set down as a truth that where the pine trees were large and thrifty there was land with some strength, and all the pine barrens which bore the big trees are good agricultural lands. The jack pine lands and small trees of even good pine indicate a poverty of soil which requires the expenditure and patience of much money to bring into paying tilth.

The spring of the year calls to mind the breaking up of winter jobs in the lumber woods of long ago. Teams and men came out of the woods, speeding to the mouth of the river where were mills starting into action for the purpose of converting the winter's harvest of logs into merchantable lumber.

The woods bully was no longer in evidence. The various lumber camps scattered their men to different parts and the old companionships were gone and soon forgotten.

Immediately the frost was out of the ground the many river rollways were attacked and broken, the millions of logs being tumbled into the roiled waters of the Manistee, Muskegon and the Grand. Down these streams the logs were floated to the mills at the mouth.

Now and then a man was killed in the woods by falling trees or limbs, but the more numerous accidents were on the rollways. Every spring men who risked their lives in the breaking of rollways lost them. The rollway breaker's work was full as dangerous as soldiering in time of war.

Numerous lumber camps were in evidence near Bridgeton on the Muskegon. Down the long hill leading from the woods to the South side of the river seventy teams passed, bearing the big pine logs to the water.

At the top of this hill stood the schoolhouse, past which this long stream of logging sleighs moved daily. Boys and girls, with their coasting sleds, often stole rides up the hill on empty logging bobs, and some of the teamsters came to be very friendly to the boys. Woe to the teamster, however, who refused to let them ride. Such ones, and there were a few, came in for a good rain of snowballs from behind fences and stumps as they passed down the long hill on loads of logs.

One of the kindest, best loved of the teamsters fell a victim to rollway breaking after working all winter in the woods. He was taken to Muskegon for treatment, but died on the road.

The Muskegon was the greatest lumbering stream in Michigan and, of course, in the world. The Saginaw, with its tributaries, may have exceeded the output, but for a single stream Muskegon bears the palm. To-day, where thousands of men were busy half the year harvesting and caring for the great cylinders of pine, now is the quietude of the desert. In the country where once the greatest industry of the State flourished, a dead and silent waste greets the eye. It is as sad as the collapse of a nation after

enjoying years of unexampled prosperity.

Great rollways, covered with millions of feet of logs, were broken every spring. Sometimes it would require weeks, sometimes but a few days work to set the great jam pile tumbling into the river. To find the key log and remove it was the idea. I call to mind, however, one big rollway which failed to respond to the removal of the key log, and it remained for a green country boy to suggest a remedy. His idea was to roll some large logs along the top of the rollway and send them plunging down on the outer surface of the big pile.

A few logs rolled in this way caused sufficient jar to loosen the great log pile, and the whole rollbank was suddenly cleared of logs.

It has been a wonder to the writer that no American novelist has capitalized the rich pickings of the lumber region for the making of the great American novel. There have been a few attempts, along unimportant lines, but no genuine reading of the situation and a revealing of life as it was lived sixty and seventy years ago in the Michigan lumber woods.

The disappearance of the white pine has been a sad commentary on the wisdom of our American people. The men of the woods seemed to take no heed of how the forests were being depleted. It may safely be estimated that as much good pine timber went up in smoke as found place in the lumber mills of the land.

The destruction—the complete obliteration of white pine, in fact—is not pleasant reading for an honest to goodness American and the long years that must necessarily elapse before even a small part of the destroyed forests can be renewed is a fitting commentary on the blind foolishness of those men who plunged the knife to the hilt in the assassination of what at one time was our State's greatest asset.

The story of the great pine woods; the element of interest awakened by the study of that wonderful epoch in Michigan history; the story of those sturdy pioneer lumbermen from the Penobscot, the Kennebec and other Eastern lumber streams reads like a fairy tale, and yet its true significance has never been understood.

Old Timer.

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Do you want to give your next circular, opening or sale announcement a striking individuality that will insure of its reading?

Print across the top of the advertising circular a check for five cents using a fac-simile check form and your signature, with copy reading, "Pay to bearer five cents for services rendered." Head the circular, "Will 5c pay for your time used in reading this circular?" Below the heading run selling copy.

It is advisable to embody in the check a clause stating that it must be redeemed at your store, thus preventing children from accumulating them. As a matter of fact, few of the checks will be redeemed—they will be kept as souvenirs. If you have a mailing list you can fill in the check with the name of the addressee, thus making it more personal.

C. D. Lane, druggist at Harbor Springs renews his subscription to the Tradesman and says: "I certainly enjoy it and think every live merchant should take it. I like your style."

Stupidity is the one sin for which there is no forgiveness.

The Confidence of Your Customers

is established by selling articles of known value.

You gain good will when your customers know they are not being overcharged.

When the price is shown on the label you are protecting your profits and that which is most valuable in all business—the good will of your customers. In selling

K C

Baking Powder

25 ounces for 25¢

you are assured of the confidence and good will of your customers and fair profit for yourself.

**No better manufactured
at any price**

**Millions of pounds bought by the
government.**

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

THE PRICE OF SUCCESS.

Penalty Too Many Pay For Financial Supremacy.

Waiting to see me?" Amos Steele looked up from the compilation of notes he was making.

"Yassir. This last hour'n a half." The confidential guardian of the inner sanctum of the Steel Shoe Manufacturing Company permitted a subtle intonation which might have meant either reproach or the hint of a plea.

"Didn't you tell him I was busy?"

"Yassir; I always tell 'em that."

"That's right, Eph. It seems to me I always am busy." Steele passed his hand upward across his heavily veined forehead into his hair where it met scant resistance. "I've always been busy," he sighed, "for thirty years. What does he want? A job?"

"I don't reckon so, Mr. Amos. He says his father used to know you right well, and he thought as how you'd see him 'count of that if he waited."

The head of the concern glanced at the carefully diagrammed visitors' information form. "Ralph L. Wilson," he read. The tired eyes above the puffy, leaden sacs narrowed with interest. "Must be Tom Wilson's boy. Lad of about twenty-one, Eph?"

"Yassir.. Nice spoken young gen'man. Shall I fetch him in?"

"Yes. No, wait. Get Fowler. Turn the boy over to him, to be taken through the factories."

"All of 'em, Mr. Amos?"

"Yes; the whole plant. I want him to see everything. Tell him I said for him to ask questions, to talk to the men if he likes, to take in all he can. I may want a report from him on his—er—his impressions of the place."

"Yassir, Mr. Amos." The old man nodded intelligently, but outside he shook his head, privately opining that this was a queer kink for the boss.

Released to his notes, Amos Steele put in an hour arranging and codifying them, then the better part of another hour analyzing some troublesome figures at the end of which task he looked up to see Eph escorting a stocky, serious looking youth to his desk.

"I can see you're Tom Wilson's boy," was the manufacturer's greeting as he shook hands, "by your looks. Sit down."

The youngster obeyed.

"Been through the plant?"

"Yes, sir."

"What do you think of it?"

"It's a pretty big concern."

"That all?"

"And very busy, apparently."

"What else?"

"Why," hesitated the boy, "I don't know just what you mean. I found it very interesting—"

"You ought to. It's the best factory of its kind in the country," declared the older man aggressively. "I made it that, and I know. The best to work in; the best to own. And you might have owned it."

"I? Owned this—"

"Half of it, anyway. Didn't your father tell you?"

"No, sir."

"Didn't want to, perhaps. Yes; it might have been half yours, if he'd been a different kind of man."

The boy shifted in his chair a little, and an impalpable change came into his voice as he said, "My father died last year."

Amos Steele nodded. "You needn't fear that I was going to say anything against him. Tom was a good man in his way; as good as the best. But his way wasn't my way. Maybe it was a better way. What do you think?" he demanded, giving his visitor a hard, quick look from beneath his bushed eyebrows.

Young Wilson flushed. "I think it isn't quite a fair question."

"So it isn't. I'm glad you said that. It's about what Tom would have said—if he'd thought it. Perhaps it'll be fairer later, after I've told you a bit of personal history. You won't understand it, probably. But neither do I—not all of it—not the essential part of it."

He leaned back in his chair, mouth-ing an unlighted cigar in nervous satisfaction, and told his tale.

Your father and I, said Amos Steele to the heedful youth, started even with nothing but a job apiece. Shoemakers, we were; cobblers they still called 'em in those days, but we'd got swept into a small factory. Good workmen, both of us; Tom a bit better of the two with his tools. The factory wasn't much; old fashioned, hand-to-mouth, beaten-track sort of business. No sort of chance to get ahead there. It didn't content me. Nothing ever has. I expect that's the reason of my—(Amos Steele took the cigar from his teeth, regarded its mangled end, and decided to light the other extremity, after which he drew a few puffs before concluding with the emphatic word)—success.

I wanted to work for myself. I wanted money. I wanted to see something that was my own growing under my hand. When I had a hundred dollars saved I went to my doctor, who was always kicking because his shoes wore out—shuffled along like a spavined walrus, Doc did—and I said: "Want to be well shod at a reasonable price, Doc?"

He said, "Who'll take the contract, Amos?"

I said, "I will. Lend me a hundred dollars and I'll set up a little establishment of my own that'll turn out a real shoe even you can't wear out."

"A hundred won't start you, Amos, and I ain't a bank."

"If you were I wouldn't be coming to you, because I haven't got any security to offer. But I think I can get a couple of other fellows that don't like their shoes to come in, and I've got a hundred of my own, and even if you aren't a bank I'll pay you 7 per cent."

The Doc mulled over that for a while. "I'll tell you, Amos," he said at last, "I'll take a chance on you. You'll need five hundred to start with properly. Write me out a little acknowledgment saying you'll pay me one-fifth of the profits at the end of the year, after you've taken out a fair return for your own work, and I'll find you the hundred."

Amos Steele turned to his visitor. "Know anything about finance?"

Seaside Limas and Baby Limas

The market for Seaside Lima Beans has been unusually fine. The rigid standards of quality and uniformity which this association has maintained over a period of years has brought to us a dealer preference not enjoyed by any similar product.

SEASIDE
CALIFORNIA
LIMAS and BABY LIMAS



California Lima Bean Growers Association
Oxnard, California.

Many grocers have found that

Two or three shelves devoted to Domino Cane Sugar Products place these widely demanded, large volume products where they are easily identified, and convenient to sell. The sale of one often means the sale of two or three others. The "Domino Section" is a business-building idea that is proving highly profitable throughout America. Have you one in your store?



American Sugar Refining Company

"Sweeten it with Domino"

Granulated, Tablet, Powdered, Confectioners,
Brown; Golden Syrup; Cinnamon and Sugar;
Sugar-Honey; Molasses

"A little, sir. I'm specializing on economics and finance in college."

"Then you probably realize what I was doing when I gave that receipt. I didn't—at the time."

The boy smiled. "I think you were selling a share of stock."

"So I was. And the buyer is a rich man to-day through that little investment."

I took that hundred, pursued the manufacturer, and went out and talked two other fellows into giving me a hundred each. But I'd had time to think it over meanwhile and I decided that giving a lender a permanent share in my profits wasn't going the right way to own my own business. So for the other two hundred I gave notes secured by a mortgage on a little piece of land I'd picked out for my shack. Paid 7 per cent on 'em.

"Bonds," said young Wilson.

"Bonds," agreed the manufacturer, "though I didn't know that at the time, either. I had to learn my finance as I went along."

Up to then I'd counted on Tom Wilson. He was my chum at the factory. I went to him and said:

"Tom, can you put your hands on a hundred dollars?"

"Yes," he said, "and more. Why?"

"Will you quit this job and go in with me as a partner?" And I outlined my plan. I've got \$75 worth of orders already."

He listened me through. "No, Ame," he said. "I'm well off as I am. My pay is enough to live on and put by a little. I've got one eye on a little house and another eye on a little girl—"

"You'll get cross-eyed that way, Tom," I said. "You keep both eyes glued to this little business I'm telling you about for a few years and you'll be seeing bank rolls."

"I guess a marriage certificate is the only investment I'm looking to make for myself," he answered.

Arguing was no use; I couldn't budge him. "Being your own boss means packing a boss's worries," he insisted. "It isn't worth it, not to me. Look at our Old Man at the factory; shrivelled up like a spoiled nut with worry and scheming and figuring on how to keep far enough ahead of the game, and him not fifty yet. I don't want to get that way, Ame; not for any money. Besides, if I put my savings into it I couldn't sleep nights."

"I don't expect to sleep nights, myself, much," I said. "Not until I've got this thing going. Then I'll take it easy." That's all I knew about it at the time! "But I'm kind of knocked off my pins by your not coming in. I need you in that business worse than I need your money."

"All right, Ame," said Tom, "I'll come and work for you."

And he did. He was a good worker, Tom Wilson; the best. But at the end of the day's job he put up his kit and was through. He didn't take anything home with him inside his head or outside. I was never through. I lived in and for that shack, fussing with the machine at night to make sure it was ready for the morning, going over the stock, figuring up the orders, planning to get more, staking

out extensions as the thing grew, and it did grow, for we were making good shoes at a reasonable price and a nice profit. At the end of the year I had another talk with Tom and gave him the chance again to come in on his own terms. But he was married by then and wouldn't listen. "I'm all right as I am, Ame. Once and for all, no." So it was settled friendly and finally. The fairest I could do was to raise his pay and I did, until he was the best paid workman in town.

Next came my stockholder. I went to see him.

"Want your money back, Doc?"

"Not specially. Do you need it?"

"We're growing. I could use it."

"Go ahead, then. How much did it earn?"

"Oh," said I offhand, "your share of the profits shapes up to about \$50."

"(Some dividend!)" commented the youth, smiling.

"Forty-eight per cent., to be exact," replied the magnate. "It was bigger later."

"Pharaoh and the pyramids!" says Doc. "Let me leave it in, will you?"

I would. He kept on leaving it in. That's how he's a rich man now. Well, your father took his profits, his increased pay, and put them into a horse and buggy. I can see that horse and buggy now (Amos Steele looked wistfully through the curing smoke rings into the vivid past) and how pretty and proud Mattie—that's your mother—looked sitting up driving it. By and by it made me a lot of trouble, that rig, because when I got married, about that time, my wife couldn't see why we couldn't have a turn-out. If Tom Wilson that works for you can afford it I guess you can." All that sort of thing. Well, I couldn't. Every cent I could set aside was going into our little business to make it bigger. Surplus, all keeping active, making more surplus. Tom was investing his surplus in life. Both ways pay dividends, I guess, if you invest wisely, and I'm not saying Tom's way wasn't wise. And I'm not saying which kind of dividends is best.

But I was investing more than my money; I was investing my time and thought and nerve and energy and youth, and, as the years went on and the business grew bigger and more demanding in proportion to its size, my home life and associations and—well, maybe a pretty liberal share of my happiness of a certain kind. Your father would know more about that than I; he specialized in that kind of—of security. A man ought to get pretty heavy returns on the kind of investment I put into that early business. It would be hard to reckon an adequate return in percentages; 100 per cent.; 500, 5,000, the kind of return which makes fool legislators tear their hair in Congress and talk about blood-sucking captains of industry. Blood-sucking—that's a good word. I invested my blood in that enterprise of mine and I'm not certain that I've ever got all of it back—or its equivalent.

Ten men were working for me at the beginning of the second year, and at the end there were twenty-four. Tom Wilson was the foreman and

did some designing, and we were putting up a real factory. In five years the payroll had two hundred men on it. Then the big slump struck us. By that time I'd bought a car; had to do it to keep peace in the family, although I don't think Mrs. Steele ever quite got over that horse and buggy of the Wilsons. Well, the market just simply died on us. Cancellations, rejections, no new orders, other concerns closing up on all sides. But I wasn't going to shut our doors, not for a week, not for a day. I'd put all I had of soul and body into that concern and it was part of my pride to keep it going and to have the jobs ready for the men when they showed up in the morning; a kind of superstition, too, I guess. I sold the car; I mortgaged our house; I begged at the banks; the Doc got in behind me like the good old sport he was, and we pulled through. No profits that year for any of us; losses instead. But wages went on. They went on just the same.

In response to Steele's pressure on a desk button the inner guardian appeared.

"Mr. Amos, sir, there's fo' gent'men wait —"

"Tell 'em I'm in conference. Eph, how long have you been with me?"

"Twenty-two years," grinned the servitor.

"How many strikes have we had in that time?"

"Strikes? Ain't had no strikes evah I heard of in this fact'ry."

Amos Steele to his caller. "You know why that is, my boy?"

"Why—I think—I suppose you pay high wages and maintain good conditions that keep the men satisfied."

"That's only part of it. My men have never struck on me because I've never struck on them. Their jobs have been there, their wages have been paid, whether the concern was making or losing. Sentiment, at first; that's what it was; sentiment for my concern because it was mine; vanity, if you like; that's a sentiment. They say sentiment doesn't pay in business. They're wrong. It has, in my business. But I didn't know that, either, at first."

"That busted me, the strain of that crisis," a little nervous spasm in the corner of the big man's mouth caused the fresh cigar which he had taken to punctuate the reminiscence with strange aerial curves: not financially; nervously. I had to take a vacation. Went to the woods; deep in where they have Indian guides. There I got the idea of popularizing moccasins. You see, I couldn't get away from business even there—never could—never will. I came back and put the Pantherfoot moccasin on the market. In two months the factory was completely outgrown. This place was for sale. I didn't like to leave the old town, but we'd outgrown it. I took over this plant. Tom wouldn't come with me. He loved the old town; had all his investments there, peace, quiet, his home, his family life, the affection of his neighbors. And so he lived and died. And I lived and—and prospered. And that's story of us two men."

"Did your father leave anything?"

asked Amos Steele after a long pause.

"Enough to take care of my mother very simply and send me through college."

"I see. I've got a boy in college."

"Yes. He's in my class."

"That so?" Amos Steele leaned forward, sharply interested. "See much of him?"

"No. It's a pretty big place, you know. I don't travel with his set."

"Humph! Don't think much of 'em perhaps."

"Oh, I'd be glad enough to trail with that lot," answered the boy with his ingenuous smile, "if I knew them and could make the grade. But I can't afford it."

"My boy Delevan can," said Amos Steele a little grimly. "What he can't afford is the time and effort. He's just flunked out."

"That's tough."

"Part of the investment," returned Amos Steele cryptically. "Know young Holloway?"

"Just to say hello to."

"My daughter's engaged to him."

Involuntarily young Wilson exclaimed, "What! I've never met her," he continued hastily, "but I've seen her at the dances and she seems so young."

"And by your tone I judge you don't think much of Holloway."

The boy reddened. "I really don't know a thing in the world against him."

"I do. But there's nothing I can do. Not enough influence with my youngsters. You see—the older man's grim-features twitched—"I—er—invested my family, too, in a way. Never took time enough out of the business to see much of them. Pretty much all my surplus in life is invested right here. And I won't say but what the return isn't worth it. I'd like to have old Tom Wilson's view. What's yours—after a bit of history?"

The young man shook his head.

"You came here about a job, didn't you?"

"Partly."

"You can have it. But if you take it and make anything worth while of it, it'll be along my path, not your father's. What do you say?"

"I don't know what to say—off-hand."

"Take the evening to think it over. Then write me, will you?"

"All right, sir."

In the morning Amos Steele received the boy's letter. He read it slowly, consideringly. A smile, half cynical, half regretful, made no less somber the set look on his face.

"I thought so," said Amos Steele. Samuel Hopkins Adams.

It is a great mistake to try to get the best of an employer or to attempt to take advantage of inside knowledge of affairs. Many times an employee gets the idea that he is indispensable to the firm, and can on this ground demand pay his actual services do not warrant. A young man lost a most valuable position because in a critical moment in his firm's history he demanded a higher salary, on the plea that they could not manage without him.

1923			APRIL				1923	
S	M	T	W	T	F	S		
1	2	3	4	5	6	7		
8	9	10	11	12	13	14		
15	16	17	18	19	20	21		
22	23	24	25	26	27	28		
29	30							

Make it raisin week in your store

A special opportunity to cash in on all the raisin advertising

Thousands of grocers will see a decided jump in their sales of raisins, raisin breads, etc., during the week of April 23 to 29.

It's raisin week! A week when the national interest in raisin foods will be fanned into immediate *buying*—by our advertising—by your co-operation.

And your co-operation is vital if *you* are to cash in on the special drive. Each grocer, of course, will profit only from the extra sales his own store makes.

Make it raisin week in *your* store—April 23 to 29.

Feature Sun-Maids, the raisins every housewife knows

Knowing Sun-Maid Raisins, millions of women prefer them. The housewives in your community do. Take advantage of

this preference during Raisin Week. Let your customers know that *you* have Sun-Maids.

We'll help you do it. Just fill in the coupon below and mail it to us. Attractive window and store display material will be sent you free.

Send the coupon now

So that we can get your material into your hands in time, please send the request now.

Raisin Week offers you a special opportunity to boost your sales of raisins and raisin breads—and do it easily. Get in on it and let Sun-Maids help you make it a real success.

SUN-MAID RAISIN GROWERS

A Co-operative Organization Comprising 14,000 Grower Members

Fresno, California

Sun-Maid Raisins

The Raisins That Every Housewife Knows

CUT THIS OUT AND SEND IT

Sun-Maid Raisin Growers

Dept. G-1204, Fresno, California

Please send me, free, display material which will help me cash in on Raisin Week April 23 to 29.

Name _____

Street _____

City _____ State _____



Michigan Retail Hardware Association.
 President—J. Charles Ross, Kalamazoo.
 Vice-President—A. J. Rankin, Shelby.
 Secretary—Arthur J. Scott, Marine City.
 Treasurer—William Moore, Detroit.
 Executive Committee—L. J. Cortenhorst, Grand Rapids; Scott Kendrick, Ortonville; George W. McCabe, Petoskey; L. D. Puff, Fremont; Charles A. Sturmer, Port Huron; Herman Digman, Owosso.

Featuring Sporting Goods in the Hardware Store.

Written for the Tradesman.

There is no doubt that the hardware dealer who makes a separate department of his sporting goods gets the best results. Not only is he better able to judge of the success of his lines, but he can deal with this branch of his business in a more comprehensive way. Included in the business as a whole, the sporting goods are influenced by the success or non-success of other lines. That is to say, if trade generally has not been good and the dealer is inclined to buy less heavily, then the sporting side suffers along with the rest, despite the fact that taken by itself it may have shown most gratifying results.

By making a separate department of his sporting goods, with a special ledger account, the hardware dealer can deal with these lines on their own merits, and with his fingers more directly on the pulse can better judge of the treatment that will best encourage and develop this part of his business.

In these days of recreation and of facilities for easily indulging in all kinds of pastimes, very few hardware dealers lack a demand for sporting goods. However small this demand may be, the dealer who manages his sporting lines as a special department is closer to the trade and can cultivate it the most thoroughly. Furthermore, the placing of a clerk in special charge if it is possible to do so, is a great factor in developing the sporting side of hardware.

Encourage the clerk to pick up all the technical points of the different lines, so that he can direct a customer's attention to various parts which add strength or resiliency or whatever it may be to the article under discussion. If the clerk is not a sportsman himself, he can, by keeping his eyes open, secure information that is interesting to an enthusiast. A sale is more than half clinched when the salesman meets the customer on his own ground, and can tell the latter something new or interesting about the sport of which he is a devotee. A salesman who is perforce compelled to be a mere automaton owing to lack of knowledge is a poor asset in any line; in sporting goods he is fatal.

In another way the value of a well-informed salesman is apparent. In selling goods where rival merits play

so great a part, the question of quality and not price must be the great selling factor. To the average sportsman, price is a minor consideration. He merely wants to be assured that he is buying the finest article and the one that will best suit his particular needs.

The salesman should, therefore, be in the position of being able to assert that a particular article is "just the thing" and to back that statement up by cold, hard facts. It is the matter of superiority, and not of price, that usually clinches the sale.

Placing a man in charge of the sporting goods department creates a responsibility that is of the utmost value to this branch of the business, and gives the head of the firm an authority upon which to rely when the purchasing is being done, or development or retrenchment considered.

To make a success of the sporting goods department it is essential to have the goods when the demand sets in. Sporting enthusiasts are usually in a hurry. It is good to buy judiciously and carefully; but it is possible at times to buy too carefully. Every year the hardware dealer loses money through not having the goods when they are wanted. The remedy is to study your clientele with a view to determining just about how much of any given line, and what particular lines, your public will absorb. The better you know your customers, the more accurately you will be able to buy, and the fewer sales you will miss.

Next, give the goods as much display as possible. This does not necessarily mean window display; but show them inside the store so that your customers can see what you have. It is a mistake to pile such goods under the counter or in the rear of the store and expect people to come and ask for them. Bring them out where they can be seen. Conspicuous display is peculiarly necessary for the sale of sporting goods. It is not so much a matter of using a whole lot of space, as of using judiciously what space you can spare for these lines.

To display the goods is to create the trade. The better the display the better the business. Not merely is it necessary to have the goods out where they can be seen; it is also requisite to show them attractively and interestingly.

To show the goods in use is the best method of display. To do this with a wide range of goods requires some ingenuity, but it will pay. To put a baseball uniform, with a mask and glove, on a dummy will encourage a sale much quicker than to have the goods alone lying on the counter. In the window, splendid sporting scenes



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.
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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.
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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.

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

can be effectively arranged. Interest can also be created by hanging pictures of hunting scenes in the window in connection with showings of guns and ammunition.

A one-line display in any sporting goods line is always very effective, whether for the interior or for the window. In any case it is best never to crowd or mix the goods so that the effect will be confusing to the customer.

To arrange all the stock on display has the advantage of acting as a safeguard against overstocking. This tendency is altogether too great with the average merchant and to buy a limited quantity in a wide range so that all goods could be put on sale without holding is much better than putting the goods in the basement where they are usually forgotten after they are paid for. The merchant is not likely to lose money on goods put on sale in a conspicuous place in the store. But many merchants lose money on goods left on the back shelves.

Spring is the "big season" in sporting goods. The dormant enthusiasm of the sport lover is aroused when the first signs of warm weather appear. It is important, therefore, that the dealer pay special attention to his trade during the spring season.

Why not hold an opening day? This is done in other lines—in paints, stoves and Christmas goods. Three or four years ago a small city dealer adopted this plan. He selected the first of April as the date and advertised the opening extensively, running a series of snappy advertisements calculated to attract the attention of sportsmen.

The night before the opening day the staff got to work and arranged the stock to fit the occasion. A large table was shoved to the front of the store and on it was placed a variety of articles, such as baseball and cricket gloves, deckers and masks. Three ropes were strung from the top of the shelves on one side of the store to the top on the other. Deckers and gloves were attached at intervals on the first rope. Tennis rackets were strung along the second, and the third was used for the display of baskets, reels and other angling supplies. Racks with bats, lacrosse sticks, fishing rods and guns were arranged as near the front of the store as possible. Other lines were more or less obscured by the prominence thus given the sporting goods, but it was for a few days only. Next night the store was rearranged in the old order.

In the meantime, however, practically every sport enthusiast in town had visited the store and a record day's sale had been the result. So satisfactory was the opening day that it has been repeated annually since then.

To hold the trade in sporting goods entails the devotion of considerable time to that department. A secret of success is to make that part of the store interesting to sporting goods customers. The sport devotee is first of all an enthusiast. If his interest is aroused on visits to the hardware store, he will keep on coming. A good stock will interest him. So will sales-

people who know all about and are interested in the games that interest him. A salesman who can talk hunting to local nimrods, discuss the ways of the speckled beauties with angling devotees, and argue big league averages with baseball fans, will always be a magnet to attract trade.

Victor Lauriston.

Novel Ideas in Railroading.

The steam locomotive is by no means economical for branch-line railroads that run through regions where population is scattered. In some parts of the country, therefore, there has been recently introduced the "rail motorbus," which is run by gasoline. It can be operated at thirty cents a mile or about one-fifth the cost of steam transportation. The bus carries thirty-five passengers, with a chauffeur and conductor, and in the rear of the vehicle is a compartment accommodating 1000 pounds of baggage.

The rail motorbus has a frame of steel, with steel floor and sheathing. It is lighted and heated by electricity, has a spring suspension for comfort, and, with front and sides mostly glass, offers the advantages of an observation car. Smoke and cinders are eliminated, of course. The car is provided with a cowcatcher, and its ordinary speed is forty miles an hour.

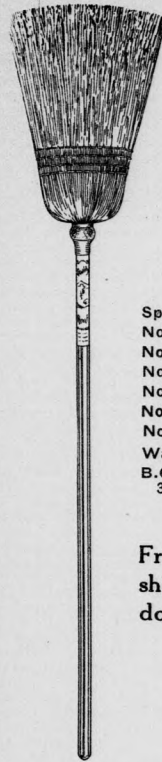
There seems to be good reason for believing that before very long the railroads of the Southwest and the Pacific slope will be run altogether by water power. Those regions lack coal, but of water power they have plenty. In California, particularly, where many streams run steeply down from the mountains, the energy of falling water is converted into electricity at an extraordinarily small cost. In the East people are accustomed to pay eight or ten cents per kilowatt hour for the "juice"; in the Golden State it is often obtainable for a cent and a half or even less.

The electric locomotive is much more economical than the steam locomotive. It can work much longer hours, running twenty hours a day, as compared with eight hours for the steam engine. It is a simple machine, and no more skill is needed to operate it than is required of an automobile chauffeur. It can handle twice as many ton miles per year. It is not obliged to carry any fuel. It needs no water, no turntables, no ashpits, and can be housed in much less space.

The proposed "superpower, zone" extending from Boston to Washington, which is to combine in one great system waterpowers and coal-burning plants at mine mouths for the production of electricity, has 36,000 miles of railroad track. Nineteen thousand of these miles carry enough freight to justify the expense of electrification. To make the change, and replace steam locomotives with electric locomotives, would, it is reckoned, cost \$570,000,000. But the annual saving accomplished thereby would be \$81,000,000, so that the investment would yield a return of over 14 per cent.

As far as you can associate with men who have made notable successes in business, especially in your field.

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



STRAIGHT
SIZE—

*The Johnson
Original 10¢ Cigar*

VAN DAM

MANUFACTURED BY
TUNIS JOHNSON CIGAR CO.
GRAND RAPIDS, MICHIGAN

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.

HEKMAN'S

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

GROCERS — By selling Hekman's
Orange Blossoms you give your cus-
tomers the very latest thing in delicious
baked goods.



Hekman Biscuit Co.
Grand Rapids, Mich.

Proceedings of Grand Rapids Bankruptcy Court.

Grand Rapids, March 20—On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of John T. Robles, Bankrupt No. 2246. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Hastings, and is a traveling salesman by occupation. The schedules of the bankrupt list assets in the sum of \$500, all of which are claimed as exempt to the bankrupt, and liabilities in the sum of \$2,253.67. From the fact that all of the assets are claimed as exempt to the bankrupt, the court has written for funds for the first meeting, upon the arrival of which the first meeting of creditors will be called. A list of the creditors of the bankrupt is as follows:

Samuel T. Johnson, Reed City\$468.79
Curtis Door & Sash Co., Chicago 300.44
Bellows Reeve Co., Chicago 22.00
Collins Northern Ice Co., Grand Rapids 2.58

Sanitary Milk Co., Grand Rapids 19.00
W. A. Stander, Grand Rapids 22.00
C. S. Beurmann, Grand Rapids 25.00
W. D. Lyman, Grand Rapids 10.00
A. M. Campbell, Grand Rapids 7.00
Wurzburger's, Grand Rapids 199.62
P. Steketee & Sons, Grand Rapids 132.78
East End Feed & Fuel Co., Grand Rapids 10.50

Citizens Tel. Co., Grand Rapids 15.00
Mich. State Tel. Co., Grand Rapids 6.65
Schutte Drug Co., Grand Rapids 7.15
George Towers, Grand Rapids 75.00
Western Union Tel. Co., Grand Rapids 7.00

Estate of Geo. E. Ellis, Grand Rap. 365.00
Winegar Furn. Co., Grand Rapids 65.00
Consumers Ice Co., Grand Rapids 22.00
Rhodes Mfg. Co., Grand Rapids 3.00
Chris J. Ema, Grand Rapids 9.20
A. Noordweier, Grand Rapids 18.00
Brummeler VanStrein Co., Grand Rapids 12.25

Thos. E. Waters & Sons, Hastings 16.50
R. H. Loppentheln, Hastings 29.06
People's Shoe Store, Hastings 20.35
Frandsen's Big Store, Hastings 29.75
Thornapple Gas & Electric Co., Hastings 75.00

William J. Reed, Hastings 49.00
Madison Square Garage, Grand R. 45.00
Willis I. Nash, Grand Rapids 22.50
Chas. E. Hooker, Grand Rapids 3.00
Drakes Market, Grand Raids 65.00
Glenn A. Austin, Grand Rapids 27.12
Jos. Watslawik, Grand Rapids 23.00
Taylor Strom Letter Shop, Grand Rapids 6.50

Universal Car & Service Co., Grand Rapids 9.70
B. A. LyBarker, Hastings 13.73
Cook & sentz, Hastings 25.00
J. W. Armbruster, Hastings 13.50
State Street Garage, Hastings 55.00

On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Dick Kramer, Bankrupt No. 2245. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Grand Raids and is a furniture worker by trade. The schedules of the bankrupt list assets in the sum of \$250, all of which are claimed as exempt to the bankrupt, and liabilities in the sum of \$588.85. Funds have been furnished and the first meeting will be held April 3. A list of the creditors of the bankrupt is as follows:

London Furn. Co., Grand Rapids\$ 56.10
Heyman Co., Grand Rapids 12.00
John Postema, Grand Rapids 507.75
Dr. Hunderman, Grand Rapids 10.00
Robert N. Freyling, Grand Rapids 3.00

On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of William T. Bogg, Bankrupt No. 2247. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and is a clerk by occupation. The schedules filed show assets in the sum of \$3,300, of which the sum of \$300 is claimed as exempt to the bankrupt, and liabilities in the sum of \$1,048.20. Of the assets schedules \$3,000 appears to be a life insurance policy. Funds for the first meeting have been requested, and upon the receipt of such funds the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

Chattel Loan Co., Grand Rapids \$172.60
Siegel's, Grand Rapids 67.60
Herpolsheimer Co., Grand Rapids 60.00
Wurzburger Dry Goods Co., Grand Rapids 65.00

Radcliffe Storage Co., Grand Rap. 12.25
Dr. Willis L. Dixon, Grand Rapids 15.00
Everard W. E. Paterson, Grand R. 7.00
Citizens Tel. Co., Grand Rapids 4.59

Consumers Ice Co., Grand Rapids 4.50
Arthur F. Crabb, Grand Rapids 5.50
Friedman-Spring, Grand Rapids 35.91
Himes Coal Co., Grand Rapids 11.25

Century Fuel Co., Grand Rapids 70.00
A. F. Richardson & Son Grand R. 50.00
Bob Rushman, Grand Rapids 35.00
Connor Fuel Co., Grand Rapids 22.00

St. Mary's Hospital, Grand Raids 88.00
Dr. O'Brien, Grand Rapids 100.00
Dr. Wisner, Grand Rapids 20.00
American Laundry, Grand Rapids 7.00

Menter Clothing Co., Grand Rapids 42.00
Press, Grand Rapids 8.00
Murphy & Jarvis, Grand Rapids 8.00
Square Deal Milk Co., Grand Rapids 18.00

International Accountants Society, Chicago 120.00

March 23. On this day was held the first meeting of creditors in the matter of Michigan Motor Transportation Co., Bankrupt No. 2228. The bankrupt was present by Edward B. Strom, attorney. Francis L. Williams was present for petitioning creditors. Willis B. Perkins, Jr., J. R. Gillard, McAllister & McAllister and Knappen, Uhl & Bryant present for various creditors. Claims were allowed against the estate of the bankrupt. Charles Marshman, an officer of the corporation, was sworn and examined without a reporter. Edward B. Strom was sworn and examined without a reporter. Willis B. Perkins, Jr., was elected trustee and the amount of his bond placed at \$500. The first meeting was then adjourned without date.

March 24. On this day was held the first meeting of creditors in the matter of Allen De. Quesnoy, Bankrupt No. 2235. The bankrupt was present in person and by Frank J. Powers, attorney. No creditors were present or represented. No claims were proved. The bankrupt was sworn and examined without a reporter. The first meeting was then adjourned no date and the case closed and returned to the district court as a no-asset case.

On this day also was held the first meeting of creditors in the matter of William Rose, Bankrupt No. 2236. The bankrupt was present in person and by S. Wessellius, attorney for the bankrupt. Various creditors were present in person. Claims were proved and allowed against the estate. The bankrupt was sworn and examined without a reporter. It appeared that there were no assets that were not claimed as exempt to the bankrupt and therefore the meeting was adjourned no date and the files returned to the district court.

March 20. On this day were received the adjudication in bankruptcy and order of reference in the matter of Wolverine Electric Co., Bankrupt No. 2241. The bankrupt is a corporation doing business at Grand Rapids, and having an electrical retail store at such place. The matter has been referred to Benn M. Corwin as referee in bankruptcy. From the fact that the case is an involuntary one no schedules have been filed and therefore the list of creditors of the bankrupt cannot be given until such schedules are filed. Upon filing of the schedules the list of creditors, as well as the date of first meeting will be noted.

March 26. In the matter of Strand Amusement Co., Bankrupt No. 2244, the funds for the first meeting have been received and the first meeting of creditors will be held at the referee's office April 9. On this day also was held the final meeting of creditors in the matter of Daniel J. O'Brien, Bankrupt No. 2070. The bankrupt was not present or represented. No creditors were present or represented. Claims were proved and allowed. The trustee's final report and account was considered and the same approved and allowed. The bankrupt's discharge was not opposed. The final meeting was then adjourned no date. The case will now be closed and returned to the district court.

New Deerskin Gloves.

Retailers who are after something new and smart for their men's glove departments may find it in the gloves which ha leading manufacturer is now placing on the market. The newness lies in the fact that they are made of grain domestic deerskin of yielding texture. They are described as having all the durability of pigskin without the defects of the bristles which are frequently encountered in gloves made of that material. The gloves are extremely soft and, according to the wholesaler, will give excellent wear. They may be washed without injury. They are of a subdued cream color and have a "dressy" appearance. The wholesale price is \$34.50 per dozen.

Costume Slips Favored.

Wholesalers here say the demand for costume slips is such as indicate a continuance of their popularity. Retailers' orders are of a liberal nature. Advance orders are not frequent, but volume is obtained through a steady stream of reorders. The buying covers a variety of numbers, but those of crepe meteor or crepe de chine are apparently more desired. Laces and embroideries are profusely used as embellishments on many of the garments. Some of the models are pleated, while others have net inserts.

Paramount Brand

Hirsch Bros. Goodies

Apple Butter

Peach Butter

Pork and Beans

Peppy Sauce

Kraut

Ask About
Demonstration
Plan on

The Wonderful
1000 Island Dressing

From
Salad Dressing,
Piccallette and
Chili Sauce

Catsup

Tomato Soup

Puree

Sweet Chow Chow

Mince Meat

PICKLES

SWEET
SOUR
DILL
PLAIN
MIXED

BULK, KEGS, CASKS

IN GLASS—CONVENIENT SIZES

For Sale by

KENT STORAGE COMPANY
GRAND RAPIDS - BATTLE CREEK
Wholesale Distributors



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



Tramp Salesman In the Land of Evangeline.

Brenham, Texas, March 31—Possibly no salesman has written you from this country and few of your readers have traveled in the creole country and they have an idea that Southern Louisiana is a land of stagnant bayous, swamps, creole niggers, cajans and 'gators and, in fact, an almost uninhabited watery waste with impassable roads.

Here are a few corrections: A bayou is a creek or river and in some places with a strong current, like Bayou Teche (pronounced Tash), along which many of the best cities and villages are built. Near the Gulf the tidewater sets them back part of the time and they flow inland and then the water is salt. Stern wheel steamers ply these waters and boatmen row skiffs by standing up and pushing the oars which are hung in high oarlocks. You see very little open water in the swamps as they are covered with floating water hyacinths and are beautiful when in bloom—great spikes of purple flowers, 4 inches across and 8 or 10 high, but they are hated by the boatmen as they float out into navigable waters and clog up the streams and the Government has spray outfits on tugs in some places trying to destroy them; but it is about as hopeless a task as making Grand River navigable. Creole niggers. There ain't no such animal. In the South a person is either a nigger or white. Strictly speaking, a creole is a person born in the State of Louisiana, but, ordinarily speaking, he is a person of either French or Spanish extraction or the two mixed and possibly a little English blood thrown in for good measure; but the majority are straight French and descended from the Nova Scotian refugees and very proud of it. In the cities and villages French and English languages are spoken, but in rural communities French is nearly the only

spoken language. I say "spoken," as the women are on the average the handsomest that I have ever seen and can talk with their eyes. On my first trip to Lake Charles I said to the restaurant proprietor, "I suppose I am now in the land of the creole," and he said, "Yes, suh, you ah." I asked if there were many in Lake Charles, and he said, "All the girls back of that counteh ah creoles." Contrary to my Northern ideas, some were blondes.

As to "Cajans," short for Acadians, it is best to be careful how you use the word, as it seems to be used mostly of the lower class in the backwoods and they are "suah" a very ignorant lot. Lazy? Who would have much ambition where he can catch fish and game enough to live on with hardly an exertion, where clothing of any kind is hardly a necessity and about all the house he needs is a roof. As when emancipated the negro took any name he wished, many took the name of their owners and they and their descendants are still on the same plantation.

I have traveled n half of the states and I have never seen anything exactly like the country from Lafayette down to New Orleans. I wish I could describe it. Remember that the road averages as good as the very best peice of gravel road in Michigan and there is no speed limit. Between the road and the bayou stand the great colonial mansions of the sugar planters, with long galleries, porches and big columns supporting them, surrounded by beautiful tropical flowers and set in big parks of live oak trees, probably from one to five acres of park and a tree that isn't three feet through is a sapling. They are shaped like an overgrown apple tree and frequently 150 to 200 feet across the top and sometimes the limbs touch the ground and I have seen posts put under them to keep them up. The trees are all completely draped in Spanish moss hanging in streamers

sometimes 6 feet long. Then strung along down the road are long lines of negro cabins, some of them very old, with one or occasionally two rooms, an outside chimney and wooden shutters, instead of glass windows. If I had my choice between a monopoly of the mosquito netting (cloth and much finer than ours) or the glass monopoly I would take the netting. Across the road absolutely level fields with never a fence and cane rows straight as a Kalamazoo celery row and maybe a mile or more long. Many of the fields have tram roads running to the river to take the cane on cars and at the bayou big cranes to lift it onto barges, which take it to the sugar mill. The sugar mills are big plants, only a short distance apart. They just press out the juice and boil it down and it is then shipped to Northern refineries, where it is refined and when the planter wants some granulated sugar to sweeten the stuff that he drinks about ten times a day and calls coffee, he pays as much for it as you do in Grand Rapids.

Coffee? If they didn't tell you what it was you couldn't guess hardly. They don't brown it, but burn it black and then make it so strong that the most confirmed drinker calls for a "little one," an after dinner size. If I wanted to die quick I would try a big cup of cafe noir. It is used by the creole exactly as beer is by the Germans. If two men are bargaining they go to a restaurant and talk while sipping a "little one." If you go to a planter's house to get a quart of milk you must drink coffee. It is always on tap.

On my last trip of three weeks in February, driving and camping, often camping on the bayous, I saw just one 'gator and about all I saw of him was eyes and nose. But "cotton tails!" I camped one Sunday in front of a plantation on Bayou Boewf (pronounced Biff) and six of the boys went out and in three hours shot 48, one of them bagging seventeen an-

other thirteen and got two at one shot. Twenty-five ducks is the maximum, but many of those fellows can't count higher than "deuce."

On this trip I went to St. Martinville, one of the oldest and quaintest towns in the State and the home of Evangeline and there undoubtedly was an Evangeline. Judge Voorhees told the story to Longfellow, who was his college chum and later the Judge wrote the True Story of Evangeline, but it is now out of print and I did not secure a copy. They show you the old house she lived in, the tree she slept under and say that she was buried under the left wing of the church.

While I was there Griffiths was down with a bunch of movie people with one of the Gish girls as the star and he took pictures of the Evangeline oak and some of the old plantation houses for a play, which I hear will be called "The White Rose." It is a very interesting and almost a foreign country to the Northerner.

I am traveling in a "tin can," so changed over that its renowned and illustrious maker would hardly recognize it, but have a perfect camping outfit. Am having good health, a pretty fair trade, enjoying the life. As I travel four of the Southern states and get into many of the smaller towns I have some peculiar and interesting experiences. I go into the much-advertised Rio Grande Valley where you get your early cabbages, potatoes, Bermuda onions, etc.

Over the land of oil wells, oil sharks and cowboys.

My regular address is Marshall, Tex., general delivery, and I would like to receive letters from some of the old acquaintances.

H. E. Hesselstine.

If the fellow trying to sell hurries you, insist upon taking more time. Be suspicious of his haste.

WHERE DO YOU STAND?

Is this
Your

CODE OF ETHICS?

*"If I trade out of my neighborhood,
and you trade out of your neighborhood,
what will become of our neighborhood?"*

DO YOU WANT PROSPERITY TO CAMP PERMANENTLY IN YOUR OWN TOWN?

Or will you sit and grumble and watch your town
joins the

"WUZ BUT AINT"—LIST.

If you are a home-builder send in the attached coupon
TODAY and you will receive some constructive help.

SIGN AND MAIL IN THIS COUPON TODAY

LOCAL LOYALTY LEAGUE

812 City Hall Square Building
CHICAGO, ILL.

Realizing the responsibility that rests on the home dealer in up-building and upholding his local market and community. I am pleased to subscribe my support to such principals and practices, as will encourage the trade-at-home — Local Loyalty Spirit. You may forward (without cost to me) any helps or suggestions that will enable me to better meet my obligation to my town, my customers, my employees and myself.

Dealer _____

Town _____

State _____



Michigan Retail Dry Goods Association.
President—J. C. Toeller, Battle Creek.
First Vice-President—F. E. Mills, Lansing.
Second Vice-President—W. O. Jones, Kalamazoo.
Secretary-Treasurer—Fred Cutler, Ionia.
Manager—Jason E. Hammond, Lansing.

Suit Demand Still Strong.

Orders continue to be received for suits in both the box coat with side tie effect and the tailored styles. The volume of business being placed now by mail, telegraph or in person was unexpected by the larger number of wholesalers. Some of the latter are virtually in a position where they cannot take care of the immediate delivery orders they are receiving, not only because they have not manufactured the merchandise but also due to the congestion in their shipping departments. In the larger cities the orders are for the box coat models, owing to their newness. Stores in the smaller cities want the tailored styles, as these did not reach such places last season, though were popular in the larger centers. Tans are said to be particularly favored. Ideas regarding the continuance of the buying are being revised. Some houses look for the retailers to purchase suits actively at least over the next four weeks.

Tut-ankh-Amen Handbags.

A manufacturer of high-grade handbags is now placing on the market two new models of Egyptian motif. One of them has a hand-tooled and colored decorative panel on it showing that Tut-ankh-Amen with a drawn bow and arrow, the Sphinx and two pyramids showing in the background. Underneath are two smaller panels showing the funerary procession of the Pharaoh and his interment. Most of the work on the article, it is declared, is done by hand. The frame of the bag, which is 6¾ inches wide by 8¾ inches long, is of burnishable, non-tarnishable metal also decorated with Egyptian designs. The bag is made of first-grade mahogany calfskin. Its wholesale price is \$12 each. Another bag, smaller in size, but of the same quality of workmanship, sells at \$10.50 each. It has a modern Egyptian design, hand-tooled and colored, in which the Sphinx, the pyramids and an Egyptian on a camel are depicted.

Dollar Sales Merchandise.

In recognition of the growing importance of dollar sales or special value in merchandise as sales stimulators for retailers one of the leading sales agencies here has established a special department devoted to this class of goods. The merchandise shown comprises a wide range, the main emphasis being placed on the value-giving appeal. Cited as an ex-

ample of the items included is an 13 inch walrus grain fiber traveling bag equipped with brass lock and side hasps and metal corners and cretonne lined, which may be very profitably retailed at \$1. Other special items to be retailed at this figure comprise a metal lunch kit, two rubberized house aprons, bath spray with a non-slip faucet clamp, pinseal wallet or hip pocket, leather covered flask, bed or bath room rugs, gold front cuff links, walrus and hand tooled handbags, new imported powder compact, novelty necklaces and similar merchandise.

Neckwear Demand Increasing.

While sales of women's neckwear have been held back somewhat by the popularity shown for the bandanna kerchief and also by the continued cold weather, it is felt that sales will be better from now on. Retailers and cutters-up have already begun to buy larger quantities. At the moment, this is well distributed over the various items. Panel collars are being purchased with confidence that as the season advances they will grow in favor. The stores in the smaller towns are said to want the bertha, which had a substantial degree of popularity during the past season in the big cities. Collar and cuff sets are coming to the fore, while net guimpes are expected to have more demand later. There is also some purchasing of natural and colored linen vestes.

Popularity for Short Coat.

Taking a leaf from the book of the fur manufacturers who are finding a large vogue for the fur jacquette, garment wholesalers here are making up similar coats in silks and fancy cloths. It is expected that the retail demand for them will begin in a big way immediately after Easter. There is little effort to feature them now, owing to the unsettled weather and also because retailers desire to have something to stimulate post-Easter business. These jacquettes or short coats fasten on the side, from which drapes a wide sash. They come in both plain and embroidered models. The cape or full back style is said to be the one that will be preferred rather than the blouse effect.

Printed Shawl Vogue Predicted.

Predictions are made, in the current issue of the Master Silk Printer that there will be a wide vogue for printed shawls as one of the results of the widespread popularity of printed silks. There is already a good demand, the publication says, which has been accentuated by the success which has been met with in the print-

ing and distribution of the bandanna or kerchief squares. From time to time, it is added many beautiful silk shawls in light colorings have been brought here from China, India and Spain, but no great or general demand has developed for their general usage until this year. The shawl designs will be large, bold and richly colored, showing the mid-Victorian influence. Later in the season, modern color combinations, it is said, will be utilized.

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.

NOT IN YEARS

Have we had such a nice well-balanced stock of staple goods—and especially quality merchandise.

Amoskeag and Pacific Mills have just granted a 12½ % increase in wages and cotton is 30c, but our prices are still low as we have not raised with the market.

Aren't these the two best reasons possible as to why you should give us your business?

GRAND RAPIDS DRY GOODS CO.
 Wholesale Only

GINGHAM WEEK

April 9 to 14 Nationally advertised, in Leading Magazines and Trade Journals.

Place Gingham in the Front, for this week, and receive the benefits of this campaign.

Our Lines are in Good condition, for at once delivery.

SHORTS—

27 in. Brentwoods 10/20s Checks and Plaids and some Plains, 12000 yards, @ per yard 17c
 27 in. Everett Classics, Checks and Plaids, 10/20s, 5000 yards, @ per yard 14½c
 32 in. Remnants, 2/10s, Plains, Assorted, per yard 14½c

FULL PIECES—

27 in. Everett Classics, Checks and Plaids, per yard 15½c
 32 in. Fancies, Plain Colors, Checks and Plaids in New and Beautiful Coloring, per yard 19½c
 32 in. Lorraine's New Checks and Plaids, per yard 40c

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

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.

OPPORTUNITY OF A LIFE TIME

Harbor Springs, Mich., in the center of the great summer resort region, needs a dry goods store.

A suitable steam heated building with fixtures for dry goods business can be had at low rental. Write at once to the

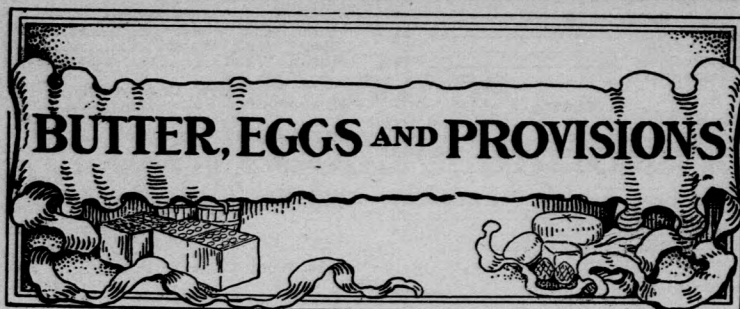
EMMET COUNTY STATE BANK, Harbor Springs, Mich.

PRICES CURRENT ON STAPLE DRY GOODS.

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

Dress Goods.		Comfortables, Indian Blankets & Bath	
32 in. Wool Mixed Storm Serge	42 1/2	64x78 Blanket Comfortables	2 50
36 in. All Wool Storm Serge	77 1/2	68x80 Blanket Comfortables	3 10
44 in. All Wool Storm Serge	97 1/2	72x80 Blanket Comfortables	3 25
50 in. All Wool Storm Serge	1 20	64x78 Comfortables	3 50
French Serges proportionately		66x80 Comfortables	3 50
Danish Poplar Cloth	42 1/2	66x84 Two in one	3 50 @ 3 75
Juilliards Novelty Checks & Plaids	1 85	72x90 Bath Robe Blankets with	
54 in. All Wool Coating	1 50 @ 2 00	Cords, Tassels & Frogs	4 00
Linings.		Crib Blankets.	
30 in. Black Satine	20	30x40 Stitched	72 1/2
36 in. Satine, black & colors	30 @ 37 1/2	30x40 Scalloped	77 1/2
36 in. Percale	16 1/2	36x50 Stitched	1 00
Windsor Cambric	12	36x50 Scalloped	1 10
36 in. Radiant Charmeuse	52 1/2	36x50 Bound	1 40
White Goods.		Camp Blankets.	
Indian Head.		Camp Blankets	2 50 up
33 in. Soft Finish	23	Auto Robes.	
36 in. Soft Finish	26	Auto Robes	2 50
44 in. Soft Finish	32	Wool Blankets.	
54 in. Soft Finish	39 1/2	66x80 Wool Mixed	5 75 @ 6 25
All Linen Finish 1/2 c yard more.		66x80 All Wool	7 50 @ 8 50
Ginghams and Wash Goods.		70x80 Wool Mixed	6 50 @ 7 50
27 in. Plain Colors	15 @ 17 1/2	70x80 All Wool	8 50 @ 12 00
27 in. Checks & Plaids	19	Comforts.	
32 in. Checks & Plaids	19 1/2	Small sizes cheap Grades	22 50
32 in. Checks & Plaids, better		Larger sizes, better grades	24 00 @ 48 00
quality from	23 1/2 @ 32 1/2	Sheets.	
32 in. Tissues	35 @ 45	63x90 Pequot	15 95
40 in. Voiles	18 1/2 @ 37 1/2	63x99 Pequot	17 35
40 in. Organies, all colors	42 1/2	72x90 Pequot	17 35
32 in. Romper Cloth	22 1/2	72x99 Pequot	19 00
27 in. Apron Ginghams	14 1/2	81x90 Pequot	18 85
27 in. Cheviots	17 1/2	81x99 Pequot	20 65
Plisse & Serp. Crepe	20 @ 27 1/2	63x90 Pepperell	13 45
36 in. Challies	15 1/2	63x99 Pepperell	14 71
32 in. Madras	25	72x90 Pepperell	14 95
32 in. Suitings, from	22 1/2 @ 35	72x99 Pepperell	16 86
36 in. Chiffon, from	32 1/2 @ 42 1/2	81x90 Pepperell	16 45
27 in. Poplins	32 1/2	72x90 Lockwood	18 01
36 in. Poplins, from	27 1/2 @ 42 1/2	72x99 Lockwood	15 25
Percales.		81x90 Lockwood	16 69
36 in. 64x60	Lights 16 1/2, Darks 17 1/2	81x99 Lockwood	18 75
36 in. 68x72	Lights 16 1/2, Darks 17 1/2	Cheap Seamless Sheets	10 25
36 in. 80x80	Lights 21 1/2, Darks 22 1/2	Cheap Seamed Sheets	10 25
Crashes.		Pillow Cases.	
18 in. P. Bleached	22	42x36 Pequot	4 32
18 in. P. Brown	21	45x36 Pequot	4 56
Other grades accordingly and less 5%.		42x36 Pepperell	3 90
16 in. Irish Imp. Br. Linen Crash	16 1/2	45x36 Pepperell	4 14
15 in. Bleached Toweling	06 1/2	42x36 Lockwood	3 96
17 in. Glass Toweling, Red Stripe	12 1/2	45x36 Lockwood	4 20
18 in. Absorbent Toweling	16 1/2	Cheap Pillow Cases	2 25
16 in. Blea. Linen Crash, from 20 to 25		Bedspreads.	
Diaper Cloth.		72x84 Bedspreads	1 75
18 in. Red Star	1 35	Better qualities and larger sizes up	5 00
20 in. Red Star	1 45	Carpet Warp.	
22 in. Red Star	1 55	White Peerless	56
24 in. Red Star	1 70	Colors Peerless	62
27 in. Red Star	1 85	Oilecloth.	
Damask.		5-4 White	3 20
64 in. Mercerized	62 1/2	5-4 Meritas White	3 70
72 in. Mercerized	72 1/2	5-4 Meritas Fancy	3 60
58 in. Mercerized	45	6-4 Meritas White	4 70
58 in. Bates or Imp. Hol. Red Dmk.	75	6-4 Meritas Fancy	4 60
Pattern Cloth.		Batts.	
58x72 Mercerized	1 25	3 lb. Quilted Cot. Batts	1 00 per batt
Larger sizes, good qual. from 2 50 @ 3 00		3 lb. Plain Cotton Batt	97 per batt
Towels & Wash Cloths.		8 oz. Small Cotton Batt	16 per batt
Turkish Towels from 62 1/2 @ 9.00 depending on size and quality, and whether plain or fancy.		10 oz. Small Cotton Batt	23 per batt
Huck Towels from 62 1/2 @ 6.00 per doz. depending on size and quality, and whether part linen, hemstitched, etc.		12 oz. Small Cotton Batt	32 per batt
Wash Cloths from 45c per doz. to \$1.50 depending on size and quality and whether plain or fancy.		1 lb. Wool Batts	1 45 per batt
Bath Sets from 75c @ \$1.30 each.		2 lb. Wool Batts	2 50 per batt
Draperies.		Wide Sheetings.	
32 in. Cretonne	16 1/2	7-4 Pequot Bleached	50
Harmony Art Cretonne	25	8-4 Pequot Bleached	55
Normandy Silkline	19 1/2	9-4 Pequot Bleached	60
36 in. Better Grades Cretonnes from 25c @ 62c, depending on quality.		10-4 Pequot Bleached	65
Scrims & Etamines, from 10 1/2 @ 19 1/2		7-4 Pequot Brown	44
36 in. Plain & Fancy Marquisettes from 16 1/2 @ 32 1/2 c, depending on quality.		8-4 Pequot Brown	50
Curtain Nets from 25c @ 62 1/2 c, depending on width and quality.		9-4 Pequot Brown	55
Blankets.		10-4 Pequot Brown	60
45x72 Cotton Felted Blankets	1 07 1/2	7-4 Pepperell Bleached	42
50x72 Cotton Felted Blankets	1 20	8-4 Pepperell Bleached	47
54x74 Cotton Felted Blankets	1 55	9-4 Pepperell Bleached	52
60x76 Cotton Felted Blankets	1 75	10-4 Pepperell Bleached	56
64x76 Cotton Felted Blankets	1 85	8-4 Pepperell Brown	47
68x80 Cotton Felted Blankets	2 30	9-4 Pepperell Brown	52
72x80 Cotton Felted Blankets	2 50	10-4 Pepperell Brown	57
Seconds about 5 to 10% less.		7-4 Lockwood Bleached	43
Singles and Single 2nds proportionately.		8-4 Lockwood Bleached	48
64x76 Barian Heather Plaid	2 30	9-4 Lockwood Bleached	53
72x80 Barian Heather Plaid	2 90	10-4 Lockwood Bleached	58
Seconds about 5 to 10% less.		8-4 Lockwood Brown	43
Singles and Single 2nds proportionately.		9-4 Lockwood Brown	48
60x76 Plain Woolnaps	2 30	10-4 Lockwood Brown	53
64x76 Plain Woolnaps	2 55	Tubings.	
66x80 Woolnap Plains	3 35	42 in. Pepperell	31 1/2
72x84 Woolnap Plains	3 70	45 in. Pepperell	33 1/2
Seconds about 5 to 10% less.		42 in. Pequot	37
Singles and Single 2nds proportionately.		45 in. Pequot	39
60x76 Woolnap Plaids	2 50	42 in. Cabot	31 1/2
60x80 Woolnap Plaids	2 65	45 in. Cabot	33 1/2
62x84 Woolnap Plaids	3 70	4-4 Bleached Cottons.	
72x84 Woolnap Plaids	4 15	Lonsdale	20
Seconds about 5 to 10% less.		Hope	17 1/2
Singles and Single 2nds proportionately.		Cabot	17 1/2
60x76 Woolnap Plaid	2 50	Fruit of the Loom	21
60x80 Woolnap Plaid	2 65	Auto	17 1/2
62x84 Woolnap Plaid	3 70	Big Injun	15
72x84 Woolnap Plaid	4 15	4-4 Brown Cottons.	
Seconds about 5 to 10% less.		Black Rock	17
Singles and Single 2nds proportionately.		Velvet	15 1/2
60x76 Woolnap Plaid	2 50	Cheaper Cottons	10 1/2 @ 12 1/2
60x80 Woolnap Plaid	2 65	Lockwood B.	17
62x84 Woolnap Plaid	3 70	Cambrics & Nainsooks.	
72x84 Woolnap Plaid	4 15	Knights	21

Cambrice & Nainsooks.		Childs Waists.	
Knights	21	"Cub" Knit Waist	2 25
Berkley, 60	22	"Bear" Knit Waist	3 75
Old Glory, 60	19 1/2	Muslin Waist	2 25 @ 3 50 @ 4 50
Diamond Hill	17		
Ticking.		Boys' Underwear.	
Straw Ticking	17 1/2	Fleece Union Suits, Heavy	7 50/2
Feather Tickings from	28 1/2 @ 30	Egypt Ribbed Union Suits	Rise 75
Fancy Satine Tickings from	29 1/2 @ 35	"Hanes" No. 958 Ribbed U. S. 6 3/4	Rise 62 1/2
36 in. Imp. Hol. Ticking	37 1/2	Part Wool Union Suits, all sizes	12 00
		50% Wool Union Suits	14 50/20
		Heavy Fleece Vests & Pants	Rise 1 00
		Part Wool Vests & Pants	Rise 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	3 25/16
		Velvet Fleece Union Suits	Rise 37 1/2
		Med. Weight Fleece Union Suits	Rise 62 1/2
		Part Wool Union Suits	Rise 50
		Velvet Fleece Union Suits	Rise 1 00
			Rise 75
		Spring.	
		Misses Gauze 12 cut Union Suits	4 25
		LSS1 "Sealpac" Athletic Suits	8 50
		Ladies' Underwear.	
		7 lb. Brush Back Vest & Pants, Reg.	7 75
		Heavy Fleece Vest & Pants, Reg.	8 50
		Wool Vests & Pants	Reg. 15 00
		Med. Wt. 8 lb. Ribbed U. S.	Reg. 8 75
		11 lb. Brush Back Union Suits, Reg.	13 50
		Silkateen & Wool U. S.	Reg. 23 00
		Mer. & Wool Union Suits	Reg. 23 00
			Ex. 25 00
		Spring.	
		1x1 rib, 12 cut Vests, Dou. extra	3 00
		1x1 rib Bodice Top Vests	Reg. 2 15
		1x1 rib Tu. V. N. vests, lace tr. Reg.	2 25
		12 cut, lace & cuff knee Union	Ex. 2 50
		Suit, Double Ex.	6 25
		1x1 rib, band & bodice top lace	
		union suits	Reg. 5 00
			Ex. 6 00
		Men's Underwear.	
		Red Label Shirts & Drawers	10 25
		Red Label Fleece Union Suits	13 00
		Black Label Shirts & Drawers	9 25
		Black Label Fleece Union Suits	17 00
		1658 Hanes U. S. 16 lb. cot. ribbed	16 75
		San. Fleece Shirts & Drawers	7 50
		"Hanes" rib. shirts & Drawers	9 00
		Wool Shirts & Drawers	14 00
		San. Fleece Union Suits	N. 12 50
		Heavy Ribbed Union Suits	13 50
		Part Wool Union Suits	26 00
		Mer. & Wool Union Suits	24 50
		100% Wool Union Suits	54 00 @ 57 00
		Spring.	
		Lawrence Shirts & Drawers 7 00 @	7 50
		Bal vigan Shirts & Drawers	4 25
		Balbriggan Ecu Union Suits	8 00
		Ribbed, Ecu Union Suits	8 75
		64x60 pin check nainsook, Ath. S. 5 37 1/2	
		72x80 pin check nains. Ath. Suits	6 25
		Fancy striped nainsook	8 00
		B. V. D. Athletic Suits	12 50
		Fancy Strip Madris	9 00
		Bathing Suits for Spring Delivery.	
		Men's all pure worsted, plain	22 50
		All pure worsted with chest stripes	27 00 @ 32 00
		Ladies pure worsted plain	35 00
		Ladies all pure worsted striped and color combinations	27 00 up
		Men's Dress Furnishings.	
		Slidewell Collars, linen	1 60
		Flannel Night Shirts	10 50 @ 13 50
		"Liline" Collars, per box	3 35
		"Challenge" cleanable, doz.	2 75
		64x60 percale dress shirts	8 00
		68x72 percale dress shirts	9 50
		Fancy Madras Dress Shirts	13 50 @ 21 00
		Silk & Satin Strl. on good gr. 22 50 @	36 00
		Men's Work Furnishings.	
		No. 220 Overalls or Jackets	16 50 @ 19 50
		No. 240 Overalls or Jackets	15 00
		No. 260 Overalls or Jackets	13 50
		Stiefels, 285, rope stripe, Wabash	
		stripe Club or Spade overall or jacket, 2 seam triple stitched	16 50
		Black sateen work shirts	10 50 @ 12 00
		Golden Rule work shirts	8 00
		Piece dyed work shirts	7 62 1/2
		Best Quality work shirts	9 00 @ 10 50
		Boys' Furnishings.	
		Knickerbockers	6 00 @ 15 00
		Mackinaws, each	4 25 @ 5 50
		Overalls, Brownies, etc.	6 50 @ 8 00
		Youths' overall, 265 Weight	19 25
		Coverall Heavy Khaki	12 00 @ 18 50
		68x72 Dress Shirts	8 50
		"Honor Bright" Stiefels Wabash	
		Stripe Romper, red trim	9 00
		"Honor Bright" Khaki Romper,	
		Red trim	8 50
		"Honor Bright" Plain Blue Romper,	
		Red trim	8 50
		Ladies' Furnishings.	
		Middy Blouses, red, green or navy,	
		Parker & Wilder, wool flan., each	4 00
		Tricollette Overblouses, each	3 25
		64x60 Percale aprons, Lights	8 50
		64x60 Percale aprons, Indigo	9 50



Status of the Ohio Egg and Poultry Industry.

Columbus, April 2—The year 1920 placed egg prices upon the highest level ever recorded, and these high price levels were maintained after other agricultural products had begun to react from the wartime inflation. During 1921 grain farming fell into a demoralized condition, and egg production, which afforded prompt cash returns, received an increasing attention in all agricultural communities, cheapening grain prices led to better feeding of poultry, and the importance of poultry and eggs as one of few sources of cash return led to increased flocks and better care on the general farms besides greatly stimulating the specialized poultry industry.

The importance of Ohio as an egg-producing state is evidenced in the recent report of the Bureau of Markets as reflected by the receipt of 514,248 cases of Ohio eggs in New York for the year 1922; an increase over 1921 of about 57,000 cases. That consumption has kept pace with the increased production may be noted in the comparison of New York's total receipts of eggs for the year 1922, when this market received 6,821,079 cases as compared with 6,681,000 cases in 1921. The egg and poultry business, which is one of the greatest industries of the country, is of considerable importance in our state, Ohio occupying fourth place in point of production, and, after supplying her home needs, shipped more eggs to New York during the past year than the combined shipments of California, Washington and Oregon.

Many men in Ohio and other states are realizing the rapid growth in the demand for eggs as an article of daily consumption. As a result increasing numbers are constantly going into the raising of chickens of egg laying qualities. The outcome of this has been more eggs, but, as rapidly as the production has increased, the demand has increased correspondingly.

The stress of poultry production has been largely upon an increased lay of eggs. Hens and chickens of the heavier breeds, the more desirable stock for the table, are coming in lesser supply on our markets. Consequently, they are commanding a higher price. The reverse is also true. Those of the lighter weights, less adapted for eating, are commanding a reduced figure. It is the less desirable table qualities of the smaller breeds, such as Leghorns and Anconas, and the consequent lower price received for them, when sold by the dealer, which is making a price differential in favor of the heavier fowls. It should be our purpose to encourage breeders to give more attention to the producing of heavier and better table fowl, such as Rhode Island Reds, Wyandottes, Plymouth Rocks and others of the heavier types.

Along with the development toward a greater production in our field of activity has come a corresponding development of those facilities of marketing, transportation and refrigeration, which has made it possible for people of our larger communities to draw in perishable food products from every section of the country and preserve them until needed. Only by doing this can modern industry continue and the health of the people be maintained.

Time was, when man began life in those regions where there was a fairly continuous production of food the year around. Early food storage was confined largely to the laying by of the natural grains and nuts much after the manner of the smaller animals. As man learned to provide in the producing season against the needs of the non-producing season, he passed from the nomadic to the agricultural stage. Having learned how to store food products of various sorts, he found it possible to live in communities and decrease the danger of famine. But it was not until he learned how to transport and preserve perishable products in palatable form that he has been able to maintain himself in the highest state of health and exist in the large cities and industrial centers. The development of cold storage and refrigeration has contributed in developing this higher form of civilization. But for our ability to preserve perishable products until the period of limited or non-production there would be no incentive to the farmer to produce more abundantly than might be necessary to supply the needs of his immediate community.

We can all remember when the production of butter, for example, was limited to the amount which could be used within a radius of a few hundred miles. It was produced mostly on the farm, and there were almost as many grades and qualities as there were producing farms. With improved transportation, development of better cars and better refrigeration butter has become an essential factory product, until at the present time factory production, and the demand of our markets reaches out across the seas.

The business of accumulating and storing butter, eggs and poultry in time of flush production, preserving them safely and distributing them in time of scarcity, is necessarily a part of production and equal in importance and dignity. The duties and responsibilities of the producer are no greater than the duties and responsibilities of those who collect, store and distribute. As handlers and distributors of these food products we perform a National service, and the efficiency with which we perform this service has much to do with the maintenance of the original production on the one hand, and the maintenance of the health of the people of the other. The introduction of mechanical refrigeration has made easier the transportation and storage of our products, and, therefore, has helped to maintain adequate production. It has also helped to stabilize prices to the consumer and to provide him with necessary quantity during the season of slack production. Except for these facilities, the producer very often would be compelled to accept ruinously low prices and the consumer would be compelled to do without, or to pay ruinously high prices. Very often the consuming and producing public take an inconsistent attitude toward those who make it their business to buy, handle, store and

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Full-O-Pep Scratch Grains,
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GRAND RAPIDS - BATTLE CREEK
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distribute food products. Instead of looking upon our business as not only legitimate, but as indispensable to an even supply of food throughout the year, both producers and consumers have at times denounced it and condemned those engaged in it as food hoarders and profiteers. Such a view is most unjust. No fair minded man, whether he be producer or consumer, can fail to look upon the storage of food products, in any other light than that of a necessary public service. Both the producer and consumer, however, have a right to expect of us who are engaged in this business that our business shall be so conducted as to preserve the wholesomeness of the foods, and that productive rather than speculative effort only shall be rewarded.

Much is being said on every hand of co-operative marketing. It seems to have become a habit with the general public to construe any objectionable references to the middle man as applying to dealers in perishable food products. Marketing is our business; a natural outcome of the necessity of the producer, an accommodation to the consumer and at least thus far we offer the best and most economical channel of distribution. There is probably no term in common use that has been subject to more misconception, abuse and misappropriation than that of co-operative marketing. Let us grant that the term is intended to convey co-operation in its true and broadest meaning when used—such as co-operation of producers towards providing economy of production and an adequate supply; of distributors to accomplish and maintain an even distribution, supplying the consumer with regularity and at reasonable costs and the opening of new markets for the encouragement and enlargement of the producing industry, of the railroads and other transportation companies that suitable and efficient equipment and service may be furnished with fair and equitable rates with a proper consideration of the nature of the product, and its especial needs and requirements and reasonably in harmony with past and present conditions. A true co-operation between all these factors with a due regard to the interest of all and the needs of the hour and with the first consideration, the public welfare, would go far towards reaching a satisfactory solution.

To agitators and those having a selfish interest to serve, it serves as a ready answer to the perplexing question of how to reduce living costs. While food is only one of the commodities entering into the cost of living, it is essentially a first consideration. Our products perhaps more than any others, subject in price to the law of supply and demand, furnish apparently one excuse for its principal consideration and a possible reason why our particular business is singled out for attacks that could emanate only from a lack of understanding and misconception of it. Seemingly the term co-operative marketing, tends to convey to the public mind an elimination of the so-called 'middleman.' The fallacious argument that the theory of "direct from the producer" is a desirable substitute for the existing economic system of distribution is apparently finding new advocates and credulous believers. The consumer is peculiarly susceptible to contagion from this theory whenever prices are apparently high but on the other hand, at times of market depression and low values, the producer is just as susceptible to the theory that co-operative marketing implies a combination

of producers whereby prices may be controlled by them. We do not oppose any theory or method of food distribution that in practice is a fitting substitute for our business as it is conducted. Experience has shown that the producers' prosperity reflects our own, and that his adversity is our loss. Favorable or unfavorable legislation affect each alike. Development of new markets and new avenues of consumption stimulate and add to our opportunities equally. There is a natural affiliation of interests and an incentive for co-operation and we so declare ourselves. W. F. Barnes.

Secretary Gezon Offers To Assist.

Wyoming Park, April 2—As Secretary of the State Association, I come to you with a request and an offer. There are many towns about the State which are not in touch with the Association and who have not a local association, but who need help to solve their local problems. I would like to hear from merchants in each town who feel they would like to tie up with us and secure the assistance of the officers in solving some of their problems.

Now I am also a retailer and have not time to travel about the State to look you up, but if any merchant in a town will write me we will arrange a meeting in your town and get the fellows together and incidentally, will sign you up as members of the Michigan Grocers and General Merchants' Association, if you so desire.

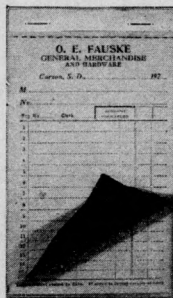
Last week I received a call from Otsego and we had a good meeting with the representative grocers and butchers of that place. They need help to combat the traveling peddler and I have set the machinery in motion to give them that help. They have been bothered with auction sales, peddling wagons meat peddlers and fly by nights, and the legitimate dealers are up in arms. We will let the readers of the Tradesman know what success we have in restraining these undesirable parasites who pay no taxes and only a small license fee. We obtained the following as new members, all from Otsego: M. G. Rogers, D. A. McCall, F. W. Nichols, G. L. Harlan, O. E. Day and A. B. Tucker.

Now merchants write me your troubles and I will do my best to help you out. I can arrange to go to your town most any evening.

Paul Gezon, Sec'y.

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PLAINWELL, MICHIGAN

Utter Uselessness of Federal Railway Labor Board.

Grand Rapids, April 3—For some years railroad unions have been harping on what is termed the "full crew law," which legislation, to my notion, violates every sense of justice, since its avowed purpose is to obtain an advantage for a certain limited class by threatening the vital interests of every class of railway employees.

The railroad companies in my estimation, cannot come into court with clean hands, but this is a matter in which the whole public has an interest, and the enactment of a law to appease this class of employees would be as great an outrage as the infamous LaFollette seaman's act, which arbitrarily compels water transportation companies to employ additional crews of loafers and to furnish them with sustenance as well.

Federal legislation should be regulatory, but not administrative. It is, for instance, a necessary thing that the Government should prescribe reasonable rates; that it should protect shippers in equal opportunity for service; that it should regulate the issuing of securities and possibly exercise a reasonable control of plans for railroad construction and railroad consolidation, but it most certainly should refrain altogether from any attempt to interfere with the relations existing between the companies and their employees.

Under the Esch-Cummings program the public are paying dearly for Government interference in railroad operation, but this sort of paternalism, as administered by the Railway Labor Board, is a clear interference with the vested rights of corporations. It never should have been made a matter of legal interference and never would have been were it not that the cheap politicians who hold that office is of more importance than honor.

Railroad companies, under such a law as this, would be compelled to operate an inferior train, on a jerk-water line, with the same equipment of employees required on first-class service trains, and on the same confiscatory scale of wages.

Just now when all people of the Nation are sending up the cry "Help! or we perish," on account of railroad rates which are sapping the life-blood of the industrial and agricultural interests, to foist such legislation, and its attendant expense, on the railroads, would be suicidal.

The railroads claim, and with justice, that Government interference, through the Interstate Commerce Commission, has made it necessary to gouge the public.

The facts are that the Interstate Commerce Commission, made up of politicians, many of them discredited by the voters in their own locality, probably exercises the most comprehensive powers over privately owned industries ever conferred on any similar body on earth in all time.

It has absolute power to fix both maximum and minimum rates, power to prescribe divisions of joint rates, power to regulate passenger and freight service, the distribution of cars and the use of terminal facilities. Without its approval, no bond or share of stock may be issued; no consolidation, lease, or any other means whereby one company gains control of another may be effectuated; no new lines may be constructed, and no old lines may be abandoned. It prescribes the way in which all accounts shall be kept, ascertains property values, has control of the fund from which carriers receive their loans, is charged with the duty of devising a plan for the consolidation of the railroad properties into a few great systems, and by implication has even some measure of responsibility for the economy and efficiency of their management.

Just stop a moment to consider the measure of responsibility which has been given this body, made up of human beings and subject more or less

to the weaknesses and frailties of the human being, mentally and physically. No monarch ever possessed such excessive latitude of authority. The most tyrannical czar of all the Russias was an absolute piker in authority when comparisons are made with this particular body which was primarily formed for the sole and only purpose of preventing discrimination against small shippers.

Now, unfortunately, the operations of this body are based on a purely theoretical foundation. While the Commission is supposed to be made up of intelligent professional and business men, it has been made the catch-all of politicians and friends of politicians, who have been influential in political affairs only. The result being that they have been in a way subservient to the influences which leaned strongly toward the corporate interests, and the small shipper has not only not been benefitted, but has been lost in the maelstrom of excessive transportation costs.

Altogether the administration of the commission has been undeniably one-sided. An appointive body, they have felt under no sort of obligation to the Government which gave them existence, through its power of creation, but have been biased in favor of the powers which could be more easily accessible, the transportation interests.

Assuming authority which was never contemplated in the original legislative creation, they have destroyed legitimate competition which economic experience proves is essential to the building up of legitimate enterprises. In evidence thereof, witness the absurd treatment of an independent line of road operating between Detroit and Ohio coal fields, wherein the management of such line announced that certain rate reductions would be made, an announcement which was otherwise decreed by this arbitrary body, which decided that any such reduction would be in competition with other lines of transportation, hence could not be tolerated. Also make note of the ridiculous order given to a Michigan interurban line, wherein they were compelled to advance a freight schedule which had been in force ever since its construction, the reason given being that such rate was in competition with a parallel rail line, the charges of which had more recently been advanced. The result of the order was the placing of the interurban line in the hands of a receiver, and consequent embarrassment to interested investors, as well as injury to a very important service.

Two wrongs do not make one right, however, and while the rail lines in their relations to the public have not been beyond criticism, they have their embarrassments and tribulations, not the least of which has been the interference with physical operation of properties by the U. S. Railway Labor Board, also made up largely of political dead-heads, with their full requirement of axe-grinding devices.

Constituted originally as a board of arbitration to bring about closer and better understood relations between employer and employed, the ignis fatuus of organized labor and its disorganized influence in political affairs, has swept its individual judgment off its feet and many of its rulings have



Walker
MUSKEGON
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Good
Chocolates**

"Hello, Hiram" The Candy Bar That Satisfies

DE BOLT CANDY CO.
Kalamazoo, Mich.

Window Display Advertising Service Co.

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Service anywhere.

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303-305 Powers Theatre Bldg.
Grand Rapids, Mich.

Henry Smith
FLORIST
139-141 Monroe St.
Bell Phone
GRAND RAPIDS, MICH.

DEL MONTE DRI-PAK PRUNES

Since the appearance of the first national advertisement featuring Del Monte Dri-Pak Prunes in tins, the demand has constantly grown. New buyers of this item are placing orders daily, and this in conjunction with the repeat business from enthusiastic purchasers gives a turnover that is fast absorbing the supply of the Santa Clara Prune sizes so packed.

JUDSON GROCER COMPANY
GRAND RAPIDS, MICHIGAN

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

EUROPE

Book early for summer sailings. All lines represented. Three personally conducted tours, leaving June 23, 30 and July 7, taking in Scotland, England, Holland, Belgium, The Rhine, Switzerland, Italy and France. Splendid steamer accommodations. Trained leadership. A trip that will bring the finest culture with a maximum of rest and recreation. For particulars apply at this office. Expert advice on foreign travel.

C. A. JUSTIN, Agent

Consolidated Ticket Office
151 Ottawa Ave., N. W.
Phones: Citz. 68331; Bell M. 3790

been unreasonable, nonsensical and manifestly unjust.

Corporate rights have been as utterly disregarded by the Labor Board as corporate wrongs have been by the senior body. Employees have been aided and abetted in the adoption of demands which were unreasonable, unjust and confiscatory.

As instances, the arbitrary increase of wages of common labor, a commodity always regulated by the law of supply and demand, the adoption of codes of rules regulating conditions of labor, always before subject to customs and even individual preferences of the employees. The interference with the right of the railroads to make contracts for equipment repairs with outside operators, defining technical duties of the more skilled artisans, always with the result that the cost of operation was increased in the same measure that efficiency retrograded.

Inasmuch as the expense of maintaining these two boards is only exceeded by that of the army, navy and Congress itself, would it not be a wise plan to consolidate them and elect a member from each state by a vote of the people. Its members might finally have no more respect for the feelings of the folks back home than the larger legislative body, but they would at least be get-atable.

Or abolish them altogether and allow competition to resume full sway. Frank S. Verbeek.

Protecting Consumer Against Low-Grade Self Rising Flour.

Much credit is due to the Texas State Health Department and the Legislature in taking the lead in safeguarding the health of the negroes and poor whites of certain sections of that State.

The new law is a death blow to the unscrupulous miller, who, before the passage, could take baking powder that has lost its strength (and consequently was illegal to be sold as baking powder and by mixing with flour of any grade—the clearings or "hash of the mills" not excluded—the compound would then become legal and could then be sold under the high-sounding name of self rising flour.

Be it said to the credit of the Texas millers, most of them supported the measure, for the reason that most of them manufacture only pure plain flour. Nevertheless, the self rising flour industry has been gradually creeping across the borders, dumping various grades of flour which could not be sold to bakers or to housewives as flour, into the channels of trade where lack of education coupled with laxity of food laws made it easily possible to palm off these mixtures on the unwary, unsuspecting public.

Similar bills are pending in other states and it is only a matter of time until self rising flour mixtures will have to come up to standard everywhere, the same as is now required of all food manufacturers.

Under the present law in Texas if any self rising flour is handled it will be bought and sold in small quantities and under much improved conditions as compared with the past.

The full text of the law is as follows:

Whoever manufactures for sale within this State, or offers or exposes for sale or exchange, or sells any self-rising flour or compound intended for use as a self-rising flour, under any name or title whatsoever, shall securely affix or cause to be securely

affixed to the outside of every box, can, sack or package containing such self-rising flour or like mixture or compound a label distinctly printed in plain capital letters in the English language, containing the name and domicile of the manufacturers or dealer and the percentage by weight of each of the chemical leavening ingredients of the contents thereof. Such self-rising flour or any compound so termed or styled when sold for use shall produce not less than one-half of one per cent. by weight of available carbon dioxide gas, and there shall not be contained in such self-rising flour more than three and one-half per cent. of chemical leavening ingredients; otherwise such flour or compound shall be deemed adulterated.

Self-rising flour is defined to be a combination of flour, salt and chemical leavening ingredients. The flour shall be of the grade of "straight" or better, the chemical leavening ingredients are bicarbonate of soda and either calcium acid phosphate, sodium aluminum sulphate, cream of tartar, tartaric acid or combinations of the same.

Corporations Wound Up.

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

S. & F. Auto Sales Co., Flint.
National Axle Co., Benton Harbor.
Bethlehem Steel Bridge Corporation, Wilmington-Detroit.
Goss-Oechsli Co., Detroit.
St. Jacobs Oil Co., Jersey City-Detroit.
Chief Tractor Manufacturing Co., Detroit.
Henderson-Ames Co., Kalamazoo.
American Packing Co., Hamtramck.
Charles R. Schewe Co., Detroit.
Macomb Land Co., Mt. Clemens.
Wardell Light & Fixture Co., Detroit, N. P. T., 4-1-21.
Lackey Profit Protecting Co., Kalamazoo.
Neptune Paint Co., Hudson.
Drugcraft Co., Ann Arbor.
Hanwood Tire Corporation, Detroit.

In Terms of Analogy.

"Well," mused the young man in the shaving-stick department, "I wouldn't go as far as to say the new floorwalker has no sense, but I will say his skull is almost, if not quite, ready for a refill."

SCHOOL SUPPLIES

Pencils

Tablets

Paints

Ruled Papers, etc.

WRITE US FOR SAMPLES

The Dudley Paper Co.
LANSING, MICH.

A Fair Price— A Fair Profit

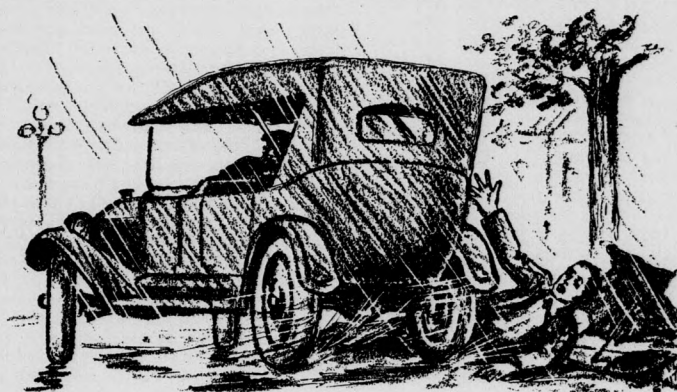
Royal Baking Powder has given perfect satisfaction for more than fifty years. Other baking powders have come shouting of large profits, only to become dead stock on the grocer's shelf, while Royal orders were continually renewed.

A fair price, a fair profit and a rapid turnover is what pays best in the long run.

ROYAL Baking Powder Absolutely Pure

The best known—the best liked—sells itself

Contains No Alum—Leaves No Bitter Taste



Why Take Chances—

Of killing someone and being sued without protection.

We recently defended a suit and paid a claim of Four Thousand Dollars for Mr. I. Wepman, 105 Division Ave. S., Citizens Phone 64493, ASK Him.

Our rates for Automobile Insurance are so reasonable that you cannot afford to be without it.

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

Mary J. Field Company

Grand Rapids Representative

Auto Owners Insurance Company

514-515 Widdicomb Bldg.

Bell Main 1155

Citz. 65440



Gabby Gleanings From Grand Rapids.

Grand Rapids, April 3—It is gradually coming to be seen that the old ideas of what constitutes salesmanship must give way to other conceptions more nearly founded upon facts. Old ideas, of course, die hard, and it will no doubt be a long time before the dog-fight conception is totally given up. The mercantile industries in particular have always suffered from a singularly low conception of the position of salesmanship and have lagged behind many others in coming to the perception that business should not be a free-for-all scramble.

Bit by bit, other industries have come to see that the basis of all business is the process of fair exchange and that, apart from all the advantages legitimately earned by superiority of equipment and service, the basis of exchange is value. What the goods purchased will do for the purchaser. This may be called the psychological theory of value. Call it what we will, however, this basis of value is the only basis on which business ever has been, or ever can be, conducted so as to produce more good than harm in the world. For it rests upon the straightforward, simple idea that the value of an article or of an idea is to be measured solely by what it will do for its owner. All sound salesmanship must be a process of effecting fair exchange between the maker of such an article and its would-be possessor, at a price which fairly represents its value to the owner, and on which the profit is the difference between this value and its value when in idleness. This last, in turn, is equivalent to the cost of producing it, for obviously it should be assumed to be worth the value of the raw materials plus the labor and incidentals of manufacture. If it should turn out to be a complete failure, then, of course, its value in the maker's hands (idle value) would cease to exist.

This idea of a psychological basis of value is not, of course, new, and in fact it is in practice much utilized by merchants and manufacturers who have never thought of giving a definite name to it. In other words, the idea is gradually gaining ground among thinking business men that all selling must be based upon fair exchange and that fair exchange is most easily affected when the value of the article to its owner, its value as expressed in what it will bring to, or do for, that owner, is clear and obvious to all concerned.

Truly, price must be considered. But look at this price matter from another standpoint. The Ford automobile is at its lowest price to-day, while at the same time its output is greater than ever before. Now this simply means that Henry Ford has had the great wisdom to base all his merchandising upon utility. He discovered what sort of light car would, when stripped to essentials, do the greatest number of obviously useful things for its owner, in respect of running, carrying, getting to places on time and performing the work of road transport at the lowest price and in the least fanciful manner. Having found that out he proceeded to build that sort of a car, and no other. For at least fifteen years now he has built

nothing else but this (omitting from consideration the other utility product, the farm tractor). The public, he soon found, recognized the utility and were willing to pay the price asked, because that price accurately represented the public belief in the things the car would do for them. In consequence, Henry Ford was able steadily to increase his output and reduce his price. To-day we have in the Ford car a supreme example of the psychological theory of value in one of its most important aspects, where the application of that theory has reduced prices to the consumer without disturbing the basis of the value or decreasing the profits of the maker. As a matter of fact, it has enormously increased.

The salesman who goes out to represent any house with a line of dependable merchandise is rendering a real service to mankind. The measure of that service is very largely determined by his preparation for his task, and by his viewpoint. It would seem almost trite to say that a salesman must know his line of merchandise and the better he knows it the greater success he will attain. Selling is a competitive game, and that salesman who knows his merchandise line better than any of his competitors, will get the most profitable share of the business out of his territory. Not only will he get the better share of the trade, but his customers very soon learn that his superior knowledge of trade conditions, markets, and his dependable judgment of his own line of goods is an asset to them. They rely on him and he becomes the close friend and advisor of the customer. This asset of preparation any salesman can acquire, the material is all about him. It only requires the necessary interest, the alert mentality and proper industry. It is highly important that the salesman gets the right viewpoint. The governing motive of the salesman, as well as that of every individual, should be service. If he goes at his task with the impelling desire to be of real service, his success is assured. If he earnestly tries to serve his house and the customer, he need not worry about his own emoluments. That unselfish desire to be of real service will bring its reward. There is no power that can keep him from just compensation. The name "salesman" is often grossly misused. All sorts of men give themselves this title without having the slightest right to it. The salesman of proven merchandise is serving the community and, in this, can rest assured that he will be duly respected and rewarded.

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.

Stop and see George, HOTEL MUSKEGON

Muskegon, Mich.

Rates \$1.50 and up.

GEO. W. WOODCOCK, Prop.

New Hotel Mertens

GRAND RAPIDS

Union
Station



Rooms without bath,
\$1.50-\$2.00; with shower
or tub, \$2.50.
Club Breakfast 20c to
75c or a la Carte.
Luncheon 50c.
Dinner 75c.
Wire for Reservation.



75 Steps East

Fire Proof

CODY HOTEL



IN THE HEART OF THE CITY
Division and Fulton

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

CODY CAFETERIA IN CONNECTION

Hotel Rowe

SAFETY
COMFORT
ELEGANCE
WITHOUT EXTRAVAGANCE.

Cafe Service Par Excellence.

Popular Priced Lunch and Grill Room.

Club Breakfast and Luncheons 35c to 75c.

Grand Rapids' Newest Hotel.

350 Rooms

350 Servitors

250 Baths

Circulating Iced Water.

Rates \$2 with Lavatory and Toilet.

\$2.50 with Private Bath.

HOLDEN HOTEL CO.

C. L. HOLDEN, Manager.



The Pantlind Hotel

The center of Social and
Business Activities.

Strictly modern and fire-
proof. Dining, Cafeteria
and Buffet Lunch Rooms
in connection.

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



The You-See-Tea Luncheon Saturday did not entertain any special speaker or entertainer, but the meeting took on more of the round table talk. Different members of the Club took the floor and gave mighty interesting talks. A motion was made and carried that Saturday, April 14, be turned over to the ladies and to that end the President appointed a committee consisting of Mrs. A. F. Rockwell, Mrs. Gilbert Moore and Mrs. P. E. Larabee. This committee to call on other ladies they want to assist them. The idea of this ladies committee is not to furnish the entertainment, but to act as a booster committee for this particular date and the entertainment committee will furnish for that day a good speaker. The entertainment part for Saturday, April 7, will be something entirely different from what has ever been had before. It will not be a speaker, nor will it be a musical entertainment, but the committee has secured a gentleman who is very well known as one of the best physiognomists and psychologists in the State. This gentleman will give some very interesting character readings, so if you are interested in knowing what your natural developments for social and business success are, who you should marry and why, don't fail to attend this luncheon on Saturday, April 7. There will be absolutely no expense to any one who wants this gentleman to give them a psychological reading. Everybody boost and see if we cannot have a big crowd for this particular meeting, as well as for the meeting of April 14, which will be in charge of the ladies. Pass the word around. Call up some of your friends by telephone and remind them to be on hand sharply at 12:40, because it is the intention of the President to try and have everybody in the Rotary room five minutes before time to open up so that everybody can become better acquainted.

The regular meeting of Grand Rapids Council, No. 131, United Commercial Travelers, will be called at 7:30 Saturday evening, April 7, at the U. C. T. hall. This will be quite an important meeting. A committee will be appointed by Senior Counselor Perry E. Larabee to be in charge and carry to a successful issue the invitation that will be extended at the meeting of the Grand Council in Flint in June to bring the Grand Council meeting to Grand Rapids in 1924. It is quite a while since the Grand Council meeting has been in Grand Rapids and all parts of the State are looking forward to the time when Grand Rapids will again entertain the Grand Council convention, because it is still fresh in the minds of many who attended the last Grand Council meeting here of the excellent good time and the entertainment that was put up by Grand Rapids.

Pat Behan (Grand Rapids Dry Goods Co.), who has been off the road two months on account of a serious run of the pneumonia, starts out on the warpath again next Monday. For several days it looked as though Pat was evidently booked for a trip through the Pearly Gates, but he fooled 'em all—relatives, friends and physicians—and decided to stay with the boys a few years longer.

Lavendee V. Harrison, who has worked the city trade several years for Moses Dark & Sons, has taken the same position with the Kent Storage Co., succeeding N. C. Vanderbelt, who has been promoted to cover the trade of Kalamazoo, Battle Creek and Lansing.

John J. Dooley and wife left Lake Worth, Florida, April 2, expecting to reach their home in this city about Saturday of this week.

A couple registered at the Pantlind Hotel one day last week and were assigned a room furnished with twin beds, as requested. Three days later, when the room was vacated, the housekeeper noted the late occupants had stolen the sheets, blankets, towels, pillows and pillow cases, the cover of

the dresser, the toilet articles; in fact, in the words of the assistant manager, "everything that was not nailed either to the floors or walls." And yet some uninformed people consider every day of the hotel manager's life a season of joy. The couple undoubtedly registered false names and place of residence.

B. L. Ryan, formerly of the firm of Ryan & Crosby general dealers at Merrill, has engaged to cover the trade immediately South of Grand Rapids, including Kalamazoo and Battle Creek for the Grand Rapids Dry Goods Co.

Renewed Interest in State Forestry.

Grand Rapids, April 3—It occurs to me that every merchant who takes the Tradesman ought to be interested in the Michigan Forestry Association. This society has held no meeting for several years, but there is a call for a meeting at Ann Arbor April 18.

The idea is to get more energy into some united work that shall bring to the people a more thorough knowledge of forestry and what it can be made to do for Michigan.

Membership in this Association costs now \$1 per year, but there is no provision for local or county branches and I feel that it will be a great help in securing a more general distribution of members over the State if there was a properly planned provision for county branches.

I think there are a large number of people we could ask to join a county branch where they could elect a representative to the State meeting. I think we could ask many for such a plan who would not otherwise join because the cost in time and money spent in attending a state meeting would be too great for the individual. What is your opinion on this matter?

I enclose a copy of "Declaration of Principles" that I sent to Ann Arbor some time ago and it seems to have brought out this call for meeting of April 18. I send it so you can see something of my beliefs, ideas and hopes and perhaps be better able to get my viewpoint and advise me on the question I ask about the plan for local societies.

Frederick Wheeler.

Declaration of Principles.

We unite our efforts in order to bring to the people of Michigan a more thorough knowledge of facts that are brought out through the work of trained foresters in the case of forestry work in this or other states.

We wish to make good forestry practice the common knowledge of all land owners—of all residents who work in our forests or fields—and of all who travel the paths or woods roads throughout our State: to the end that each shall have proper respect for all tree growth and the forest floor that is its foundation for continuing growth.

We agree to acquire through our individual efforts all knowledge we can find to be helpful and to transmit such knowledge to our associates, our neighbors and to all whom we find displaying ignorance or heedlessness in the use of forests in Michigan.

We unite to use our time and strength in all efforts that can be made to hold the State of Michigan to a true course of public action in its care and provision for forest growth in all parts of the State.

Wise Old Guy.

A friend met George M. Morse, retired Grand Rapids merchant, and asked, "What do you do to keep out of mischief, George?"

"I'm very, very busy; my time is fully occupied."

"In what way?" the friend continued.

"In turning down the 'good things' offered me daily" George replied.

You will become that which you persistently think you are.

Items From the Cloverland of Michigan.

Sault Ste. Marie, April 3—It looked more like Christmas on Sunday than it did like Easter in Cloverland, with the large supply of snow, which was a severe disappointment to the ladies with Easter bonnets. The merchants also had the blues for the past two weeks, as the extreme cold and storms almost tied up every line. Even the coal men could not make deliveries for days at a time.

At the annual meeting of the Civic and Commercial Club, held at the Sault de Saint Marie club rooms last week, it was announced that the Soo is about to enter upon a new era of prosperity, due to a possible merger of the Cadillac Lumber and Chemical Co. and the Richardson & Avery Co., of Raco, with the centering of all operations in the Soo, which will mean much to the Soo. In addition to this, there are other things which point to the industrial growth of the city. Many of the larger local plants will increase their labor. The Carbide Co. is erecting a large addition, which will employ about 100 additional hands, so that the housing of this increase will require about 200 additional houses this year and will mean an increase of about 2,000 in our population. It is expected that the Cadillac Co. will require 500 hands at the sawmill, running day and night shifts for at least a twenty year cut. This will mean the closing down of the sawmill at Raco and make the Soo the hub of the lumber industry in Cloverland.

Over 1,000 former Sooiters have responded to the invitation to be here for the homecoming week next July and elaborate preparations are being made to make the event an affair that will linger long in the memories of all who attend.

Joseph S. France left last week for Detroit, where he was called by the death of a relative.

If you waste time in argument that ought to be spent in accomplishment, you lose when you win.

Mr. Duroy, manager for the Soo Handle factory, returned Saturday from a business trip on the Soo line. He spent three days snowed in at Nahma Junction as a guest of the station agent and tells of the hardship of the storm at Manistique, where they have a coal shortage, and reports of people chopping up their furniture to keep from freezing and others hauling coal for miles on hand sleds, while the freight engine had to pull the fires in order to save coal. He was a happy man when he reached his home town, which never looked so good to him before.

Chester Long, the progressive merchant of Rosedale, was a business visitor here last week, taking back a load of supplies.

William Raub, who recently sold out to his partner, E. E. Booth, the grocery on Ann street, has taken the management of the supply store for the Fiborn Limestone Co., at Fiborn Quarry.

"Pay while we lay away" suggests advertisement, but if you lay away first you'll be able to pay. That's the system.

V. P. Deemer, for the past few years proprietor of the Gar cigar factory, has accepted a position as game warden, and will dispose of his cigar business.

William G. Tapert.

Resolution of Respect For Deceased Traveler.

Traverse City, April 3—The following resolutions have been adopted by Traverse City Council:

Whereas—It has pleased the Almighty God to remove from our midst

our beloved brother James Flaggart; therefore be it

Resolved—That the following resolutions be spread on our records, and a copy sent to the Sample Case, Michigan Tradesman and family of our departed brother:

The United Commercial Travelers of Traverse City Council, No. 361, extend to the family their heartfelt sympathy.

Jim, as we all knew him, was a character member and a splendid worker in our order and one who always exemplified our greatest tenet, Charity. In the many years he was affiliated with us, he was one on whom we could always depend to do his part whenever he could be of service. He was a good citizen, an honor to our order, and his pleasant smile and happy disposition helped to cheer many weary travelers and the world always seemed brighter after a few minutes' visit with our beloved brother. He was a kind father, an affectionate husband and will be greatly missed by all who knew him.

F. W. Wilson

S. B. Taylor

A. B. Jourden

Committee on Resolutions.

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.

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.

OCCIDENTAL HOTEL

FIRE PROOF
CENTRALLY LOCATED
Rates \$1.50 and up

EDWARD R. SWETT, Mgr.
Muskegon Mich.

Livingston Hotel

GRAND RAPIDS

European
Rates \$1.25 to \$2.50 per day

HOTEL WHITCOMB

St. Joseph, Mich.
European Plan

Headquarters for Commercial Men making the Twin Cities of

ST. JOSEPH AND BENTON HARBOR

Remodeled, refurnished and redecorated throughout.

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

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

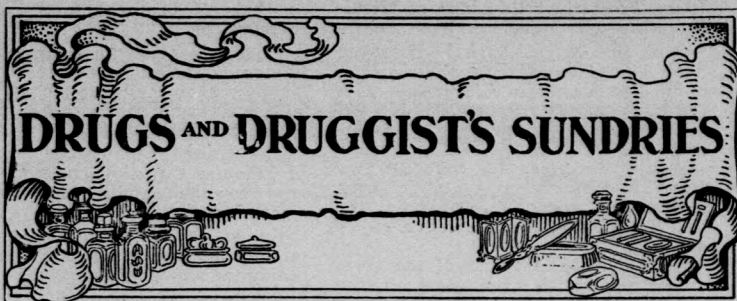
J. T. TOWNSEND, Manager.

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



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.

Salesmen as a Source of New Ideas.

No one man has a monopoly on good ideas, and the alert pharmacist can gain many new ideas, both in pharmacy and on the commercial side of his business, by keeping in close touch with traveling salesmen. The day of the hail fellow well met traveler with a suggestive story and clove hitch in his breath is past and the traveling man of the drug trade is a keen, wide-awake, alert, successful and observant business man. He knows wherein lies the difference between success and failure among the 300 druggists he calls on. If a druggist treats him politely he can more than repay the politeness by passing on to him the benefit of his observations in new and novel ideas, in money making schemes, in attractive methods of display and not infrequently in special offers which he has the power to make to selected patrons.

This does not mean that the pharmacist needs to devote much time to each traveler, nor that he must buy from every man who comes into the store. The ability to say "no" is a very important quality in the make-up of the buyer, but he can say "no" in a way not calculated to give personal offense and he can treat the traveling man with at least ordinary courtesy and here, as elsewhere, it will be found that courtesy pays.

How To Kill Business.

Any dealer who wishes to go out of business can do so very quickly by following the rules listed below:

1. Close it for an hour at noon.
2. Wait on customers in your shirtsleeves.
3. Always have a pipe in your mouth.
4. Don't take any nonsense from customer. Let them know it is your shop, even if you haven't paid for the goods yet.
5. Don't be friendly with your competitors, for fear they will give you a badly lot of advice.
6. Always buy from a traveler, else he might think your credit is not good.
7. Use your windows for storage.
8. Don't try to be popular. Be independent.

9. Give credit to anybody or people may think that you need the money.

10. Don't advertise. You can't wait on more than one customer at a time.

The New Line.

Place an empty show case in the front of your store where it will be seen by those who enter. Display signs in different parts of the store, "What Shall We Place in This New Display Case?"

Have circulars printed explaining that you want to add a new line of show case goods and are in doubt about the exact line it should be; that you are desirous of stocking goods which are wanted by your customers, therefore invite their letters containing suggestions. Ask them to tell particularly about the instances where they have unsuccessfully tried to obtain certain goods in your store.

To induce the customer to write the letter offer a low priced but useful souvenir for each letter. The letters thus obtained will enable you to decide on adding the line of goods which will bring trade and profit to your store.

What's the Use?

It was the man of science,

Who to the flapper said,

"I see a trace upon your face

Of arsenate of lead.

My duty is to warn you

That if you don't eschew

The powder rag you'll be a hag

Before you're forty-two!

"And as for paint, it's poison;

That lovely shade of pink

You dab in streaks across your cheeks

Is carbureted zinc.

It ruins the complexion

And kills the appetite;

At forty-three you're bound to be

A most appalling sight."

It was the placid flapper

Who heard the words we quote,

And went ahead and powdered lead

Upon the face and throat.

And also daily tinted

Her full and rounded cheeks

A lovely pink with gobs of zinc

In undulating streaks.

For flappers are but flappers,

And that's the reason why

They take advice with looks of ice

And scorn to make reply.

And if they're old and ugly,

When they are forty-two,

They'll slap on paint without restraint

The way their mothers do.

James J. Montague.

Every time a customer comes into your store, the store makes some sort of an impression upon him. It is your business to know what that impression is, and to see that it is a good impression. This impression is made up of the way he is treated by you or your clerks; the promptness and tact with which he is waited upon; arrangement and appearance of the store; the air of prosperity or the reverse which prevails in it; the way the goods are delivered, and the price which he must pay for them.

Labor and the Business Cycle.

While various charts depicting the course of the business cycle indicate that if the present upward curve runs true to form it should reach its peak some time during the coming autumn, there is one factor that needs to be considered in connection with the present trend of business that may possibly make its behavior different from that noted in previous periods of expansion. This is the first time in its history that the country has entered upon a period of prosperity without a fluid labor supply: In some quarters it is believed that a shortage of labor will prove as detrimental as a shortage of capital and credit, and that it may tend to shorten the duration of the upward swing of the business cycle. On the other hand, there are optimists who point to the fact that when labor is lacking machinery in many cases can be substituted, and who assert that the shortage will not have the effects predicted. It is also pointed out that in the previous period of depression the trouble began when prices outran purchasing power, but that so far as can be shown statistically the purchasing power of labor is at present tending to increase faster than prices. For this reason it is maintained that the shortage of labor will not be the main cause in checking the upward trend of business, assuming that sooner or later it will be checked.

The consumer has not yet felt the full effect of the recent advances in the price of raw materials and in the cost of factory labor, and as a considerable portion of the consumers consists of producers of raw materials and of laborers who have benefited from such advances in prices and wages, it is argued that the general average of purchasing power will be sufficiently enhanced to meet the higher retail prices that eventually must come. All of this sounds somewhat like a description of the "vicious circle" of rising wages and prices of which so much was heard in the post-armistice period. Yet just at present the advantage seems to lie with the consumer, for the reason that he can purchase many articles at retail at less than replacement cost. Merchants, remembering their experiences of 1920, have been slow to mark up stocks purchased when price levels were below what they now are. In the case of novel-

ties and specialties, however, there is little doubt that present retail prices reflect fully the higher costs of production. In such lines of merchandise prices are fixed more with a view to what the traffic will bear than to replacement costs. A wider margin of profits is necessary in these cases because of the greater risk involved in handling goods for which the demand rests on the fleeting whims of the public.

An Ideal.

Don't try to be an earthly saint,
 With eyes fixed on a star;
 Just try to be the fellow that
 Your mother thinks you are.

Don't be afraid to spend a little effort in boosting the business of your friends. They will return the compliment.

We are proud of
 the large part
 which the
 "personal
 element"
 plays in our
 organization.

We are
 warmed by
 the thought
 that our
 customers
 are our
 friends.

Charles
 the
 Eighth
 10c
 Cigar



A Real
 Live
 Cigar
 for 10c
 Try One.

Vanden Berge Cigar Co.
 GRAND RAPIDS, MICH.

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

**GRAND RAPIDS
AWNING & TENT CO.**
ARNOLD OOSTDYKE PROP.

COUNTRY MERCHANTS—How to measure your awnings correctly.

Measure wall 1 to 2, measure extension 2 to 3, measure front 3 to 4.

A 2 cent stamp brings samples and prices that will surprise you.

GRAND RAPIDS AWNING & TENT CO.
Monroe Ave. and Hastings St.
GRAND RAPIDS, MICH.

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

[illegible]

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

Crushed Pine Apples
Fruit Jars
Bulk Olives
Oats
Olives
Salt

Cheese
Pork
Veal
Nuts

DECLINED

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 Cl'd, 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

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. W'house, 32 lb. 10 50

BRUSHES

Scrub
Solid Back, 3 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

I. 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 3 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. 2 1/2 4 00 4 50
Cherry's, No. 10 11 50 12 00
Loganberries, No. 2 3 00
Peaches, No. 1 1 85
Peaches, No. 1, Sliced 4 00
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, sliced 2 00
Pineapple, 2, sliced 3 50
Pineapple, 2, Brk slic. 3 00
Pineapple, 2 1/2, sliced 4 25
Pineapple, No. 2, crus. 2 25
Pineap., 10, cru. 8 50 9 50
Pears, No. 2 3 25
Pears, No. 2 1/2 4 25
Plums, No. 2 2 25
Plums, No. 2 1/2 3 00
Raspberries, No. 2, blk. 3 25
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 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 75
Lobster, No. 1/2, Star 2 00
Shrimp, No. 1, wet 1 80
Sard's, 1/2 Oil, k. 4 25 4 75
Sardines, 1/2 Oil, k'less 3 85
Sardines, 1/2, Smoked 7 00
Salmon, Warrens, 1/2s 2 75
Salmon, Red Alaska 2 80
Salmon, Med. Alaska 1 65
Salmon, Pink Alaska 1 60
Sardines, Im. 1/2, ea. 10 28
Sardines, Im. 1/2, ea. 25
Sardines, Can. 1 75 2 10
Tuna, 1/2, Albocore 1 85
Tuna, 1/2, Nekco 1 85
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 Sli. 1 75
Beef, No. 1/2, Qua. Sli. 2 10
Beef, No. 1, Qua. sli. 3 15
Beef, No. 1, B'nut, sli. 5 10
Beef, No. 1/2, B'nut sli. 2 80
Beefsteak & Onions, s 3 15
Chili Con Ca., 15 lb 35 00
Deviled Ham, 1/2 s 2 20
Deviled Ham, 1/4 s 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 Meat, 1/2 Rose 80
Potted Ham, Gen. 1/2 1 15
Vienna Saus., No. 1/2 1 35
Veal Loaf, Medium 2 80

Baked Beans

Beechnut, 16 oz. 1 40
Campbells 1 15
Climatic Gem, 18 oz. 1 00
Freemont, No. 2 1 25
Snider, No. 1 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 1/2
Beets, No. 2, wh. 1 60 1/2
Beets, No. 2, cut 1 25 1/2
Beets, No. 3, cut 1 40 1/2
Corn, No. 2, St. 1 00 1/2
Corn, No. 2, Ex-Stan. 1 55
Corn, No. 2, Fan 1 60 1/2
Corn, No. 2, Fy. glass 3 25
Corn, No. 10 7 25
Hominy, No. 3 1 15 1 3/2
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 1/2
Peas, No. 2, Sift. 1 60 1/2
June 1 60 2 10
Peas, No. 2, Ex. Sift. 1 90 1/2
E. J. 1 90 2 10
Peas, Ex. Fine, French 29
Pumpkin, No. 3 1 45 1 75
Pumpkin, No. 10 4 00
Pimentos, 1/2, each 15 18
Pimentos, 1/2, each 27
Sw't Potatoes, No. 2 1/2 2 15
Sauerkraut, No. 3 1 85
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
Lilly Valley, 14 oz. 2 35
Lilly Valley, 1/2 Pint 1 65
Paramount, 24, 8s 1 45
Paramount, 24, 16s 2 40
Paramount, 6, 10s 10 00
Sniders, 8 oz. 1 75
Sniders, 16 oz. 2 75
Van Camp, 8 oz. 1 75
Van Camp, 16 oz. 3 15

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 48
Kraft Small tins 1 70
Kraft American 2 75
Chili, small tins 1 70
Pimento, small tins 1 70
Roquefort, small tins 2 50
Camembert, small tins 2 50
Brick 27
Wisconsin Flats 25
Wisconsin Daisy 25
Longhorn 25
Michigan Full Cream 25
New York Full Cream 35
San Sano 35

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 3 85
Cream of Wheat 6 90
Pillsbury's Best Cer'l 2 20
Quaker Puffed Rice 5 45
Quaker Puffed Wheat 4 30
Quaker Brfst Biscuit 1 90
Ralston Purina 4 00
Ralston Branzen 2 70
Ralston Food, large 3 60
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 25
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 Fancy Parlor 25 lb 10 50
Ex Fcy. Parlor 26 lb 11 00
Toy 2 25
Whisk, No. 3 2 35

CHEWING GUM		Garcia Master		Currants	
Adams Black Jack	65	Cafe, 100s	37 50	Package, 15 oz.	23
Adams Bloodberry	65	Swift		Boxes, Bulk, per lb.	20
Adams Calif. Fruit	65	Wolverine, 50s	130 00	Peaches	
Adams Sen Sen	65	Supreme, 50s	110 00	Evap. Fancy, Unpeeled	20
Beeman's Pepsin	65	Bostonian, 50s	95 00	Evap. Fancy, Peeled	22
Beechnut	70	Perfecto, 50s	95 00	Peel	
Doublemint	65	Blunts, 50s	75 00	Lemon, American	24
Juicy Fruit	65	Cabinet, 50s	73 00	Orange, American	25
Peppermint, Wrigleys	65	Worden Grocer Co. Brands		Raisins	
Spearmint, Wrigleys	65	Harvester Line.		Seeded, bulk	13
Wrigley's P-K	65	Kiddies, 100s	37 50	Seeded, 15 oz. pkg.	14 1/2
Zeno	65	Record Breakers, 50s	75 00	Seedless, Thompson	13 1/2
CHOCOLATE.		Delmonico, 50s	75 00	Seedless, 15 oz. pkg.	14
Baker, Caracas, 1/2 s	37	Epicure Panetela, 50	75 00	California Prunes	
Baker, Caracas, 1/4 s	35	Perfecto, 50s	95 00	90-100 25 lb. boxes	@10 1/2
Baker, Premium, 1/2 s	37	The La Azora Line.		80-90, 25 lb. boxes	@11
Baker, Premium, 1/4 s	34	Agreement, 50s	58 00	70-80, 25 lb. boxes	@12
Hersheys, Premium, 1/2 s	35	Washington, 50s	75 00	60-70, 25 lb. boxes	@13
Hersheys, Premium, 1/4 s	36	Sanchez & Haya Line		50-60 25 lb. boxes	@14
Runkle, Premium, 1/2 s	34	Webster Cigar Co.		40-50 25 lb. boxes	@16
Runkle, Premium, 1/4 s	37	Plaza, 50s, Wood	95 00	30-40 25 lb. boxes	@19
Vienna Sweet, 24s	1 75	Pantella, 50, Wood	95 00	FARINACEOUS GOODS	
COCOA.		Coronado, 50 Tin	95 00	Beans	
Baker's 1/2 s	40	Belmont, 50s, Wood	110 00	Med. Hand Picked	09
Baker's 1/4 s	36	St. Reges, 50s, Wood	125 00	Cal. Limas	11 1/2
Bunte, 1/2 s	43	Vanderbilt, 25s, Wd.	140 00	Brown, Swedish	08
Bunte, 1/4 lb.	35	Snuff.		Red Kidney	09 1/2
Bunte, lb.	32	Copenhagen, 10c, roll	64	Farina	
Droste's Dutch, 1 lb.	9 00	Seal Blandening, 10c	64	24 packages	2 10
Droste's Dutch, 1/2 lb.	4 75	Seal Göteborg, 10c, roll	64	Bulk, per 100 lbs.	05
Droste's Dutch, 1/4 lb.	2 00	Seal SWE. Rapee, 10c	64	Hominy	
Hersheys, 1/2 s	33	Seal Norkopping, 10c	64	Pearl, 100 lb. sack	2 50
Hersheys, 1/4 s	28	Seal Norkopping 1 lb.	85	Macaroni	
Lowney, 1/2 s	40	CONFECTIONERY		Domestic, 20 lb. box	07 1/2
Lowney, 1/4 s	38	Stick Candy		Domestic, broken bbls.	06 1/2
Lowney, 1/2 lb. cans	31	Standard	17	Armours, 2 doz., 8 oz.	1 80
Van Houten, 1/2 s	75	Jumbo Wrapped	19	Fould's, 2 doz., 8 oz.	1 80
Van Houten, 1/4 s	75	Pure Sugar Stick, 600's	4 20	Quaker, 2 doz.	1 85
COCOANUT.		Big Stick, 20 Lb. case	19	Pearl Barley	
1/2 s, 5 lb. case Dunham	50	Mixed Candy		Chester	4 25
1/2 s, 5 lb. case	48	Kindergarten	18	00 and 0000	6 00
1/2 s, 15 lb. case	49	Leader	17	Barley Grits	5 00
Bulk, barrels Shredded	20	X. L. O.	15	Peas	
96 2 oz. pkgs. per case	8 00	French Creams	20	Scotch, lb.	08
48 4 oz. pkgs. per case	7 00	Cameo	19	Split, lb.	08 1/2
CLOTHES LINE.		Grocers	13	Sago	
Hemp, 50 ft.	2 00	Fancy Chocolates		East India	09
Twisted Cotton, 50 ft.	1 75	5 lb. Boxes		Tapoca	
Braided, 50 ft.	2 75	Bittersweets, Ass'ted	1 65	Pearl, 100 lb. sacks	9 1/2
Sash Cord	4 00	Choc Marshmallow Dp	1 75	Minute, 8 oz., 3 doz.	4 05
COFFEE ROASTED		Milk Chocolate A. A.	1 95	Dromedary Instant	3 50
Bulk		Nibble Sticks	2 00	FLAVORING EXTRACTS	
Rio	20	Primrose Choc.	1 35		
Santos	23 1/2	No. 12 Choc.	1 60	Doz. Vanilla	
Maracaibo	29	Chocolate Nut Rolls	1 90	Doz.	
Guatemala	30	Gum Drops		Lemon	1 50
Java and Mocha	39	Anise	17	1 20 1/2 ounce	2 00
Bogota	32	Orange Gums	17	1 65 1 1/2 ounce	2 00
Peaberry	28	Challenge Gums	14	2 75 2 1/4 ounce	3 25
Christian Coffee Co.		Favorite	20	2 40 2 ounce	3 00
Amber Coffee, 1 lb. cart.	31	Superior	21	4 50 4 ounce	5 50
Cruscent Coffee, 1 lb. ct.	26	Lozenges.		7 75 8 ounce	9 50
Amber Tea (bulk)	47	A. A. Pep. Lozenges	19	15 00 16 ounce	18 00
McLaughlin's XXXX		A. A. Pink Lozenges	19	29 00 32 ounce	34 00
McLaughlin's XXXX package		A. A. Choc. Lozenges	20	FLOUR AND FEED	
coffee is sold to retail-		Motto Hearts	20	Valley City Milling Co.	
ers only. Mail all orders		Malted Milk Lozenges	22	Lily White, 1/2 Paper	
direct to W. F. McLaugh-		Hard Goods.		sack	
lin & Co., Chicago.		Lemon Drops	18	Harvest Queen, 24 1/2	
COFFEE EXTRACTS		O. F. Horehound Dps.	18	Light Loaf Spring	
N. Y., per 100	11	Anise Squares	18	Wheat, 24s	
Frank's 50 pkgs.	4 25	Peanut Squares	20	Roller Champion 24 1/2	
Hummel's 50 1 lb.	10 1/2	Horehound Tablets	20	Snow Flake, 24 1/2	
CONDENSED MILK		Cough Drops		Graham 25 lb. per cwt	
Eagle, 4 doz.	9 00	Putnam's	1 30	Golden Granulated Meal,	
Leader, 4 doz.	6 50	Smith Bros.	1 50	2 lbs., per cwt., N	
MILK COMPOUND		Package Goods		Rowena Pancake Com-	
Hebe, Tall, 4 doz.	4 50	Creamery Marshmallows		pound, 5 lb. sack.	
Hebe, Baby, 8 doz.	4 40	4 oz. pkg., 12s, cart.	1 05	Buckwheat Compound,	
Carolan's Tall, 4 doz.	4 00	4 oz. pkg., 48s, case	4 00	5 lb. sack	
Carolan's Baby, 8 doz.	3 50	Specialties.		Watson Higgins Milling	
EVAPORATED MILK		Arcadian Bon Bons	19	Co.	
		Walnut Fudge	23	New Perfection, 1/2 s	7 60
Blue Grass, Tall, 48 5 00		Pineapple Fudge	21	Red Arrow, 1/2 s	7 80
Blue Grass, Baby, 72 3 75		Italian Bon Bons	18	Worden Grocer Co.	
Carnation, Tall, 4 doz. 5 25		National Cream Mints	25	American Eagle, Quaker,	
Carnation, Baby, 8 dz. 5 15		Silver King M. Mallows	30	Pure Gold, Forest King,	
Every Day, Tall 5 25		Hello, Hiram, 24s	1 50	Winner	
Danish Pride, tall 5 25		Walnut Sundae, 24, 5c	85	Meal	
Danish Pride, 8 doz. 5 15		Neapolitan, 24, 5c	85	Gr. Grain M. Co.	
Every Day, Baby 5 00		Yankee Jack, 24, 5c	85	Bolted	
Goshen, Gallon 5 00		Gladialor, 24, 10c	1 60	Golden Granulated	2 70
Goshen's Dun., 4 doz. 5 25		Mich. Sugar Ca., 24, 5c	85	Wheat	
Goshen's Dun., 8 doz. 5 15		Pal O Mine, 24, 5c	85	No. 1 Red	1 25
Pet, Tall 5 25		COUPON BOOKS		No. 1 White	1 23
Pet, Baby, 8 oz. 5 15		50 Economic grade	2 50	Oats	
Borden's, Tall 5 25		100 Economic grade	4 50	Carlots	52
Borden's, Baby 5 15		500 Economic grade	20 00	Less than Carlots	57
Van Camp, Tall 5 25		1,000 Economic grade	37 50	Corn	
Van Camp, Baby 3 95		Where 1,000 books are		Carlots	82
White House, Baby 4 75		ordered at a time, special-		Less than Carlots	87
		ly print front cover is		Hay	
		furnished without charge.		Carlots	16 00
		CRISCO.		Less than Carlots	20 00
		36s, 24s and 12s.		Feed	
		Less than 5 cases	21	Street Car Feed	35 00
		Five cases	20 1/2	No. 1 Corn & Oat Fd	35 00
		Ten cases	20	Cracked Corn	35 00
		Twenty-five cases	19 1/2	Coarse Corn Meal	35 00
		6s and 4s		FRUIT JARS	
		Less than 5 cases	20 1/2	Mason, qts., per gross	7 45
		Five cases	19 1/2	Mason, 1/2 qt., gross	11 95
		Ten cases	19 1/2	Ideal Glass Top, qts.	9 06
		Twenty-five cases	19	Ideal Glass Top, qts.	11 10
		CREAM OF TARTAR		Ideal Glass Top, 1/2	15 20
		6 lb. boxes	38	GELATINE	
		DRIED FRUITS		Jello-O 3 doz.	3 45
		Apples		Knox's Sparkling, doz.	2 25
		Evap'd Choice blk.	15	Knox's Acidu'd, doz.	2 25
		Apricots		Minute, 3 doz.	4 05
		Evaporated, Choice	23	Plymouth, White	1 55
		Evaporated, Fancy	33		
		Evaporated Slabs	25		
		Citron			
		10 lb. box	57		

HAND, CLEANER



10c size, 4 doz. ----- 3 60
15c size, 3 doz. ----- 3 60
25c size, 2 doz. ----- 4 00
Until May 1st-Karton
Kutter free with a purchase
of a case or more.

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 75
O. B., 15 oz., per doz. 1 40

JELLY GLASSES

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

MATCHES.

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

Cleveland Match Co.
Brands



Old Pal, 144 Boxes -- 8 00
Buddie, 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.



No. 10, 6 cans to case 5 10
No. 5, 12 cans to case 5 55
No. 2 1/2, 24 cans to case 5 60
No. 1 1/2, 36 cans to case 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 case 4 15
No. 1 1/2, 36 cans to case 3 50

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 case 3 35
No. 1 1/2, 36 cans to case 2 90

New Orleans

Fancy Open Kettle ----- 55
Choice ----- 42
Fair ----- 25

Half barrels 5c extra

Molasses in Cans.

Red Hen, 24, 2 lb. ----- 2 60
Red Hen, 24, 2 1/2 lb. ----- 3 25
Red Hen, 12, 5 lb. ----- 3 00
Red Hen, 6, 10 lb. ----- 2 80
Ginger Cake, 24, 2 lb. ----- 3 10
Ginger Cake, 24, 2 1/2 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 ----- 4 30
Dove, 24, 2 1/2 lb. Black ----- 3 90
Dove, 6, 10 lb. Blue L. ----- 4 40
Palmetto, 24, 2 1/2 lb. ----- 4 40

NUTS.

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, rstd ----- 15 1/2
Pecans, 3 star ----- 22
Pecans, Jumbo ----- 30
Walnuts, California ----- 28
Salted Peanuts
Fancy, No. 1 ----- 17 1/2
Jumbo ----- 20

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

OLIVES.
Bulk, 2 gal. keg ----- 4 25
Bulk, 3 gal. keg ----- 6 00
Bulk, 5 gal. keg ----- 9 25
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, Stu., 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 Kerosine ----- 12.6
Red Crown Gasoline ----- 21.3
Tank Wagon ----- 38.8
Gas Machine Gasoline ----- 25.2
V. M. & P. Naphtha ----- 42.2
Capitol Cylinder ----- 23.2
Atlantic Red Engine ----- 13.7
Winter Black ----- 13.7



Iron Barrels.
Medium Light ----- 59.2
Medium heavy ----- 61.2
Heavy ----- 64.2
Extra heavy ----- 69.2
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



Semaclad, 12 pt. cans ----- 2 70
Semaclad, 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

PIPER
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 ----- 15
Good ----- 15
Medium ----- 12

Lamb.
Good ----- 24
Medium ----- 23
Poor ----- 18

Mutton.
Good ----- 15
Medium ----- 12
Poor ----- 09

Pork.
Heavy hogs ----- 08
Medium hogs ----- 10 1/2
Light hogs ----- 10 1/2
Loins ----- 14
Butts ----- 12 1/2
Shoulders ----- 13
Hams ----- 13
Spareribs ----- 10
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
80 lb. tubs ----- advance 1/4
Pure in tierces ----- 14 1/2
Compound Lard ----- 14
69 lb. tubs ----- advance 1/4
50 lb. tubs ----- advance 1/4
20 lb. tubs ----- advance 1/4
10 lb. pails ----- advance 1/4
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. ----- 20@23
Hams, 16-18, lb. ----- 20@23
Ham, dried beef ----- 38 @39
sets ----- 12 @13
California Hams ----- 30 @32
Pork Boiled ----- 32 @35
Boiled Hams ----- 32 @35
Minced Hams ----- 22 @24
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 ----- 31
Moist in glass ----- 8 00

Pig's Feet
1/4 bbls. ----- 2 15
1/2 bbls. ----- 35 lbs. ----- 4 00
1 bbl. ----- 7 00
14 lbs. ----- 14 15

Tripe
Kits, 15 lb. ----- 90
1/4 bbls., 40 lbs. ----- 1 60
3/4 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, 111num ----- 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
doz. ----- 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, Norway ----- 20 00
8 lb. pails ----- 1 40
Cut Lunch ----- 1 00
Boned, 10 lb. boxes ----- 16 1/2
Lake Herring ----- 6 00
1/2 bbl., 100 lbs ----- 5 75
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 35
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 80
Med. No. 1, 100 lb. bgs. ----- 35
Farmer Spec., 70 lb. ----- 63
Packers Meat, 56 lb. ----- 63
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 Naphtha, 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 ----- 6 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 Lge ----- 4 00
Trilby, 100, 12c ----- 8 00
Williams Barber Bar, 9s ----- 50
Williams Mug, per doz. ----- 48

Proctor & Gamble.
5 box lots, assorted
Chipso, 80, 12s ----- 6 40
Chipso, 30, 32s ----- 6 00
Ivory, 100, 6 oz. ----- 6 50
Ivory, 100, 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 Naphtha ----- 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 KLENZER

HURTS ONLY DIRT TRY IT

80 can cases, \$4.80 per case

WASHING POWDERS.
Bon Ami Pd, 3 dz. bx ----- 3 75
Bon Ami Cake, 3 dz. ----- 3 25
Climaline, 4 doz. ----- 4 20
Grandma, 100, 5c ----- 4 00
Grandma, 24 Large ----- 4 00
Gold Dust, 100s ----- 4 00
Gold Dust, 12 Large ----- 3 20
Golden Rod, 24 ----- 4 25
Jinx, 3 doz. ----- 4 50
La France Laun, 4 dz. ----- 3 60
Luster Box, 54 ----- 3 75

MIRACLE WASHING CREAM

Miracle C., 12 oz., 1 dz ----- 2 25

Old Dutch Clean, 4 dz ----- 4 00
Queen Ann, 60 oz. ----- 2 40
Rosen, 100 oz. ----- 6 40
Rub No More, 100, 10 oz. ----- 3 85

Rub No More, 18 Lg. 4 25
Spotless Cleanser, 48, ----- 3 85
20 oz. ----- 2 25
Sani Flush, 1 doz. ----- 3 15
Sapoline, 3 doz. ----- 6 40
Soapine, 100, 12 oz. ----- 4 00
Snowboy, 100, 10 oz. ----- 4 70
Snowboy, 24 Large ----- 7 20
Speedee, 3 doz. ----- 4 00
Sunbrite, 72 doz. ----- 4 75
Wyandotte, 48 ----- 4 75

SPICES.

Whole Spices.
Allspice, Jamaica ----- @13
Cloves, Zanzibar ----- @45
Cassia, Canton ----- @16
Cassia, 5c pkg., doz. ----- @40
Ginger, African ----- @15
Ginger, Cochinchina ----- @20
Mace, Penang ----- @70
Mixed, No. 1 ----- @22
Mixed, 5c pkgs., doz. ----- @45
Nutmegs, 70-80 ----- @33
Nutmegs, 105-110 ----- @38
Pepper, Black ----- @15

Pure Ground in Bulk
Allspice, Jamaica ----- @16
Cloves, Zanzibar ----- @50
Cassia, Canton ----- @22
Ginger, African ----- @25
Mustard ----- @28
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
Fenelly, 3 1/2 oz. ----- 3 25
Kitchen Bouquet ----- 3 25
Laurel Leaves ----- 20
Marjoram, 1 oz. ----- 90
Savory, 1 oz. ----- 90
Thyme, 1 oz. ----- 90
Tumeric, 2 1/2 oz. ----- 90

STARCH
Corn
Kingsford, 40 lbs. ----- 11 1/4
Powdered, bags ----- 03
Argo, 48 1 lb. pkgs. ----- 3 75
Cream, 48-1 ----- 4 80
Quaker, 40-1 ----- 6

Gloss
Argo, 48 1 lb. pkgs. ----- 3 75
Argo, 12 3 lb. pkgs. ----- 2 74
Argo, 8 5 lb. pkgs. ----- 3 10
Silver Gloss, 48 1s ----- 11 1/4
Elastic, 64 pkgs. ----- 5 35
Tiger, 48-1 ----- 2 85
Tiger, 50 lbs. ----- 04 1/4

CORN SYRUP.

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 95

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

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. ----- 6 69
Green Label Karo, ----- 11 40
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. ----- 12 00
Sugar Bird, 8 oz., 4 ----- 12 00
doz. ----- 12 00

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

TABLE SAUCES.
Lea & Perrin, large ----- 6 00
Lea & Perrin, small ----- 3 35
Pepper ----- 1 60
Royal Mint ----- 2 40
Tobasco ----- 2 75
Sho You, 9 oz., doz. ----- 2 70
A-1, large ----- 5 75
A-1 small ----- 3 25
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 ----- 28
Congou, Choice ----- 35@36
Congou, Fancy ----- 42@43

Oolong
Medium ----- 36
Choice ----- 45
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 ----- 75
No. 1, per gross ----- 1 05
No. 2, per gross ----- 1 50
No. 3, per gross ----- 2 30
Peerless Rolls, per doz. ----- 90
Rochester, No. 2, doz. ----- 50
Rochester, No. 3, doz. ----- 2 00
Rayo, per doz. ----- 80

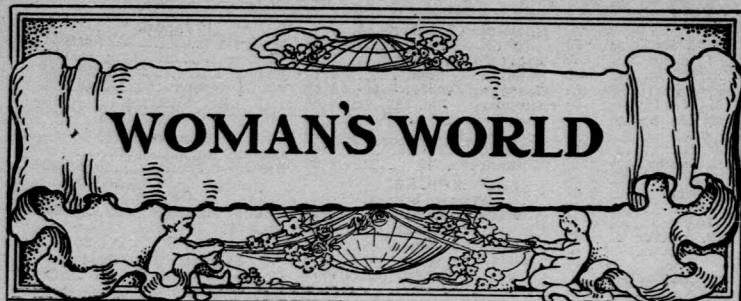
WOODENWARE
Baskets
Bushels, narrow band, wire handles ----- 1 90
Bushels, narrow band, wood handles ----- 2 00
Bushels, wide band ----- 2 10
Market, drop handle ----- 75
Market, single handle ----- 90
Market, extra ----- 1 25
Splint, large ----- 8 50
Splint, medium ----- 7 50
Splint, small ----- 7 00

Churns.
Barrel, 5 gal., each ----- 2 40
Barrel, 10 gal., each ----- 2 55
3 to 6 gal., per gal. ----- 16

Egg Cases.
No. 1, Star Carrier ----- 5 00
No. 2, Star Carrier ----- 10 00
No. 1, Star Egg Trays ----- 4 50
No. 2, Star Egg Trays ----- 9 00

Mop Sticks
Trojan spring ----- 2 00
Eclipse patent spring ----- 2 00
No. 2, pat. brush hold ----- 2 00
Ideal, No. 7 ----- 1 50
12 oz. Cot. Mop Heads ----- 2 25
16 oz. Cot. Mop Heads ----- 3 50

Pails
10 qt. Galvanized ----- 2 35
12 qt. Galvanized ----- 2 60
14 qt. Galvanized ----- 2 90
12 qt. Flaring Gal. Ir. ----- 5 25
10 qt. Tin Dairy ----- 4 80
12 qt. Tin Dairy ----- 5 25



Cheap and Easy Promises Cheaply And Easily Broken.

Written for the Tradesman.

Peggy looked especially pretty in her pale green dress with yellow beads, and I told her so. She looked up at me with quick surprise, and a smile which struck me as a little rueful, as she answered:

"I'm so glad you like it. I do, too. But—" she stopped, and her smile faded.

"But—what? How could there be any doubt about it?"

"Mother doesn't care for these beads with this dress."

"I'm surprised to hear that," I said. "Your mother's taste is so good. However, we can't expect always to agree about such things. Personal taste is a queer thing, and we have to learn to give people a wide freedom in such matters."

"Mother wouldn't agree with you about that," said Peggy. "She really believes that her taste is the last word, and she gets mad if I try to have any taste of my own differing in the least tiny bit from hers. She thinks I promised not to wear these beads and this dress together. Really, I didn't promise; I didn't say anything; but she thinks I did. And it rather spoils my pleasure in wearing them."

There was nothing more to be said just then; of course, I could not foment defiance much less bad faith, on the part of this unusually lovely girl towards her mother. But I had my own opinion, especially when she went on and said:

"I have a good deal of trouble with myself over the promises that mother requires of me. You know how quick-tempered she is, and I do not like to have rows with her. Whenever we have any difference of opinion, and she sees that I continue to think differently from her, she makes me promise to do as she says, and it troubles me when I know in my heart that she is unreasonable, and that I really have a right to do the thing—like wearing these beads—that she has compelled me to promise not to do."

"It's only lately that I have begun to be worried about not keeping the promises."

"I think you ought never to make a promise to anybody that you do not intend to keep," I said.

"Well, I guess you don't realize what that means," she said. "If I were to refuse to make a promise that mother demanded she would be perfectly furious. It would mean—I hardly know what it would mean. Certainly a row that would last for hours or days."

I still think (I said) that you ought not to make a promise to anybody that

you do not intend to keep. That is fundamental. The whole business of living together and getting along depends upon our confidence in each other. Upon keeping our word and doing what we say we will do. I think we might go as far as to say that civilization is the measure of people's keeping of their pledges to each other among individuals and groups and nations.

But it is one of the basic principles of intercourse and of law that a promise made under duress, compulsion, is not binding. And the promise must represent the feeling on the part of both parties that it is reasonable and fair, and gives a proper degree of liberty of choice to both.

"You are not going to be happy with your mother," I added, "if you go on with the feeling that you have to deceive her, even in very small matters, like dress and beads. You are seventeen; the time has come when you ought to be free to make choices for yourself. But at the same time you long ago got too old—you were always too old—to indulge in small deceptions. This is a rather difficult subject; it cannot be disposed of by a few words either way. But I think you ought to have a good talk with your mother, and come to an understanding which will free you from any supposed necessity of making promises which mean nothing to you."

"I guess you're right," she said, with a sigh. "But, oh dear! You can't imagine the fuss I'm going to have!" - This case is a very good illustration of a thing that is common among parents who do not realize the importance of promise-making.

Children are naturally truthful; their first impulse is to tell the thing the way it happened. Their so-called "lies" are always the result of causes; generally either the desire to pretend that something imaginary is real, or, more commonly, because they are afraid of the person to whom the "lie" is told. Either case calls for wise and understanding treatment on the part of the parent; in the one case to recognize the legitimacy and the proper limitations of the instinct to visualize imaginary things, to dramatize fiction; in the other to abolish by complete understanding the fear that stands between you and your child.

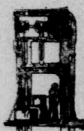
The sacredness of a promise is one of the things that can and ought to be impressed very early. And the first requisite is to exact very few of them, to make sure that they are understood and felt to be reasonable. Then, in those infrequent emergency cases where they must rest for the moment upon bare authority, they will hold from force of habit and with the

power of love. It is a dreadful mistake to allow a child to make cheap promises—and break them cheaply as soon as you are out of sight.

Prudence Bradish.

Copyrighted, 1923.)

The well dressed customer often has less money than the one wearing old clothes. For that reason, if for no other, don't take a chance and neglect the poorly dressed people.



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



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

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

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

Look for the Cross and Circle

Printed in Red on Every Package of Genuine Alabastine

Alabastine

Instead of Kalsomine or Wall Paper

Because only genuine Alabastine will give you those soft delicate, artistic Alabastine colors, which add so much to the beauty of your home.

Good decorators use Alabastine. Nearly all stores selling paints carry it in stock. Ask your dealer or decorator to show you samples and explain the Alabastine-Opaline Process—the newest and most beautiful method of interior decoration.

The Alabastine Company
Grand Rapids, Mich.

New Printed Flannel.

A novelty in a high-grade printed flannel, to be used for the jacquette, the paletot, the sleeveless blouse, dresses and skirts for midsummer wear, is now being offered by the Botany Worsted Mills. The design on the cloth has motifs of both Egyptian and Assyrian derivation. It is executed in horizontal stripings in five bright colors upon a cream ground. A three-inch band pattern made up of fantastic animals of darker color is enclosed in narrow arrangements of the conventionalized lotus, this being done in three colors. Alternating with this stripe is another of the same width showing triangular blocks of color marked by angular figurations of characteristic Egyptian flavor in light and dark effects. The seven color schemes are of an essentially sports character, there being no attempt to show the authentic range.

Reports Improvement in Linens.

Business conditions in the linen industry in Northern Ireland are slowly improving, according to Harry F. Turtle, head of Turtle Brothers, linen importers of New York City. Mr. Turtle has just returned from a business trip to the other side. "What is holding back improved conditions as much as anything," he said yesterday, "is the workers' 'dole' that is paid by the Government to unemployed men. It amounts to an average weekly wage of 36 shillings, and encourages loafing at the Government's expense. In Belfast, for instance, a man obtained a position in a public accountant's office at three pounds sterling per week. He stuck to the job for only a few weeks. Then he decided that he would rather take things easy and went back to the government dole."

Hand Bag Leathers Higher.

Manufacturers of hand bags, particularly the higher grades of leather ones, say that prices will have to be advanced shortly. A representative of a well-known local firm says that the imported leathers his concern is using, including acraes, mahogany calfs and cowhides, show an increase in cost of from 20 to 25 per cent. above those prevailing last Summer. When the stock already made up is exhausted the increase will have to be reflected in higher prices. Users of domestic leathers are confronted with the same problem. Many of the makers of the medium and cheaper lines, where price is the main consideration, are endeavoring to absorb added raw material cost by economies in production and increase in sales volume.

Hand-Painted Handkerchiefs.

About the last word in novelty handkerchiefs for women in a season in which novelties in this merchandise seem to be more numerous than ever is now being offered here to retail at \$2.50 each. They are imported from France, and show dainty hand-painted heads and figures on the miniature order. The decorations are relatively large, considering the size of the handkerchiefs, and are very attractive. The handkerchiefs are made of silk crape, and the painting is said to be fast to washing.

SWORN STATEMENT FURNISHED THE POSTOFFICE DEPARTMENT.

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

State of Michigan, ss.
County of Kent,

Before me, a notary public in and for the State and county aforesaid, personally appeared Ernest A. Stowe, who, having been duly sworn according to law, deposes and says that he is the business manager of the Michigan Tradesman and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

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

Editor—E. A. Stowe, Grand Rapids.

Managing Editor—E. A. Stowe, Grand Rapids.

Business Manager—E. A. Stowe, Grand Rapids.

Publisher—Tradesman Company, Grand Rapids.

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

E. A. Stowe, Grand Rapids.

S. F. Stevens, Grand Rapids.

F. E. Stowe, Grand Rapids.

F. A. Wiles, Grand Rapids.

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

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

E. A. Stowe, Business Manager.

Sworn to and subscribed before me this 2d day of April, 1923.

(SEAL) Florence E. Stowe.
Notary Public in and for Kent Co., Mich.
(My commission expires Jan. 26, 1927.)

The merchant who thinks he can fool his customers successfully, fools himself most of all.



AMBER COFFEE
should be on your shelves—
the same quality that made it famous.

Blended, Roasted and
Packed by

**CHRISTIAN
COFFEE CO.**

337-339 Summer Ave.
GRAND RAPIDS, MICH.

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.

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

Want to hear from a party owning a good merchandise business or other business for sale. State cash price and particulars. John J. Black, 130th St., Chippewa Falls, Wisconsin. 110

MERCHANTS—Have just "sold out" the Chas. A. Graves stock of dry goods and ready-to-wear of Berry, Iowa. If you want a "close out" or reduction sale, get in touch with me. Every sale conducted with my personal service which has proven to hundreds of merchants that this is the satisfactory way. Sales conducted in any state. Wire or write W. A. Anning, 429 Galena Blvd., Aurora, Ill. 111

Wanted—To hear from owner of good business for sale. State cash price, full particulars. D. F. Bush, Minneapolis, Minn. 112

FOR SALE—Furniture business located in Birmingham, Mich. Population 5,000. Nine-year lease on building. Inventory \$10,000. No accounts receivable. Here is a wonderful opportunity to secure the only furniture business in the city. Address C. Arnold Furniture Co., Pontiac, Mich. 113

For Sale For Cash—Clean stock of general merchandise in Blue Earth county, about twenty-two miles from Mankato, Minn. Invoicing about \$10,500, fixtures \$1,000; neither over eighteen months old. Will take \$9,000 cash for quick sale. Must get out on account of my health. Sales last year \$35,000. Town of 5,000, with good school and creamery. No trades. W. J. Free, Box 375, Vernon Center, Minn. 114

For Sale in Southeastern Alaska—Buildings, cottages, store, wharf, warehouses surrounding widely known hot springs. Active industrial region. No climatic extremes. Salt water communication open entire year. \$25,000 will swing. If city seems stifling, if you lack adequate outlet for personal initiative, if you are harassed by murderous competition, this is your chance. V. A. Robertson, Tee Harbor, Alaska. 115

Large Detroit dry goods wholesaler wants at once two travelers in that line for territory north of Grand Rapids. Apply at once, with full information regarding yourself. All replies confidential. We have a first-class proposition for a worker who knows the business. Address No. 116, care Michigan Tradesman. 116

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—At Butterfield, Mich., general stock in farming section, frame building. Fine home, ten acres orchard, all kinds fruit. Buildings are in fine condition. On trunk line road No. 74, four miles from railroad. Rural route daily. Complete telephone system. Churches forty rods each side. Schools three-quarters mile, each side. Cash payment, time for balance. Reason for selling, poor health and old age. R. A. Williams, Lake City, Mich. 100

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 EXPERT. MUSKEGON, MICH. 939

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

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 LEVINSON, Saginaw, Mich.

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

Stocks of merchandise quickly converted to spot cash—ten to twenty days. Twenty years experience. Write for information to-day. Chicago Business and City. Exchange, 327 South LaSalle St., Chicago. 107

General merchandise, opening, reducing, and closing out sales. For particulars write L. J. Crisp, Sales Conductor, ELK RAPIDS, MICH. 108

FOR SALE—Hardware and grocery stock in Southern Michigan. A county seat town. Address No. 109, care Michigan Tradesman. 109

For Sale—Established confectionery and ice cream business, located in live town. Rent low. Stock and fixtures inventory \$5,000. American Ice Cream Parlor, Lowell, Mich. 99

FOR SALE—On account of ill health, grocery and bakery. One of the best locations in Petoskey, Mich. Address The Petoskey Grocery Co., Petoskey, Mich. 102

WALLACE COUNTY, KANSAS—Opportunity buy cheap home: for sale 30,000 acres good soil, water; near railroads. Low price, easy terms. Peter Robidoux, owner, Wallace, Kansas. 103

For Sale—Manufacturing plant Marietta, Ohio. Invoice \$10,000 to \$15,000. Terms: cash \$6,000, balance payments. Will exchange for city or farm property. Wendelken Mfg. Co., Marietta, Ohio. 105

FOR SALE—Three grocery stocks, at inventory or lump price. Good locations in live cities; established trade. Good deals if taken at once. LODER Real Estate Agency, Homer, Mich. 97

GRAND RAPIDS SAFE CO.

Dealer in

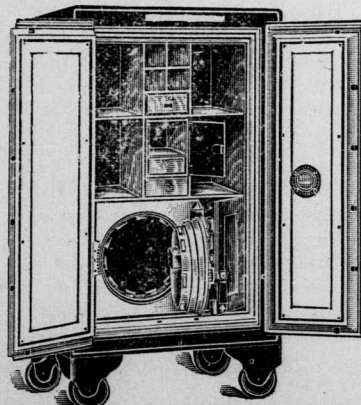
**Fire and
Burglar Proof
Safes**

Vault Doors and Time Locks

Largest Stock in the State.

Grand Rapids Safe Co.

Grand Rapids, Mich.



IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

A long-time patron of the Tradesman writes as follows:

Another one of my customers has fallen for something for nothing and wants your assistance. I am writing you not especially to help him out, but because this scheme looks so good it may be worked to a finish on small dealers all over the State and it would be well to investigate.

In December our customer had a letter from a concern in Chicago stating that they were going to give away absolutely free a limited number of sets of encyclopedias for advertising purposes and that he had been selected as one of the lucky number and they were ready to furnish him with his set. This looked good and he filled out the post-card and returned it, which resulted a little later in a canvasser coming in to state that he was here to arrange for the presentation of the free books, for which there would be no charge, but that they could only be furnished to subscribers of their Extension Society, who must sign a contract for ten years' service, payable \$7 down and \$7 per month for six months. My customer signed up and paid his \$7. Then when he went home he told his wife how fortunate they were in getting this set of encyclopedias for nothing. She asked him what he was going to get for his \$49. He was unable to tell. She told him to cancel his contract at once and lose the \$7 paid. He immediately wrote them to cancel the contract and not to ship the books. In the meantime the books arrived and have been refused at the express office. He comes to me and wants to know what he can do to save paying \$42 more for something he does not know anything about, probably will never get anything out of and, in the meantime, will have \$49 tied up in a set of books he does not need and are only worth a fraction of it. I have told him that he has signed up a jug handled contract and agreed to not countermand or do anything else but pay. The only suggestion I could make was that he take in the books that are here and are supposed to have been given him free of charge, because that would not entail any responsibility, but to refuse to pay anything more on the contract until the makers put up a satisfactory bond with local security that the contract will be carried out. They are non-residents. While they appear to have a financial rating they have not a good credit rating, and I believe he is entitled to security for the carrying out of his contract. Possibly you may have some solution other than I have given him. In any event, it is a smooth game. They are evidently working hard and I understand they lined up a large number of contracts in this city. It is just the kind of a deal for which the small country merchant will fall.

The reply made to the above statement of facts was as follows:

I fail to see any way by which your customer can avoid the payment of the \$42, if he is responsible.

He signed an iron clad agreement, apparently in good faith, and he ought to live up to his agreement in man fashion.

If the books are not worth the money, that is his loss for dealing with a stranger.

I find I can buy all the books I need of my own book seller in my own town.

Any man who signs for anything before he gets it is a plain damn fool, especially when he is dealing with a house he knows nothing about.

I think your customer got just what he was looking for. He grabbed to something free and got caught on his own hook. Free things are the most expensive things there are in this world.

Go Slow on Mahony.

An Illinois patron of the Tradesman complains of the action of J. Leonard Mahony who does business under the high sounding name of the Federal Selling System, which purports to have an abiding place in the Chicago Stock Exchange building. Mahony personally visited the merchant who makes the complaint and promised faithfully to find a purchaser for his stock if he was paid \$175. The merchant took the bait—largely because the Chicago gentleman "had such a taking way"—and now gets no replies to his letters of enquiry. Pending a diligent investigation by the Tradesman, patrons of this publication are advised not to enter into any business dealings with Mahony until this matter is fully reported on in this department.

Crook Victimizes Merchants.

The Grand Rapids Show Case Co. issues another warning concerning the activities of a certain salesman for the company. The methods of this sharper vary, but his general scheme is to interest isolated merchants in show cases, counters, etc., on the pretext that the Grand Rapids Show Case Co. has sold the equipment on the partial payment plan and has suffered default of payments.

This equipment, says the sharper, can be purchased at a good price, and it is offered unsuspecting retailers with the provision that they pay half the freight and the remaining installments due. Needless to say, the merchant never sees the "salesman" again after money has been entrusted to him.

The Grand Rapids Show Case Co. asserts this man has no connection whatever with them, and merchants are warned to summon the police if they are approached by him. He uses order blanks printed by a Spokane, Wash., concern, and is said to have a frank, disarming manner. He uses various aliases and is described as being about 45 years old, 5 feet 10 inches tall, medium complexion and gray hair. He usually wears a mustache.

Go Slow on Wicklund.

A man by the name of John C. Wicklund came to Grand Rapids recently and opened an office for the sale of stocks and bonds in the Aldrich building. Some of the time it is claimed he did business under another name. He recently purchased some securities of a Grand Rapids man for \$350, giving a check therefor on a bank at St. Joseph. The check went to protest and Wicklund left the city somewhat suddenly. It is understood he is making his headquarters at the Hotel Whitcomb, St. Joseph. In view of his record in Grand Rapids, people who have dealings with him should use due care in accepting his checks.

Colfax Gibbs Not Licensed.

For several months the notorious Colfax Gibbs has had an application before the Illinois Securities Department for a license to exploit his Gibbs Petroleum Co. in Illinois. The Tradesman is in receipt of a letter from the legal adviser of the Department, stating that after several conferences, in which the character of Gibbs was plainly disclosed, the application was withdrawn by Gibbs.

Paid Twenty-Seven Cents on the Dollar.

St. Johns, April 3—H. T. Parr, who handled the bankrupt H. H. Colby grocery stock, has succeeded in paying the creditors 27.8 cents on the dollar. He sold the stock (\$1473.87) at 65 cents on the dollar and the fixtures (\$1317.20) at 35 cents on the dollar, thus realizing \$1,416.34. He realized \$571.60 from the sale of goods before closing out the stock. After paying expenses of \$123.03 and preferred claims of \$151.42, he had enough left to pay the creditors as above stated. Claims aggregated \$6,760.59, distributed as follows:

	Dr.	Cr.
Reliable Match Co., Ashland, Ohio	\$ 29.20	\$ 8.11
St. John's Fruit Co., St. John's	27.40	7.61
Brady Brothers, Detroit	18.81	5.22
St. John's Acre Association, St. John's	31.00	8.61
National Biscuit Co., Grand Rapids	31.90	8.86
E. J. Brock Candy Co., Chicago	52.75	14.66
Walter O. Birk Candy Co., Chicago	32.32	8.98
Riorwater Downs Fruit Co., Lansing	295.95	82.27
News, St. Johns	49.25	13.69
Republican, St. Johns	25.00	6.95
Simpson Fuller Co., Lansing	21.50	5.97
Bay City Milling Co., Bay City	74.50	22.12
Phelps Krag & Co., Detroit	16.80	4.67
Grand Rapids Paper Co., Grand Rapids	95.13	26.74
O. P. DeWitt & Sons, St. Johns	142.57	39.63
Fisher Bros. Paper Co., Fort Wayne	116.58	32.41
Cornwell Company, Saginaw	203.17	56.48
Hekman Biscuit Co., Grand Rapids	11.06	3.07
Wilson & Company, Chicago	68.46	19.03
National Gro. Co., Lansing	221.27	61.51
St. John's Gas & Oil Co., St. John's	31.50	8.75
J. W. Gillet, St. Johns	4.50	1.25
Wagstaff Coffee Co., Detroit	112.60	31.30
Sanitary Container Co., Lansing	25.85	7.18
Arbuckle Brothers, Chicago	40.20	11.17
St. John's Electric Shop, St. Johns	6.14	1.70
Dunkirk Seed Co., Dunkirk, N. Y.	9.01	2.67
Page Phillips Seed Co., Toledo	16.85	4.68
Judson Grocer Co., Grand Rapids	1419.92	394.73
Elmer E. Emmons, I. I.	15.00	4.17
Detroit Beef Co., Lansing	11.00	3.05
Michigan Tradesman, Grand Rapids	3.00	.83
Roswell Cook Co., Detroit	21.00	8.04
O. K. Celery Co., Kalamazoo	4.80	1.32
H. J. Heinz Co., Detroit	6.30	1.75
Magestic China Co., Sebring, Ohio	170.20	47.31
Michigan Butter & Egg Co., Lansing	25.02	6.95
Jewett-Sherman Co., Milwaukee	20.55	5.71
Mrs. Birdelle Colby, Cadillac	2500.00	695.00
W. F. McLaughlin & Co., Chicago	88.80	24.46
South Western Broom Co., Evansville	43.50	12.09
Detroit Packing Co., Detroit	22.22	6.17
Armour & Company, Saginaw	51.70	14.37
Mutual Gas Co., St. Johns	2.50	.69
Union Telephone Co., St. Johns	13.06	3.63
Jerome B. Rice, Cambridge, N. Y.	16.01	4.45
Voight Milling Co., Grand Rapids	16.07	4.46
A. F. Bridgegroom, Owosso	11.80	3.28
X Cigar Company, Grand Rapids	13.23	3.67
Lawrence Baking Co., Lansing	7.20	2.00
Jennings Mfg. Co., Grand Rapids	9.00	2.50
Anderson Bros., Grand Rapids	82.25	22.86
Schust Co., Saginaw	17.58	4.83
Spring Brook Ice Co., St. Johns	19.68	5.47
Thomas H. Hystop, Ovid	98.00	27.24
Fowler Elevator Co., Fowler	135.35	37.62
J. T. Bancroft, Lansing	103.98	28.90

Showing Straw Hats Ahead of the Season.

A campaign is now under way, under the auspices of the National Association of Straw Hat Manufacturers, which has for its object the education of the retailer on the poor policy in-

involved in "rushing the season" by showing straw hats prematurely.

In one of its letters to the trade the Association points out that "just at the time when men think of Summer comfort and are ready to follow their thoughts by purchasing cool, hot weather clothing accessories, the majority of merchants throughout the country are offering these articles at greatly reduced prices. Men want to buy Summer merchandise when Summer weather arrives—surely that's not the time to cut prices. Why show straw hats before the weather permits? Such action automatically stops the sale of felt hats, reduces the volume of sales. The public seeing straws in felt hat weather refrain from buying either."

The Association says further that Summer weather is straw hat weather, with Aug. 1 being midseason, and the Fourth of July the ideal time for the purchase of a new, clean straw hat. "Merchandise merchandise in season," is the policy urged upon retailers. The Hatters Guild of Pennsylvania has endorsed the campaign.

The price cutting entailed in mid-season is what bothers most, resulting in the unsettling of the general demand, according to the Association. Some of the retailers last year decided not to cut prices until the end of July. The Cincinnati Retail Merchants Association was such a group, an executive of which made the following report on the experiment:

The straw hat group, which comprises about fifteen in all, were unanimous in saying last season was the most profitable they had enjoyed in years. As you know no reduction in prices was made until the 24th of July and, while we took a larger mark down at that time, it was more than balanced by the amount of hats we sold at the regular price up to July 24th.

Another thing that I want to impress upon you is that we did not carry a single hat over and I believe that is about the condition of the straw hat stocks in this city. I only wish there was some way we could make the merchants in other cities see the folly of early price cutting.

Leave Your Pocketbook at Home.

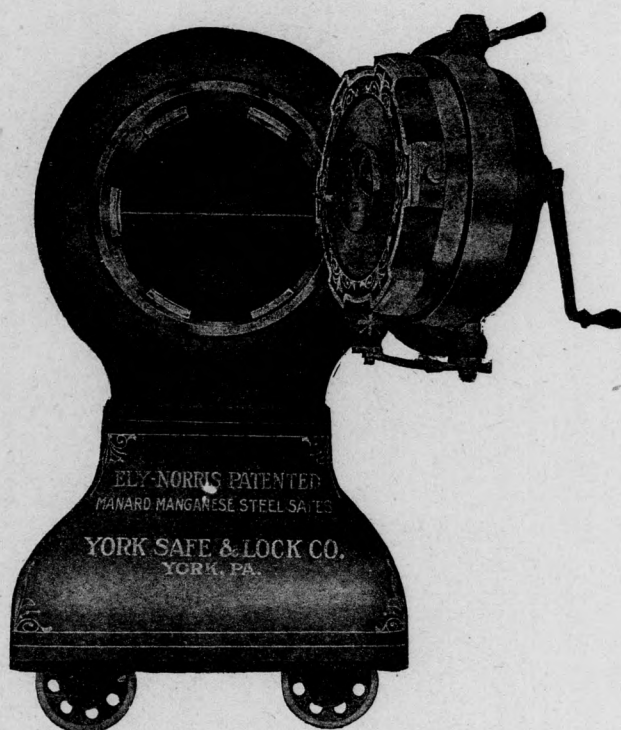
Grand Rapids, April 3—The eighth annual meeting of Post A will be held in the Pantlind Hotel Saturday evening of this week. Officers will be elected for the ensuing year, delegates will be chosen to attend the State convention and other business of importance will be transacted. The business meeting will be called to order at 3:30 p. m. sharp, and the officers urge all members to put forth an effort to attend this meeting.

We all love the ladies, and appreciating their ability as boosters, we have arranged for an evening of pleasure in which they may participate. "Jerry" Ford, who is in charge of arrangements, has taken an option on the Pantlind ball room. Frank B. Winegar, whose genial smile will drive dull care away, is chairman of the reception committee and will be on hand to welcome you, Peterlonis' "Jazz Babies" will be all tuned up and ready to go at 8:30 sharp and Peter Hendricks, with a corps of able assistance will refresh you with refreshments. So bring your wife or sweetheart, and if, after you arrive, you discover that the committee has overlooked anything that might add to your pleasure, just report to President Heath, who as general chairman is doing everything possible to make this party a humdinger."

**THE STRONGEST
SAFE IN THE WORLD**

**Manufactured
Exclusively by**

**YORK SAFE
AND LOCK CO.**



Sale in Western Michigan controlled exclusively by

GRAND RAPIDS SAFE CO.

**Tradesman Building
GRAND RAPIDS**

First Aid to Housekeepers



SPRINGTIME, 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.

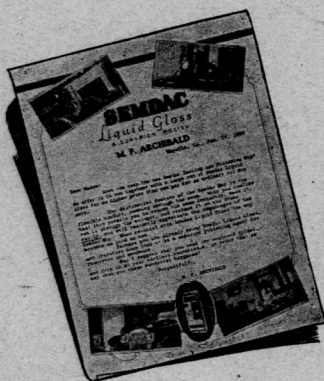
The Semdac Mop saves her the back-breaking effort of wiping up floors. The improved handle with its flexible joint enables her to reach under beds and bookcases. The swab is quickly removed for washing and re-oiling.

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