

EVERY DEALER MUST READ THIS

100%

CLEAR PROFIT

The Grand Rapids Dry Goods Co. distributors for one of the best and most popular Hair Nets in America—the Arrow Human Hair Net—is making the greatest Dealer proposition in their history.

"100% Profit to the Dealer"

Double Mesh — Cap Shape — ARROW Human Hair Net.

Special offer—\$9.00 PER GROSS.

You sell (2 Nets for 25c) netting you \$18.00 per gross. Your Profit 100%.

Guaranteed against any imperfection of any nature. Large in size—perfect in shape—true to their various colors. Absolutely invisible. No need to pay more when you can get the very best Human Hair Net in Handsome 6 color Gold embossed envelope at this low price—\$9.00 PER GROSS with handsome Counter Display Case free.

ARROW HUMAN HAIR NETS

are well and favorably known. And we absolutely stand on our guarantee. Wire or write your order. Immediate shipment.

Grand Rapids Dry Goods Co.
Grand Rapids, Mich.

Distributors for
KAUFMANN BROS., Importers
111 Fifth Avenue, N. Y.



This Handsome Counter Display Case **FREE** with FIRST Gross Order.



39% Profit for You in WILDER'S

LION DISPLAY

CABINET OF LEATHER



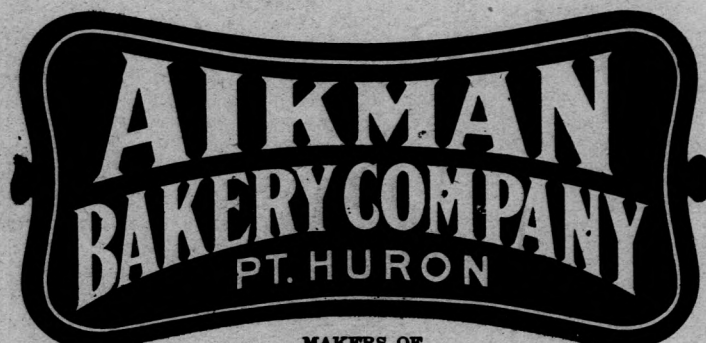
Cost \$18.00

Retails for \$25.00

Ask Your
Jobber
or write us
for full information.

WILDER & COMPANY
Established 1877

226 West Lake St.
CHICAGO



Samples sent on request.
Phone—Melrose 6929
Distributors and Salesmen wanted in open territory.

Detroit Branch
3705 St. Aubin Ave.

INDISPUTABLE EVIDENCE:

EXHIBIT "A"

"I have been subject to constipation for the past fifteen years" writes a Western business man. "After having tried many remedies without result, I began taking FLEISCHMANN'S YEAST three times a day. Within a few months I have been relieved of this trouble and now feel a vigor and strength unknown to me for years."

This is an unsolicited letter from one of thousands of men and women who are finding in FLEISCHMANN'S YEAST the key to freedom from constipation.

Do your customers know the story?

THE FLEISCHMANN COMPANY

Fleischmann's Yeast

Fleischmann's Service

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



If you would know the value of money, go out and try to borrow some.

Benj. Franklin

Every pound of sugar is so much money. If you value a dollar you must value a penny. If you value a pound of sugar, you must value an ounce, and you should value an ounce, because many ounces mean much money.

Save the many ounces wasted through handling bulk sugar. Save the many dollars needlessly spent for bags, twine and labor, by confining your sugar business to

FRANKLIN SUGAR IN PACKAGES

The Franklin Sugar Refining Company
PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use"

The Grocer and His Job

As a distributor of food the grocer has a job that concerns the health and welfare of the nation. A clean, sanitary store is a blessing to any community and should be a source of pride to the owner.

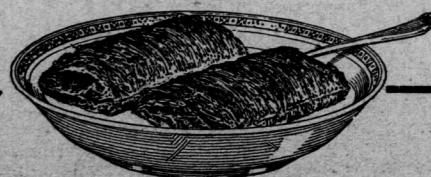
Shredded Wheat

is packed in sanitary, dust-proof cartons. It should be kept in a clean, dry place to insure its purity and freshness. This will please your customers and save us a lot of trouble.

Shredded Wheat is the world's standard breakfast cereal—always pure, always clean, always the same high quality, always yielding a good, fair profit to the distributor.

MADE ONLY BY

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



MICHIGAN TRADESMAN

Fortieth Year

GRAND RAPIDS, WEDNESDAY APRIL 11, 1923

Number 2064

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.

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advance.

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payable invariably in advance.

Sample copies 10 cents each.

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

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

Why Druggist Look Opposes Grocers' Bill.

Lansing, April 10—Having read an article by John G. Clark, of Bad Axe, relative to pending legislation the wholesale grocers desire to enact, I am enclosing what might be termed a reply, which I would be pleased to have published in your most valuable periodical.

D. G. Look.

Class Legislation Versus Public Health.

Replying to an article which appeared in the Michigan Tradesman under date of April 4 under the title of "What happened while wholesale grocers debated." After careful consideration I desire to say that it occurs to me that Mr. Clark has a misunderstanding of Act 134, Public Acts of 1885 as amended. Especially wish to call your attention to Section 18 which provides that merchants may sell ammonia, bicarbonate, of soda, borax, camphor, castor oil, cream of tartar, dye stuffs, essence of ginger, essence of peppermint, essence of wintergreen, non-poisonous flavoring essence or extracts, glycerine, licorice, olive oil, sal ammoniac, saltpetre, sal soda and sulphur.

Any article that is intended to be used as a condiment or for culinary purposes is permitted to be sold by anyone as well as a few common articles used for medicinal purposes. Also any patent medicine, toilet article or what might be termed drug sundries may be sold by any merchant. This covers a large field of drug store merchandise and from a truly economical standpoint there is no reason why this condition should not be. When laws intended to be enacted for the purpose of protecting public health require a certain standard to be complied with, which in this State is quite exacting, before a person is allowed to sell drugs or poisons, there is no real demand for these articles to be sold in stores other than licensed drug stores under the supervision of a registered pharmacist except under provisions which are taken care of in the law.

In order that persons living in sparsely settled districts where there is no Registered Pharmacist within five miles the legislature wisely provided that certain household remedies might be sold if put up in original packages bearing the label of a Registered Pharmacist putting up the

same. This provision has been criticised by some dealers using the argument that there is no more danger for a merchant not a Registered Pharmacist to sell drugs five miles from a Registered Pharmacist than there is for a merchant to sell these articles in a place of business adjacent to a drug store.

In that regard the Supreme Court has held that "This five mile limitation was one the legislature has dealt with in a practical way and for the purpose of meeting the requirements of persons living in a sparsely settled community. But this extension of right and authority to a merchant or drug dealer cannot be taken advantage of where there is a Registered Pharmacist within five miles of his place of business."

Questions similar to this one have been passed upon by the courts and they unanimously held that such a decision is neither arbitrary nor unreasonable and enforced the statute against its violation.

Whenever physicians foster public health measures which may incidentally require their services, they are accused of selfish motives by people who either do not think or cannot understand the altruistic spirit which a great majority of the medical profession constantly exhibit in matters of public welfare. Other professional men are often abused whenever they advocate any measures intended to benefit public welfare. There are occasions in every trade and profession when certain benefits are derived as a result of legislative enactments intended for the good of all the people. Should such enactments be prevented just because a few happen to profit directly while all profit indirectly? Common sense dictates a certain tolerance in matters of this kind for it is well known that no legislature can endure if its enactments savor of class favoritism. The few dollars per year which might be diverted from the druggists' till because of sales of package medicines in general stores do not enter into the question.

Act 134, Public Acts of 1885, which it is intended to amend by House Bill No. 273 now before our committee, is designed to protect the public. As a professional man the pharmacist, together with the physician, is interested in public health. There is no good reason for advocating an amendment to the law such as you refer to except to put a few dollars into the tills of those who have no technical training and are therefore without understanding of the articles they seek to sell. Medicines are not intended to be sold as other merchandise. They are intended for use only in cases of sickness. Those people who resort to self-medication should at least have the safeguard of the advice of a licensed pharmacist to keep them from committing grave errors in the selection of their remedies. The storekeeper's only interest in the sale of drugs is the profit, he cannot give advice because he does not know and is not expected to know anything about drugs. If he claims to have the experience and qualifications necessary to sell drugs he can acquire the right to do so legitimately by passing the necessary examinations and qualifying as a pharmacist. It seems anomalous that the same laws which lay down the qualifications of those who may sell drugs and medicines do not also limit the sales of these commodities to establishments employing such qualified help.

In an opinion rendered to the Director of Drugs under date of March 9, 1923, the Attorney General of this State ruled that every place in which drugs, medicines or poisons are retailed or dispensed or physicians' prescriptions compounded shall be termed a pharmacy or drug store and same shall be in charge of or under the supervision of a Registered Pharmacist and subject to the provisions of this act.

A Registered Assistant Pharmacist may be employed for the purpose of dispensing, compounding or retailing drugs medicines or poisons in any pharmacy, drug store or place in which drugs, medicines or poisons are compounded or retailed, under the management and supervision of a registered pharmacist and during his temporary absence therefrom. In construing certain provisions of the pharmacy law, the Supreme Court of this State has held that the right to regulate the practice of pharmacy rests upon as good reason and as sound principles as the right to regulate the practice of medicine. Further, that the pharmacy act was enacted to protect the lives and health of the inhabitants of the State and is not only proper, but actually necessary. Bearing in mind the object of the legislation, as expressed in the terms of the pharmacy act, there can be no question but that the legislature intended that at all times a pharmacy or drug store as defined should be in charge of and under the supervision of a professional pharmacist registered in accordance with the terms of said act. With the object of this legislature in view the Supreme Court in re: Reidy's Estate, Supra, held that a person in charge of a country store where drugs and other merchandise is retailed is required to be a Registered Pharmacist although the stock of drugs is small and the sales few.

The provisions of Section 18, exempts certain articles as above stated and covers the field pretty thoroughly relative to what might be termed household necessities and that is, such articles as might not be construed in the entirety as being medicines with one or two exceptions. With the thought in mind that legislation should be considered as it relates to the greatest good to the greatest number it occurs to me that the final analysis your proposed amendment is intended simply to put a few more dollars in the cash registers of the merchants of this State by allowing them to sell articles that they are not regularly qualified to sell and in no way would benefit the people of this State. Drug stores under the supervision of competent pharmacists are easily accessible and where they are not the law provides for the convenience of a sparsely settled community. There is no benefit in breaking down a law that safeguards the lives and health of our people without furnishing any beneficial result to them.

With this explanation I am sure that all will take a broad view of my position and understand that the legislation heretofore desired should not be enacted.

Marquette—August Libershal, cigar manufacturer for the past twenty years, has sold his plant to the C. C. Murphy Co., of Ortonville, Minn., who has taken possession and will continue the business under the style of the C. C. Murphy Co.

Trades Should Amply Provide For Requirements.

Written for the Tradesman.

Broomhall, the recognized London authority on grain statistics, says, "Europe will buy a lot of wheat within the next three months." And Broomhall generally has been right.

Choice grades of milling wheat are scarce enough so that any material demand from abroad will certainly strengthen prices on these varieties. On the other hand, Europe has always bought wheat from us in greater or lesser volume between February and June, so the only difference in the situation this year, compared to others, may be the volume purchased.

Crop experts now predict a yield in the Southwest this year of 560,000,000 bushels. This, of course, is more or less of a guess, although it is based on the condition of the growing wheat. Last year they predicted a yield of 608,000,000 bushels at this time and the actual out-turn was 558,000,000 bushels or 50,000,000 bushels less.

It seems very improbable, with the tendency of the price of mill feed downward, that lower prices on flour will prevail within the next sixty days. They may be some higher. Of course, the market will have its ups and downs, but on any material reaction, it is our opinion the trade should amply provide for their requirements, for the price of flour on the average will, undoubtedly, be maintained until the new crop of wheat is available, about the first of August.

Lloyd E. Smith.

'Will-Call' System Builds Shoe Sales.

Cincinnati, April 10.—Co-operation between the office force and the sales department of the Potter Company has eliminated an evil common in many shoe stores. This store has a system of selling shoe for the customer's convenience on a "will-call" basis.

Some customers buy shoes, put down an initial deposit and request the store to put them away for the time being. All goods of this kind are placed in the basement of the Potter store, a splendid method of calling to the attention of the buyer the easy accessibility of the basement. The customer is also given a coupon as a reminder that the store is holding the merchandise and expects him to call for it within a specified time.

Whenever it happens that this particular line of merchandise is reduced after the buyer has made his purchase, the store makes it a rule to refund the money to the customer. A time limit of one week is specified for shoes sold at special sales, and three weeks for shoes taken out of regular stock. The office force helps to keep the sale alive by sending out a card to the customer notifying him that unless he calls for his shoes on a certain day they will be put back in stock. This, the store feels, relieves the selling staff of a lot of unnecessary detail.

HOURS ON THE FARM.

Arthur Pound's conclusion in the Atlantic that farmers do not work longer than city folk will evoke warm protests from the Middle West, where the long rural day has been bitterly discussed since the railmen won the eight-hour law. Farm laborers in most parts of America have a ten-hour day, from 7 a. m. to 6 p. m., with an hour for dinner. The farmer in the Middle West avers that during the greater part of the year he works from sunrise until bedtime. No doubt there is a good deal of mere puttering about at certain seasons, which the farmer is likely to mistake for labor; no doubt the farmer fails to allow for the effort a city worker expends in reaching and leaving his employment and for home work. But a host of farm-born men in the cities will be the first to dissent from Mr. Pound.

Observations based on New England and New York farms, smaller and less diversified than the mixed grain and stock farms of the Middle West are an imperfect basis for generalizations. Mr. Pound's chief illustration, a Helderberg Mountain farmer, speaks of three busy seasons—planting, haying, harvesting—which require two months of labor averaging ten hours a day. A Michigan farmer would laugh at that. His busy season lasts from the end of March until the end of December, and requires 14 hours much of the time. Preparation of the ground begins in March; oats and corn are successively planted; corn cultivation begins immediately and continues incessantly until the crop is laid by in early July; the wheat, oats and hay harvests overlap each other in July and early August; threshing means several weeks' hard work, for every farmer must keep a team and man, helping his neighbors if he expects help in return; second-crop clover or alfalfa claims his attention in early September; and if he has a silo, he must fill it before the frost brings on corn husking, which often lasts until Christmas. Little jobs like tending the kitchen garden, trimming hedges, mending fences, painting barns and sheds, hauling manure, gelding farm animals, providing firewood and mending harness fill the intervals. And there remains the marketing of the crops.

A petty jealousy of the short hours union labor has won will never take much hold among the farmers. They are quite aware of their signal advantage in being their own taskmasters. If they were only assured of a decent wage for the toil to which they subject themselves, their wives and children, they would make little complaint.

BRIDGING THE AGES.

From the days of Tubal Cain, the sixth in descent from Adam, workers in iron and steel have built the bridge which bears mankind to successive stages of civilization. The imagination refuses to picture a world without iron. It is an essential of life itself, being a constituent of the blood and of vegetable fiber. It forms 5 per cent. of the earth's crust, a fact which explains why primitive peoples of the

East discovered iron ore very early in their development.

The visible record of iron manufacture begins at least 4,500 years ago. Utensils made of that metal were found in the pyramids. Around 1250 B. C. a Hittite king left a memorandum in clay of a consignment of "pure iron" to Rameses II. Homer was so familiar with the hardening of steel in the ninth century B. C. that he used as a simile the hissing of hot metal quenched in water.

All that man knew for centuries was that certain black stones heated in a charcoal fire could be hammered into useful shapes. When cooled suddenly, the implements were found to be extremely hard. The fame of the Damascus sword indicates that tempering steel was skillfully done in the Middle Ages, but the real chemistry of steel is the product of comparatively recent study.

With the invention in 1856 of Sir Henry Bessemer's converter, the steel industry entered a great new era. The hundreds of inventions and discoveries which followed bewildered the mind. The open hearth furnace in 1864 helped bring production costs down, and rapidly, the union of steel with alloys—nickel, manganese, carbon, vanadium, etc.—has brought an array of products which are beyond measurement in their value to the human race.

What would we do without steel? Modern social life and the arts of commerce stand on a steel foundation. World-wide fluctuations of business are weighed in terms of the steel trade. The industrial power of nations is shaped by their control of iron and steel.

THE SUGAR TARIFF.

There appears to have been some misunderstanding of the recent instructions of the President to the Tariff Commission to make "an immediate enquiry into the relation of the sugar tariff to the current prices of that commodity." In fact, the President himself, far from his working headquarters, appears to have a hazy recollection of the provision for flexible tariff duties under the new law. This is evident from his telegram stating that "if the Commission finds there is any ground for believing the duty to be even partially responsible I shall be ready to proclaim a reduction in the duty, as provided by law." Now the law does not authorize the President to change any duty because of the effect that it may have on domestic prices. He can only act when the Tariff Commission certifies that a given duty fails to equalize costs of production in this country and in the principal foreign producing countries. The Tariff Commission can investigate the effect of duties on prices, and it has done so before, as, for example, when it made its report on the effects of the emergency tariff some months ago. But after it has investigated and published the results the story is at an end. The Commission can do no more, and the President can do nothing at all, except to refer to the matter at the next session of Congress. The investigation of production costs has already been ordered

by the Tariff Commission, but it is hardly probable that it will be able to arrive at any conclusions on this subject until late in the year. The investigation will carry its experts into Cuba, Porto Rico, Hawaii, the Philippines, Louisiana and the beet-growing States of the West. By the time that this work is completed the sugar situation will probably be entirely altered.

President Christensen Defends the Retail Grocer.

Saginaw, April 14.—Explaining some of the factors that enter into the cost of foods, and declaring that food dealers have been made the victims of unjust charges of profiteering, Charles G. Christensen, prominent Saginaw grocer and President of the Retail Grocers and General Merchants' Association of Michigan, addressed the Rotary club at its regular weekly luncheon.

"I have often wondered why the stigma of profiteering has been attached to men in the food business when thousands of such businesses were under the direction of the food administration during the war and only two per cent of them were found wanting," said Mr. Christensen.



He touched on freight and express rates as one factor entering into food prices. A number of years ago transportation charges on a barrel of pickles from Chicago to Saginaw were 90 cents, while within a short time he has received barrels of goods, similar in weight to the pickle barrels, at a freight charge of \$4.50 a barrel. Freight charges are sometimes 61 per cent of the total cost of a box of oranges, he said.

Still other factors to which he called attention were spoilage and shrinkage, together with depreciation. He declared that the food business is a hazardous one, and that only 5 per cent of those engaged in it are still in business at the end of fifteen years.

"A great deal of money has gone from Saginaw and every other city to outside firms because of misinformation which made people believe that the grocers were charging too much," said Mr. Christensen. While admitting that goods can in some cases be bought at lower prices in this way, he insisted that no such scheme of distribution can ever be universal.

"I believe the present day manner of handling merchandise will always be with us," he said.

In a letter to the Tradesman, Mr. Christensen referred to above incident as follows:

While this argument is not a new one, the opinion of many people is

still the same as it was two years ago.

So when the opportunity to speak before the Rotarians was given me, I could not help but utilize the moment or half hour at my disposal to dwell upon this worn out topic, which is shaping itself into more favorable form for argument, because some of the magazines are now printing articles showing the falling off of per store chain-store volume.

Many articles are now showing the intensity of competition in food lines compared to other lines. Therefore, it ought to be a good time to blow our horn.

I have high hopes for the success of our organization if we can get together on some of the broader and fundamental questions and get away from narrower and local thoughts.

Books and Their Readers.

Kalamazoo, April 10.—For some months past I have noted much to do about the censoring and suppression of certain books. Now, because a member of the legal profession has found one of these books within the confines of his home the whole affair has suddenly become another indication of the general decay of the community morals and another great issue if this present state of civilization is to endure. What we need is not suppression of books of doubtful character, but rather a more discriminating class of readers, which is a matter of slow development. Such agitation as we are having at present serves only to give these books wide publicity, and draws them to the attention of a class of readers who would never have heard of them otherwise.

S. J. Fosdick.

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

Grand Rapids—The Conroy Co., Logan and Michigan Central Railway, has merged its wholesale and retail fuel and builders' supplies business into a stock company under the same style with an authorized capital stock of \$25,000, \$17,100 of which has been subscribed and paid in, \$1,100 in cash and \$16,000 in property.

Now is the Time

to investigate the

Wolverine Carton Company, whose securities offer one of the greatest investment opportunities ever offered to the public.

F. A. SAWALL COMPANY

313-314-315 Murray Building

Grand Rapids, Michigan

REPRESENTATIVE RETAILERS.

Paul Gezon, General Dealer at Wyoming Park.

Paul Gezon was born on a farm where Wyoming Park is now located Nov. 29, 1889. He was the eighth child of a family of six boys and six girls, all of whom are still living. His antecedents were Holland on both sides, his father having been born in Holland and his mother having been a native of America. He attended the country school at Wyoming Park, subsequently graduating from the Grandville high school and fitting himself for a teacher at the Kalamazoo normal school. He taught in the Seymour schoolhouse, in Paris township, one year and for three years was principal of one of the parochial schools in Holland. He was principal



Paul Gezon.

of the Oakdale Park school for a half year, when his wife's health failed and he took up his residence in St. Petersburg, Florida. The change in climate worked a cure with his wife, so he returned to Michigan eight years ago and engaged in general trade at Wyoming Park under the name of Paul Gezon. Three years ago he admitted to partnership his clerk, John Schuitema, since which time the business has been conducted under the style of Paul Gezon & Co.

Mr. Gezon was married Nov. 29, 1911, to Miss Gertrude Benjamin, daughter of the late Leonard Benjamin, of this city. They reside at their own home at 306 Porter avenue. They are both members of the Christian Reformed church of Wyoming Park and Mr. Gezon has been superintendent of the Sunday school ever since the church was organized.

Mr. Gezon's hobbies are business and organization work. He joined hands with the Grand Rapids Retail Grocers Association as soon as he engaged in business, eight years ago, and is now serving his fifth year as President of that organization. He is also Vice-President of the State Association and acting Secretary and will naturally be elevated to the position of President of the organization at the next annual meeting in Feb. 1924.

Mr. Gezon's father still owns the farm on which Paul was born, thirty-four years ago, but the father has

long since given up farming and is now a resident of Grand Rapids.

Mr. Gezon stands well with his townspeople and is well regarded by the trade at large on account of the interest and enthusiasm he injects into the work of both local and State mercantile organizations.

Don't Fight Old Age.

Toledo, April 10—I want to impress upon the minds of those of your readers who are of middle age or older the importance of surrendering gracefully to the advancing years. Don't fight old age. I am past four score and I speak from experience. I want to say to the man of 40 or 50 that all enforced exercise is against nature. Don't allow yourself to get tired, for when you do that you are drawing on your capital, and you have not the power of recuperation that a young man has. Moderation should be your watchword in working, playing, eating, drinking—everything. You do not require the same kind of food you used to eat, nor the amount of it, for your digestive organs are not what they were when you were young. You should slow up in everything.

Cut out all gymnastics and most of the well-meant rules which you have heard all your life. There is such a thing as over-cleanliness, too. This idea may shock many good people! Excessive bathing is very bad, and cold-water bathing has killed more people than it has ever benefited. Stop externally scrubbing your skin; avoid medicine as much as possible, but visit a dentist at least twice a year.

Occupation is very beneficial both of mind and body, up to the moment it tires you; after that it is harmful. Keep warm, particularly hands and feet. Don't fight old age. Grow old gracefully. Act upon these suggestions for a while, and then if you are inclined to thank me you may do so.

J. H. Henderson.

How Trees Transpire.

Detroit, April 10—It is an indictment against our so-called civilization that the vital part of the trees in the lives of the human family is so generally disregarded. An average size foliage such as the oak evaporates or transpires 185 gallons of moisture through its leaves into its surrounding atmosphere during a summer's day. A marvelously intricate pumping system draws a much larger quantity of moisture from the soil through the trees' roots, and stores up within the cell tissues what is needed for the tree's growth and the surplus is discharged through the leaves' stomata, thus providing a natural cooling system in midsummer. A tree's pumping system is composed of millions—probably billions—of infinitesimally small vacuum pumps synchronized to the energy of the sun's rays. Only the evidence of one's own senses is needed to realize how vitally important is the transpiration and giving off of oxygen by the trees.

James L. Hickok.

Prophecy By Victor Hugo.

New York, April 9—Just before the great war broke out I visited the house in Paris in which Victor Hugo lived for many years, which is full of his mementos and is preserved as a museum under the Municipal government. In his bedroom, on the top of a large dresser, I found a letter of his, one of the last he wrote, which is affixed to the furniture by a heavy glass cover. In this letter the great author, philosopher and dramatist states that he expects a terrible war between the leading nations, in which the destruction of life and property will be greater than the world has ever known; that following the declaration of peace there will be years characterized by revolution, intense suffering, but that out of it all there will come "the United States of Europe" perhaps "the United States of the World."

John C. Freund.

QUAKER SALAD DRESSING

For over two years we have been experimenting with salad dressings and studying the whole question of how to produce for the trade a salad dressing that would be of the same character and quality as our other QUAKER brands.

After sampling the makes of most of the producers and doing a considerable amount of experimenting, we have found a salad dressing which will stand intense heat or freezing cold without separation.

We know this is the best salad dressing that we have ever seen and we believe the best salad dressing that has ever been manufactured.

It is being packed under our famous QUAKER brand label and like all of our other QUAKER products can be recommended to your trade as an article of merit.

It is also a wonderful spread for the Kiddies' bread. Remember this and you can increase your salad dressing trade.

Put QUAKER salad dressing in a prominent place on your shelves and call it to the attention of your customers and learn the possibilities on this item.

WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers.

MOVEMENT OF MERCHANTS.

Lowell—The MacFarlane grocery has added a dry goods department.

Newport—Leboe Bros. succeeds J. H. Leboe in the boot and shoe business.

Hilliards—Lawrence Adamszyk succeeds L. A. Czachorski in general trade.

Lawrence—H. W. Chapman succeeds the Lawrence Co-Operative Co. in trade.

Cadillac—The Cadillac Lumber Co. has increased its capital stock to \$125,000.

Crystal Falls—The Iron County Lumber & Fuel Co. has increased its capital stock to \$50,000.

Detroit—The P. S. G. Tool Co., 1921 Alfred street, has changed its name to the Enterprise Tool Co.

Sturgis—G. E. Stofflet has sold his drug stock and store building to John M. Bird, recently of Saugatuck.

Howell—John L. Randall has purchased the news stand of Wilson P. Tooley, taking immediate possession.

Lakeview—The Farmers & Merchants State Bank has increased its capital stock from \$25,000 to \$40,000.

Detroit—The A. & B. Garment Co., 325 East Jefferson avenue, has changed its name to the Alpern-Bresler-Kann Co.

Grand Rapids—The Grand Rapids Builders' Supply Co. has increased its capital stock from \$25,000 to \$75,000.

Hersey—C. E. Moody has sold his stock of general merchandise and store fixtures to Seegmiller Bros., of Cadillac.

Ann Arbor—The Mayer-Schairer Co., 112 South Main street, has increased its capital stock from \$20,000 to \$40,000.

Detroit—The American Lumber & Coal Co., 5172 St. Jean avenue, has increased its capital stock from \$100,000 to \$150,000.

Detroit—The Walker-Liberty Machine Co., 6913 East Jefferson avenue, has changed its name to the Everhard Tappet Co.

Jackson—Mrs. Martha Gardanier has purchased the McKinley Hat Shop, 124 West Main street, taking immediate possession.

Detroit—Louis Goldstein, boot and shoe dealer at 6237 Chene street, is reported to be offering to compromise with his creditors at 50 per cent.

Calumet—The Calumet State Bank has been consolidated with the Merchants & Miners Bank and the capitalization increased from \$150,000 to \$200,000.

Grand Junction—The Lacota branch of the local Co-Operative Association has been sold to M. Reams, who has managed the business since its start.

Rapid River—The Antrim Seed Farm, Ltd., has been incorporated with an authorized capital stock of \$30,000, \$9,700 of which has been paid in cash.

Cedar Springs—The Cedar Springs Lumber Co. has been incorporated with an authorized capital stock of \$25,000, \$8,100 of which has been subscribed and paid in cash.

Traverse City—The Traverse City Silver-Black Fox Ranch has been incorporated with an authorized capital

stock of \$30,000, all of which has been subscribed and paid in cash.

Detroit—The Wells Spring Co., 6414 Farnsworth street, has been incorporated with an authorized capital stock of \$12,000, all of which has been subscribed and \$6,000 paid in cash.

Charlotte—Alexander Dussios, one of the proprietors of the Olympic cafe and candy kitchen, has purchased the Rainbow confectionery store at Battle Creek, taking immediate possession.

Lansing—The Sallan Jewelry Co., of Detroit, has opened a branch store at 108 East Allegan street under the management of H. F. Busch, general manager and treasurer of the company.

Kalamazoo—Jack Dold, druggist at Main and Rose streets, has purchased the Drolet Normal Drug store, at Davis and Cedar streets, and will continue the business as a branch store.

Lansing—The Allen Coal Co., 315 East Saginaw street, has been incorporated to deal in fuel, with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in cash.

Manistique—The Cloverland Oil Co., 191 River street, has been incorporated with an authorized capital stock of \$25,000, of which amount \$1,500 has been subscribed and paid in cash.

Ishpeming—W. S. Nelson, who for the past two years has been employed as manager of Skud's store has resigned to accept a position as manager of the dry goods department of the Meyers Mercantile Co.

Adrian—The Michigan Coal Supply Co., 225 Pearl street, has been incorporated with an authorized capital stock of \$20,000, of which amount \$5,600 has been subscribed, \$2,000 paid in cash and \$500 in property.

Lansing—The Capital Steel Corporation, 500 South Fairview street, has been incorporated with an authorized capital stock of \$50,000, of which amount \$9,400 has been subscribed and \$3,470 paid in cash.

Birch Run—The Birch Run Oil Co. has been incorporated to deal in oils, gasoline, auto accessories, supplies and parts, with an authorized capital stock of \$15,000, \$13,000 of which has been subscribed and paid in cash.

Grand Rapids—The Imperial Candy Co., 139 Monroe avenue, has merged its business into a stock company under the same style with an authorized capital stock of \$6,600, all of which has been subscribed and paid in property.

Lansing—C. L. Jacobs and H. O. Andrick have formed a copartnership and purchased the old Liederkrantz hall and grounds and will occupy it with an automobile repair shop, storage garage and automobile accessories parts and supplies store.

Iron Mountain—The Buchanan-Villemur Co. has been incorporated to deal in furniture, undertaking, picture frames, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$2,900 in cash and \$7,100 in property.

Detroit—The General Fur Corporation, 1420 Dime Bank Bldg., has been incorporated with an authorized capital

stock of \$500,000 preferred and 100,000 shares at \$1 per share, of which amount \$6,000 has been subscribed and paid in cash.

Detroit—The Arcade Hardware Co., 5170 Grand River avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$100,000, all of which has been subscribed, \$1,000 paid in cash and \$89,000 in property.

L'Anse—Leo Paquette, postmaster here, has resigned because of the increase in business of the firm of Paquette Bros., of which he is a member. Among the improvements in postal service Mr. Paquette obtained was the increasing of box facilities.

Coloma—The Coloma Coal & Lumber Co. has been incorporated to conduct a wholesale and retail business in fuel, lumber, builders' supplies, etc., with an authorized capital stock of \$45,000, all of which has been subscribed and \$30,000 paid in cash.

Detroit—The Walter-Gardner Co., has been incorporated to deal in dry goods, furnishings, shoes and toys etc., with an authorized capital stock of \$17,400 common and \$7,600 preferred, of which amount \$18,300 has been subscribed and paid in property.

Detroit—The John Bollin Co., Inc., 2031 First National bank building, has been incorporated to deal at wholesale and retail in builders' supplies, etc., with an authorized capital stock of \$25,000, of which amount \$13,200 has been subscribed and paid in cash.

Detroit—The Woodward Sample Furniture Co., 42 West Elizabeth street, has been incorporated with an authorized capital stock of \$30,000 common and 60,000 shares at \$1 per share, all of which has been subscribed \$1,966.32 paid in cash and \$88,033.68 in property.

Detroit—The Faltis Poultry Market, 54 East Elizabeth street, 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, \$10,292.02 in cash and \$39,707.98 in property.

Dowagiac—The American National Bank of Benton Harbor has instituted suit to force collection of a note for \$3,500 against Milton D. Oppenheim, Dowagiac hide and seed commission merchant. The note bears date of May 23, 1922, and the bank says it is due and unpaid.

Monroe—Luther Winchell, of the River Raisin Paper Co., has been appointed a receiver of the Republican Glass Co. by Judge Root. It is said that the property will be sold. The Republican Glass Co. recently went into the hands of a receiver. It is one of Monroe's newest industries.

Grand Rapids—Pope & Heyboer, 118 Monroe avenue, dealer in men's clothing, furnishings, etc., has merged its business into a stock company under the same style with an authorized capital stock of \$100,000, \$58,000 of which has been subscribed and paid in, \$7,000 in cash and \$51,000 in property.

Hastings—G. F. Chidester, dealer in clothing and men's furnishings, has merged his business into a stock com-

pany under the style of the Chidester Clothing Co., with an authorized capital stock of \$15,000, \$11,000 of which has been subscribed and paid in, \$10,000 in cash and \$1,000 in property.

Albion—The Albion Business and Professional Men's Association has voted to hold a dollar day as a permanent feature twice each year. The following officers were re-elected: President, Fred W. Austin; Vice-President, Charles E. Marsh; Treasurer, Donald Ramsdall; member board of governors, W. A. Little. E. Floyd Hoaglin is secretary.

the Albion Farmers' Elevator Co.

Albion—The board of directors of have voted to turn over the company's assets to its creditors. The company has been in financial difficulty for several months, following the slump after the war. A meeting of the stockholders to ratify this action will be held at the Eagle temple April 14. Stock is held by a large number of local farmers. Officials state that the business will be continued.

Manufacturing Matters.

Arcadia—The Arcadia Mirror Works has been dissolved and the plant sold.

Howell—The Ideal Valve Co. has increased its capital stock from \$50,000 to \$100,000.

Lansing—The Lansing Forge Co. has increased its capital stock from \$300,000 to \$500,000.

Battle Creek—The Bennett Oven Co. has increased its capital stock from \$75,000 to \$150,000.

Detroit—The Woodworker Manufacturing Co., Brush and Congress streets, has changed its name to the Master Woodworker Manufacturing Co.

Detroit—The Michigan Match Co., 709 Lincoln Bldg., has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in cash.

Grand Rapids—The Superior Cast Stone Co., 36 Pearl street, has been incorporated with an authorized capital stock of \$10,000; \$7,500 of which has been subscribed and paid in cash.

Kalamazoo—The Freeman Bakery, 1817 West Main street, opened for business April 9, all improvements to the establishment having been completed. The capacity of the oven is now 10,000 loaves of bread in 24 hours.

Jackson—The Felters Company, world's largest manufacturers of high grade felts, with plants at Johnson City and Middleville, N. Y., and Milbury, Mass., has bought forty-five acres near Michigan Center, and plans to invest \$500,000 in the Michigan factory. The site lies along the Michigan Central Railroad and the first unit to be erected will be a cutting mill employing about seventy-five people. Primarily the purpose in establishing the Jackson plant is to serve the automobile industry, the manufacturers of furniture, pianos, etc. Officers of the company are: President, W. C. King, Binghamton, N. Y.; Vice-President, F. S. Peck, Providence, R. I.; Treasurer, H. F. Bowden, Worcester, Mass., G. H. Wood of Binghamton will be the works manager at Jackson.

Essential Features of the Grocery Staples.

Sugar—The market is strong on both raw and refined. Local jobbers still hold granulated at 9 3/4c.

Tea—No change has occurred in the market since the last report. The demand is fair, but not so large as it was. The consumptive demand is about as usual for this season. The primary markets have been closed for some time and this has to some extent restricted the trading in this country. The undertone is still firm, nobody expects any softening of prices, in fact, the general opinion seems to be in the other direction.

Coffee—The market has continued to be depressed during the past week and the market for all grades of Brazils is also as it was a week ago. First-Class Santos is reported to be somewhat scarce and this is interfering with the demand. All grades of Rio are off another small fraction and so are Santos grades, but not the very best grades, which, as stated, are scarce. As to mild coffees, they are also unsettled and somewhat depressed on account of large supply and comparatively light demand. The market for most mild coffees is undoubtedly in buyer's favor; consumptive demand fair.

Canned Fruits—A canvass of holdings of pineapple all over the country has been so frequently made and available stocks picked up that it is getting increasingly difficult to take care of the wants of distributors in this market. All grades are scarce and the question of price or brand are of secondary consideration. Peaches are steady but with no heavy buying either out of spot or of Coast holdings. Buyers are well enough stocked to keep themselves going. Desirable count standards are firm on the Coast but undergrades are dull. There has been no change in apricots. Pears are scarce as are cherries, but the latter are not so firm. Apples are quiet.

Canned Vegetables—The tendency among tomato canners, especially the larger interests is to withdraw future offerings on the ground that the packers have booked up as much business as they care to carry. Canners can see nothing but a higher market later on than that now prevailing. This sentiment is not shared by the trade at this end of the line, and the withdrawal does not tend to increase buying among the canners who are still offering at 85c for No. 2s, \$1.22 for No. 3s and \$3.85@4 for No. 10s f. o. b. factory. The California market is firm at the source in both new pack No. 2 1/2s and No. 10s. Spot tomatoes are steady but featureless, with a constant enough demand for fair sized blocks. Old pack puree is quiet at the moment. Corn is without real activity in standards, while the scarcity of fancy makes trading in that kind limited. Neither is there much demand for 1923 standards. Peas are firm in all old pack offerings here and in the country. About the cheapest offering is \$1.25 factory. Asparagus tips are almost exhausted but are wanted. California and Southern spinach is firmer in the country.

Canned Fish—The Maine sardine season will be late in starting, as it

appears unlikely that any fish will be canned until well into May or June. That means a lengthening of the present distributing season and with light stocks down East of all varieties canners have firm ideas. There is very little factory buying, since jobbing markets appear to be sufficiently stocked to take care of a nominal demand. California and imported sardines are quiet. No renewed interest is shown in Alaska salmon. Reds and pinks are taken on the spot in moderate blocks, but holding prices on the Coast do not appeal to distributors. Chinooks are scarce and are available only in resales. Tuna fish, lobster and crab meat are all in a firm statistical position, which forces the buyer to look to second hands for any offerings. Shrimp sells well for the season.

Dried Fruits—Prunes are weak and featureless. New crop apricots are also offered but with the same attitude faced by sellers. The spot market in apricots is featureless. Some operators are not optimistic and are buying only in a small way. Raisins are holding their own in that there has been no reaction in price or change in attitude since the recent flurry in Thompsons. There is little buying on the Coast and only a moderate turnover on the spot. Currants were neglected all week and were weak. Peaches and pears were generally dull and inclined to show an unsettled situation.

Syrup and Molasses—Some new crop foreign molasses is in the market now and is being offered, but the trade are not especially interested, as the season is too late. Domestic molasses is in fair demand for the season at unchanged prices. Sugar syrups of good quality are not abundant and are wanted at firm prices. Compound syrup is steady and unchanged.

Salt Fish—The demand for mackerel is light following the ending of Lent. Prices show no particular change for the week.

Beans and Peas—The demand for beans is quiet. Prices are unchanged. Pea beans are steady at ruling quotations. Red kidneys weak. California limas fairly steady. Imported beans are somewhat in evidence at weakened prices. Green and Scotch peas are unchanged in price, but both dull and weak. There are some foreign peas in the market at shaded prices.

Cheese—The market is barely steady with quotations on old cheese about the same as previous quotations, but new cheese shows a decline of around 1c per pound, there being a good supply and a fairly light demand.

Provisions—The market on smoked meats remains steady at unchanged quotations. The market on pure lard is somewhat easier, prices having declined about 1/2c per pound under a week ago. The market on lard substitutes is steady at unchanged quotations. The market on dried beef, canned meats and barreled pork is unchanged, with quotations same as previous quotations.

Customers kept waiting for recognition may resent being ignored, even though they realize they cannot be waited upon at once.

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—7 1/2@8c per lb. Beets—New from Louisiana, \$1 per doz. bunches.

Brussel's Sprouts—40c per qt. box. **Butter**—The market is steady to firm under present quotations, the receipt of fresh-made creamery being about normal for this time of year. The average quality is good and gradually showing improvement from winter defects. There is a fairly active demand for the different grades of creamery butter at this time. Undergrade butter still remains in very light supply. We do not look for any material change in the butter market within the next few days. Local jobbers hold extra at 47c in 63 lb. tubs; fancy in 30 lb. tubs, 49c; prints, 49c. They pay 25c for packing stock.

Cabbage—Old, \$5.50 per 100 lbs.; new from California, \$5.50 per crate. **Carrots**—\$1.25 per bu. for old; \$1 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, \$3.75 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, with liberal receipts and a fairly active demand. The quality of eggs is very fine at this time and on the present basis of quotations there is a fairly good consumption. Local jobbers pay 24@24 1/2c to-day.

Egg Plant—\$4 per doz. **Grapes**—Spanish Malagas, \$9.50 for 40 lb. keg.

Green Beans—20c per lb. for either string or butter.

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

Green Peas—20c per lb. **Honey**—32c for comb; 25c for strained.

Lettuce—Hot house leaf, 12c per lb.; Iceberg from California, \$3.50 per case.

Onions—Home grown, \$3 per 100 lb. sack for red and \$3.50 for yellow; Texas Bermudas, \$5 per crate.

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, 65c per bu. **Poultry**—Local buyers now pay as follows for live:

Light fowls	20c
Heavy fowls	25c
Heavy springs	25c
Cox and Stags	14c

Radishes \$1 per doz. bunches. **Spinach**—\$2 per bu. **Strawberries**—Floridas bring 80@90c per qt. Louisiana command \$5.25@5.50 for 24 pints.

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

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

Turnips—\$1.25 per bu.

Wholesalers to Make Jackson Trade Trip.

Detroit, April 10.—Members of the Wholesale Merchants Bureau of the Detroit Board of Commerce will go to Jackson, Tuesday, April 17, on the fifth of a series of trade promotion trips arranged by the organization. The party, including about thirty-five wholesalers, bankers and manufacturers, will leave Detroit in a special car over the Michigan Central railroad at 8:50 in the morning. The day in Jackson will be passed with customers, and at 6:15 o'clock a dinner will be given to the business men at the Jackson City Club. About 200 are expected to attend. The program committee in charge of the trip is headed by T. F. Ferguson.

A motion for a new trial for James Cusmano, proprietor of a clothing store at 2941 Lafayette avenue east, sentenced to two years in the Federal Prison at Atlanta by Judge Charles C. Simons March 30 after he was found guilty by a jury of receiving stolen interstate commerce shipments, was filed Saturday by his attorney, Henry Behrendt. Cusmano was convicted of receiving \$480 worth of clothing shipped from New York to Detroit by the American Railway Express.

Albert M. Spilg, proprietor of a drug store at 656 Rivard street, who was found guilty Feb. 13 by Judge Arthur J. Tuttle of selling narcotics unlawfully, paid a fine of \$2,000 in Federal Court Saturday. Judge Tuttle opportunity to raise the money. Spilg, was found guilty to give him an opportunity to raise the money. Spilg, when found guilty, said he was forced to buy a quantity of drugs from a peddler at the point of a pistol. He said he sold the drugs in order to recover the money spent. He was arrested November 23, 1922.

Isaac Goldberg, many years ago a resident of Kalamazoo and widely known as president of the LaAzora Cigar Co., has re-entered the cigar manufacturing line as President and general manager of the Field Cigar Corporation of Detroit. The new concern is well located and is specializing in the manufacture of two brands, "T-R," a Sumatra wrapped cigar, and "Dardenelles," a broad leaf wrapped cigar.

Her Real Mission.

Clerk (to woman who has looked over about everything without buying): "Excuse me, madam, but may I ask if you are shopping here?"

Customer: "Certainly; what do you think I'm doing?"

Clerk: "I thought perhaps you might be taking an inventory."

A salesman who costs too much is one who makes misstatements about the goods. It does not matter how small his salary.

Three Day Celebration of Twenty-Fifth Anniversary.

Ithaca, April 9.—I thank you for your very flattering letter of April 6 and appreciate all the kind things you said in it.

I am a firm believer in advertising my store, but am a very poor one on advertising myself, so that any picture you may have of any one who wears a man's suit would be recognized by my friends as readily as my latest photo, which was taken about forty years ago. This will simplify this question and dispose of it.

The responsibility of the celebration rests upon the fact that I started in business here just twenty-five years ago, when I bought out W. K. Ludwig, who still resides here. This brings us up to the preparation for the spread.

To be really successful one must look and plan ahead. I placed my order some time ago for spring weather for this date, overlooking the fact that there are always a few days in the spring when the traveling over our roads is done on the bottom of the feet of the Chinese, but, thanks to the improved highways, this lasted but one day this year, which chanced to be the opening day of the circus. What Gratiot determines upon it preforms and while autos are not made for mud, but for dough, we were taken back twenty-five years by seeing horses upon our streets, drawing buggies and wagons resurrected from I don't know where. This being souvenir day we had a merry time and much fun, as each customer received, in addition to the souvenir, a carryall made from a Kellogg corn flake package opened at the end and supported by a tape which passed entirely around. This box was filled with articles, such as flour sifters, thimbles, etc., advertising "Ismerta" flour secured through the National Grocer Co., of Cadillac, together with other advertising articles from Chase & Sanborn. When night came we were ready to quit and prepare for the next day.

Friday opened with sun-kissed spring weather and the people began to arrive in autos, as the roads had greatly improved. Our store, which was decorated for the occasion, was the meeting place until the theater opened at 3 p. m. By the opening hour there were 2,000 people waiting and as the theater had a seating capacity of 500 and a standing capacity of the same, there was a street full ready for the next show. The theater had been engaged for the two days running from 3 to 11 p. m., without any intermission. The ticket office was closed and the theater doors were opened to allow the people to go and come as they liked. This kept the audience constantly changing. We had engaged three of the best shows we could secure and the satisfaction we had in the complimentary remarks of those who attended well repaid us for the added expense. As a test for the school children a book prize was offered, "The Return of Tarzan," from which show was filmed.

Saturday opened like Friday with the interest at fever heat and now the street looked like a Fourth of July with the sidewalk filled with people and the streets with autos. On this day the theater was opened at 2:30 p. m., for the crowd was so great that we saw we must serve all we could. It began to rain in the late afternoon, but that did not count, for the people were here to keep the theater full until the closing hour.

The idea back of all was to give the trade a good time without any effort made to sell, although sufficient help was there to care for all who cared to purchase; but the result was the largest week of the year, excepting Christmas week. No special prices were made and nothing advertised to draw trade. As a method of creating good

feeling we know of nothing to equal it and the result on the amount of trade in the weeks to come will show the effect of this method of advertising.

I am mailing you a paper containing our advertisement, so you can better understand the plan and the reason for the interest our customers took in each of the three days.

By securing the weather, the show and the advertising far enough ahead, the work of the three days preceding the date of opening was light and all were in good condition to enjoy the event.

Our next twenty-five years will be

enthusiasm for first-class work among the contestants. The weather was ideal and young people full of pep, and the entire community turned out to watch the sport.

Professor Walter McMillen, of the local high school, formerly of Grand Rapids, will have full charge of the organized outdoor recreation program in Petoskey this coming season. This is the first year Petoskey has had organized play and much interest is being displayed concerning success of venture.

Mrs. A. R. Clark, President of the Federated Clubs of the city of Petoskey, reports that her Thrift and

etc., in the city. Hotels, boarding and rooming houses, as well as individuals, were asked to assist financially in this campaign, and when the drive ended the finance committee, composed of Leon Chichester, John L. A. Galster and Albert Fochtman, had nearly \$4,000 in the fund for advertising. Road signs, placards, road maps, booklets and various other advertising is being planned for the summer season—all with the idea of better acquainting the traveling public with the beauties of Petoskey.

At the annual election of directors of the Chamber of Commerce, Henry Beese was chosen to succeed President George McCabe, who has so successfully served as head of the Chamber. Mr. Beese has been director of the Chamber for the past two years, is a member of the Retail Merchants organization, Credit Bureau, a Rotarian and all around genial business man. He has been a resident of Petoskey for several years, being connected with the Beese & Porter dry goods store, and will have the confidence and aid of every director on the board, as well as every citizen in Petoskey. The directors for the year 1923 are Messrs. Leon Chichester, Henry Beese, B. H. Halstead, William Ellis, George Danser, Dr. C. J. Gray, George McCabe, C. L. Hinkley, Prof. P. G. Lantz, A. E. Bremmeyer, John Lake, Norman Wells, John Quinlan and Charles Levinson.

Petoskey is to have the direct benefit of a quarter million dollars being spent by the State on cement roads this year. M 11 is to be improved considerably with cement road on Charlevoix avenue. M 13 is to be improved at Clarion road, South of Petoskey and we are to have an \$8,000 bridge built by the State this season. The surface drains are now in for the road work and bids are to be let this month. Work will commence as soon as the weather permits cement work.

Petoskey is to have an abundant supply of pure ice this season. The city has two large ice houses filled to capacity and have recently turned the business over to E. J. Ilsen, formerly of Boyne City, who has moved his family here and who will attend to the ice business during 1923.

Our Michigan Transit dock is being repaired in readiness for the summer season.

At the April election, Petoskey voted to revise the city charter, adopted in 1916, and nine men have been selected to make the changes. Because of changes in conditions, it has become advisable to make some changes in the charter.

In an endeavor to bring Petoskey and her attractions before the eyes of the tourist, Petoskey had hundreds of small signs made this year. We sent these signs to our boosters who go to the Southern states each year and asked to have them placed in conspicuous places—chambers of commerce, city managers' offices, hotels, stations, etc. Already we have received numerous enquiries as direct result of these signs.

Tuesday night will be red letter night for the fathers and sons of Petoskey and surrounding territory, when they will gather at the Cushman House for meeting and banquet. An interesting programme has been carefully arranged.

The Sportsman's Club of Petoskey gave one of the most delightful dancing events of the season last Monday evening at the Cushman Hotel when over 100 couples enjoyed good music and dancing until a late hour.

The Chamber of Commerce office is being swamped with enquiries concerning cottages, rooms, hotels, work, etc., for the coming season. The new Petoskey booklet will be out soon and ready for distribution.

Afton Holm.

Are you measuring the growth of your business by the limitations of town or city lines? Reach out and keep reaching out farther.

YOUR REAL COMPETITOR

Your worst competitor is yourself,
And not your neighbor across the way;
He lives close under your own waistcoat,
Whatever you may think or say.

There may be magic in your neighbor's sign,
And trade may rush in crowds to him,
And you may think he's knocking you,
And tote a grouch when picking's slim.

Your sign's all right atop the door,
The stuff you sell is mighty fine,
But folks don't fall in fits of joy
To get their stuff wrapped in a whine.

Perhaps you forget to wear a smile,
Or toss a quip or timely jest,
Or sympathize with other folks,
Or join in common interest.

You're too intent on selling goods
From bin and counter and groaning shelf,
It's not too foolish sometimes to make
A mighty effort to sell yourself.

And sometimes mark in figures plain
Just what you'd bring if up for sale—
A price for bright and cheery goods,
Or marked along with the old and stale.

And then, perhaps, a little greed
Has crept into your heart and soul,
And just a dream of quick-made wealth
Has come to be your fondest goal.

Perhaps you've got it in your head
That the world was made alone for you,
A place to pull fat profits down,
A worthy thing, you think, to do.

A little sense of superior skill,
A little sneer at the less expert,
A little too liberal use of the tongue,
And words that wound and sting and hurt.

A little lack of kindly thought,
And words of courtesy unsaid,
Are worms that eat a business heart
And leave it resting with the dead.

Your worst competitor is yourself,
When you serve yourself and then are done,
Service to others ignored and forgot,
Counting on nothing but self and your own.

So don't complain of your neighbor's luck,
If customers leave and go his way,
If you want to be greedy and snobbish and proud,
By paying the cost of them all—you may.

—Frank M. Holmes.

easier and I know the second hundred years of business will be only a soft snap.
Henry McCormack.

Planning For Big Things at Petoskey

Petoskey, April 9.—That Petoskey is the coming center for winter sports was proven recently when a mid-winter carnival was held here under the auspices of the Petoskey Chamber of Commerce. Dog races, ski obstacle races, skiing, distance and jumps, snow shoe races, all kinds of skating contests and other sports were featured. The municipal ice rink, located in the heart of the city, was one of the most popular places. All events were free, no entry fees were asked. Valuable prizes, donated by the merchants and citizens interested in the events, tended to lend

Benevolent departments have carefully provided for all fire victims of the Almeda apartment house fire. Scores of other societies, churches and big hearted citizens gave their bit toward assisting those who were forced to flee from the burning building.

George W. McCabe, of the McCabe Hardware Co., whose term as Chamber of Commerce President expires May 5, is being heartily congratulated on the excellent results of the Advertising Petoskey campaign. This drive, fathered by Mr. McCabe, was put on under the auspices of the Chamber of Commerce, with the aim of obtaining \$3,000 for purely advertising purposes for 1923. A committee of eleven business and professional men met and allotted amounts to be paid by each business house, lodge,



Profits in Springtime

THOSE dealers who are pushing Semdac Liquid Gloss and Semdac Polishing Mops at this time of the year are finding their sales large and also their profits.

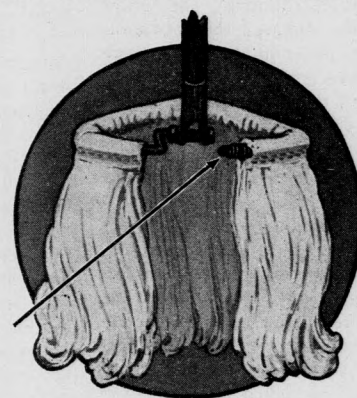
Semdac and Semdac Mops are necessary weapons in the annual spring housecleaning campaign against those twin enemies of all good housekeepers—dirt and dust.

By making their work more easy and their houses more beautiful, Semdac Liquid Gloss delights the hearts of all good housekeepers. As a furniture polish, Semdac gives a sheen to all furniture which rivals the original finish.

The Semdac Mop with its long, adjustable handle saves the back-breaking efforts of cleaning under beds, bookcases and tables. It saves wiping the floors on hands and knees.

When dirty, the Semdac Mop swab is removed easily from the frame and is replaced just as easily, due to the flexible wire conduit in the swab.

Other mop manufacturers refer to their swab as being easily removed and replaced. While it is true that they are easily removed, all swabs shrink in washing and not having the flexible wire conduit, an exclusive feature of the Semdac swab, it is with extreme difficulty that they are replaced on the frame.



Profits in Semdac

Our combination offer which enables you to sell a Semdac Mop and a can of Semdac for the price of an ordinary mop alone, is a money-maker for you.

To bring the attention of your customers to this bargain, we mail for you, absolutely free, a sales-making letter and folder, both printed in colors and bearing **your** name.

If at the time these letters are mailed, you will install the Semdac Window Display, which we will send to you upon request, you will have an effective tie-up with the advertising campaign.



This beautiful three color letter together with a Semdac folder, is sent free to your customers.



This display carton on your counter acts as a silent salesman and is a constant reminder to your customers to buy Semdac Liquid Gloss.

Order Semdac Liquid Gloss, Semdac Polishing Mops and Semdac selling helps from our nearest branch.

STANDARD OIL COMPANY

(INDIANA)

937 S. Michigan Ave.

Chicago, Illinois

Michigan Branches at Detroit, Saginaw, Grand Rapids

THE TIPPING NUISANCE.

The custom of tipping is a self-imposed evil, of which society at large could and should rid itself. Of European importation and originating in the old days when servants were obliged to depend almost exclusively on the gratuity of the patrons of public places as the only means of compensation for their work, this practice has, owing to the establishment of a general wage standard, become theoretically obsolete. It is doubtful whether at present there are many employers who do not pay their help a specified wage, thus eliminating any excuse whatever for a servant to expect, or a patron to give, a tip, except under extraordinary circumstances.

This nuisance seemed to be increasing in this country prior to the war; however, after the war it has become almost an epidemic, due probably to the large number of Americans who have been abroad, where they contracted the disease, and upon their return home infected their countrymen. While 10 or 15 per cent. is considered a reasonable tip in France and most other European countries, the writer has frequently observed the enormous proportion of 30 or 40 per cent., which is certainly over-stepping all bounds of propriety and reason, resulting in cultivating in servants a species of childish cupidity, and the French harpies certainly take the poisoned mock orange in this respect.

The only possible condition under which a servant could be warranted in expecting a tip, or a customer feel obliged to give one, would be in the event that the patron required an unusual amount of attention, thus requiring the servant to perform more than naturally attached to his proper duties. Therefore it follows that the remainder of the tipping public may be classified as those who practice it for mere ostentatious reasons, and those who, while they realize the absurdity of the practice, do it because it is the custom and have not the moral courage to refrain.

The tipping habit has reached the most ridiculous proportions. This contagion has spread with astonishing rapidity from the well-to-do to the middle and lower classes of society, so that if one chooses to frequent a certain restaurant, cafe or barber shop for economic or other reasons he finds that the servants are almost invariably affected with the itching palm, and that it is almost impossible to receive courteous service unless a tip is given to the waiter at regular periods. If the tip is not forthcoming the patron in many places is subject to noticeable and premeditated inattention, amounting in some instances almost to insult. There are hundreds of third-rate places where a person is snubbed simply because he has the moral courage to refrain from catering to the sordid yearnings of spoiled and pampered waiters.

The absurdity of wage earners giving tips is more pronounced from the fact that in their daily occupations they are required to do practically all the odds and ends pertaining to their line of work which those over them request done, or hunt for another job.

How many people put in fifteen minutes, one-half hour or an hour overtime each day without compensation for it? Yet these are the very individuals who feel obliged to tip waiters for rendering services that are entirely in line with what they are paid to perform.

Tipping, in the majority of cases, is far more ridiculous than a person robbing his own suitcase or picking his own pocket. Most people heartily resent being robbed, but the slaves to the tipping evil not only cheat themselves but are the means of bringing annoyance to non-addicts.

NO RUBBER SHORTAGE.

A reassuring statement for those rubber manufacturers who have been viewing the crude rubber situation with alarm comes from B. G. Work, President of the B. F. Goodrich Company, who has just returned to this country after making a study of the foreign markets. He calls attention to the fact that the greatly misunderstood Stevenson plan does not restrict production, but is designed merely to secure the orderly marketing of the product by preventing the dumping of supplies on the market below production costs. Without some such arrangement low prices might "kill off" producers and thereby lead to a real shortage. Mr. Work estimates that the minimum price for rubber in this country, at which British growers can afford to market their product is 31 cents, and he points out that the Stevenson act allows additional releases above the 60 per cent allowance if the price is maintained at this level. He regards the measure as not restrictive, but regulative, and believes that it will really tend to safeguard the future rubber supply.

The British colonies have imposed an export tax on rubber ever since they first began to produce it. This amounts to a cent and a half a pound, and is intended to cover the cost of supervising and encouraging the industry. Under the Stevenson plan the tax increases when exports reach 60 per cent of the standard production of 1920. As the world will need rubber in increasing quantities the planters themselves, whose influence predominates in the colonial legislatures, will balk at any restrictions on shipments when prices are again profitable. Some of the comment on the rubber situation in this country has shown traces of hysteria, and this careful review of conditions by an experienced manufacturer ought to calm unwarranted fears of a threatened shortage.

RUBBERSEED OIL.

A report has been made by the Agricultural Department of the Federated Malay States on the oil from the seeds of rubber trees as a substitute for linseed oil. The oil is said to be of high quality, to require but little refining, and to come from a waste product that is available in great quantity and that is easy to collect. Experiments with a consignment of thirty tons of seeds sent to England resulted in a yield of \$250 a ton for the oil and \$40 a ton for the residual cake. Linseed oil at that time was selling for \$300 a ton.

THE OLD HOMESTEAD.

President Harding, buying the 265 acre farm in Ohio on which he was born, and announcing an intention to spend much of his retirement there, adds a modern instance to a sterling Republican practice. Americans are deemed a restless breed, with few roots, who, partly because of pioneer traditions and partly because we have the same local institutions everywhere, feel no pang in transplantation. Yet we invented old home week; we demand books like Donald G. Mitchell's and Elbert Hubbard's upon the homes of our great men; the songs of John Howard Payne and Stephen Foster are about home. After all, in this spacious and prosperous country nearly every family has been able to have its own home, which is not true of Europe. Nothing pleases an American like buying his birthplace. If he was a poor boy reared on a farm and has risen to fortune, it is his first duty.

Particularly do we like our Presidents to have a local habitation, preferably rural, which will serve as setting and margin for their dignity. Instinctively the editors of the American Statesmen Series placed on every title-page a vignette of each statesman's home. Many are inseparable from our National record—Mount Vernon, Monticello, Lindenwald, the Hermitage, Ashland and Montpelier, not to speak of the unnamed homes at Springfield, Braintree and Oyster Bay. The urbanization of the Nation makes against the fine old custom of going back to be a Cincinnatus. Ex-President Wilson, for all his keen sense of tradition, seems never to have considered Staunton as a place of retirement. President Harding will put a golf course on his farm, but it will be a farm none the less.

Ohio, with more than her share of Presidents, has had less than her share of Presidential homes. Three of her sons—Harrison, Garfield and McKinley—did not live to return from the White House. Mr. Taft has been too busy to go back. Some people may think that any part of the flat Middle West is, after all, rather an unattractive place for President retirement, but they little know Ohio. Morrow county, almost in the center of the State, is said to be a beautiful region of hills and valleys. It is not far to Zanesville, which Charles D. Stewart has described in his latest novel as the center of a region of surpassing natural attractiveness. It is not far in another direction to Hamilton, which William Dean Howells so glowingly treated in his boyhood reminiscences. The President has taken a happy step.

COTTON PROSPECTS.

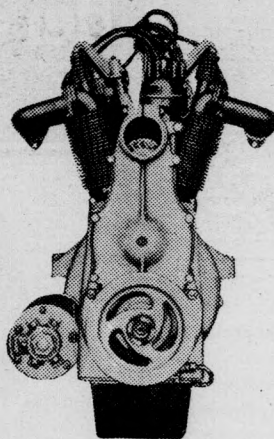
A few swings backward and forward marked the course of the cotton market during the past week. On the face of things there seemed no reason for any change in quotations. Conditions, both as to the old crop and the new, were unaltered. Not a single new circumstance was disclosed that was of any real value in determining whether values should go up or down. So the speculators fell back on the weather map for their resources in building or bearing. Figures compiled by the International

Federation of Master Spinners and Manufacturers showed a world consumption of 10,192,000 bales for the first half of the cotton year, with a considerable drop in foreign countries in the using of American cotton. There was, however, more of such cotton consumed in the mills here. Active preparations continue for checking the boll weevil. That bug is not expected to be as devastating this year as it was last, but it will take two or three months before an opinion of any value in this matter can be formed. Firmness continues in the goods market, with some advances in wide sheetings and some other constructions. Wage increases in the mills seem to have disposed of fears of a strike of the workers and the industry knows where it stands in this respect. The only uncertainty now is as to the cost of the raw material which will have to remain in abeyance for a while. A fair call continues in jobbing circles for some fabrics. The heavier cottons are more than holding their own. In knit goods there has been an insistent demand for hosiery.

WOOL AND WOOLENS.

In the absence of any marked activity abroad more attention seems to be paid to the domestic wool situation. Receipts of foreign wool have been large from all accounts, although official figures have not yet been made public for any month this year. A well-known wool merchant voiced the opinion the other day that purchasers were running up the market on themselves by their eagerness to secure clips from the growers in advance of shearing. It has raised the hopes, as well as the prices, of the growers who are coy at releasing their holdings except on their own terms. As there is no lack of wool supplies available, there are price limits which must be taken into account. The wool duty is the main factor in keeping up the prices, as this means an addition of 31 cents per pound, scoured basis, to imports. Domestic mills are extremely busy, those of the American company reporting that they are working at capacity, with others not far behind. Allotments have been in order and price increases were announced toward the end of the week. Dress goods mills are also active, with their Fall production contracted for. Manufacturing clothiers either have their salesmen on the road or will have them this week. So far, the orders have been good, the prices being lower than many of their customers feared they would be in view of higher fabric and labor costs.

What is held to be the largest uncut precious stone in the world is a flawless black opal discovered in this country and now said to be in the office of a Government official in Washington. The gem contains approximately twenty-one cubic inches, weighs 2,572,332 carats, and is valued by the owners at \$250,000. The colors are translucent blues and greens with a little red. The famous Viennese opal, which was without equal until the American specimen was found, weighs 1,658,927 carats, but has a number of flaws.



A Horse Weighing Less Than 7 Pounds—

would be impossible and incredible; still, the marvelous Twin-3, air-cooled, staggered SIX, patented **D-A-C motor** develops 32 horse power under brake test, and weighs only 193 pounds—making it one of the most powerful automobile motors per pound weight in the world.

This is only one of the many original and exclusive features that distinguish the D-A-C car from all other cars, and make it **the most widely discussed engineering achievement of the entire automobile industry.**

INVESTORS should read the following D-A-C features and in their own interests, write for complete information regarding it.

IMPORTANT FEATURES OF THE DETROIT AIR COOLED CAR

1. Being air cooled by a perfected system, it does away with all annoyances, cost, parts, and weight of the old-fashioned water cooling system.
2. Has from 750 to 1,300 fewer parts than any other car.
3. Is $\frac{1}{3}$ -ton lighter in weight than other cars of equal size.
4. Has averaged close to 30 m'les per gallon of gasoline for 65,000 m'les.
5. Beautiful in appearance, luxuriously furnished, perfectly balanced, unusually roomy, strictly a quality car.
6. Perfect accessibility to, and interchangeability of parts.
7. Equipped with the famous Twin-3 (6) air cooled D-A-C motor; one of the most powerful automobile motors per pound weight ever made.
8. Exclusive, improved and patented features.
9. Superior design, materials, and workmanship.
10. Mechanical drawings and patterns made; three production models built; plant secured; organization complete; output sold for a long period in advance.
11. Cost of production and profits per car should make this a magnificent investment.



See the exhibit at Ottawa Ave. and Michigan St., Grand Rapids.
(Open Evenings)

DETROIT AIR COOLED CAR COMPANY

W. J. DOUGHTY, President
3745 Cass Ave. Detroit, Mich.

Don't Delay. Don't put it off. Mail the coupon now—today.

COUPON

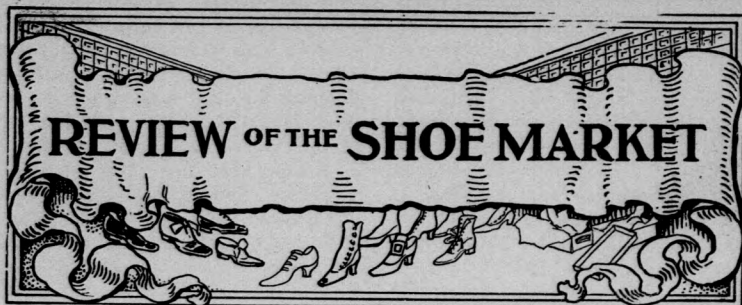
Detroit Air Cooled Car Company,
3745 Cass Ave., Detroit, Mich.

Gentlemen:—

Please give me the investors information mentioned above. I ask this with the understanding that I am NOT pledging myself in any way.

Name _____

(M.T.) Address _____



Changing the Habits of the One-Pair Man.

If there is any way in which the sale of men's shoes can be increased it is by changing the man's habit of buying and wearing for all occasions the one pair of shoes.

While at first thought it would seem that the buying of two pairs of shoes would delay the buying of the next pair, experience proves the habit of wearing more than one pair at a time breeds the desire for good-looking shoes and leads to more frequent purchases.

There is only one method of increasing sales and selling "double headers" and that is by everlastingly keeping at it; working on each customer with well thought out arguments and the showing of styles of shoes that are entirely different from the footwear the customer came in to buy.

Many stores have tried this method and it has brought results, but like other routine matters, there comes a day when the proposition dies a slow death. The salesforce gradually "let down" and the management, in the stress of other matters, fails to check up the selling force and we are right back where we started.

It would be difficult to imagine the average woman with only one pair of shoes. The day will come when the ridiculous side of men continually wearing the same old pair day after day will be brought home.

It is bad business for any merchant to push "double headers" sales in a manner offensive to the customer. But there are sound arguments that will appeal to sense and reason. It should never be put on the basis of merely getting the money, so common in barber shops. Such crude methods will chase trade away from the store quicker than any others.

Proper compensation, coupled with sound arguments, will produce results in "double header" sales. Slowly perhaps at first, but gradually increasing as the salesforce get keyed up to putting the proposition before each individual in a manner that will impress that particular customer. Some can be reached through an appeal to pride and others through an appeal to their vanity.

What are some of the arguments that can be used?

Perspiration is an enemy to the comfort of the wearer and an enemy to the life of the shoe.

Shoes worn alternately give the one pair a chance to dry out and the two pairs are more hygienic.

Linings get completely soaked with perspiration.

Shoes thoroughly dried out will

keep the leather soft and pliable, and, more comfortable on the foot.

Shoes will also hold their shape better and last longer when given such a rest and drying.

Changing shoes after the day's work is done will give the wearer extra comfort for the evening. He will feel like a new man with a pair of dry shoes on his feet. Then, there is the argument for the alternating of a pair of black shoes for general evening wear instead of the one pair of "tans."

An extra percentage paid to the sales force for "double headers" will serve as an automatic reminder where all other methods fail. This, with the right arguments, persistently followed will increase men's sales. The extra sale may not always be made at the moment, but the arguments will prevail in time.

It is always a good plan to gently remind him that "now," while he is in the store, is a good time to buy the pair of golf shoes, sport shoes, dress shoes, that he is sure to need in a few weeks, and why not be fitted now and save the extra trip to the store later? With charge customers this is especially good in getting results.—Shoe Retailer.

Need For Better Salesmanship in the Shoe Store.

Frequently of late there have appeared in many magazines of National circulation statements of tests and comparisons as to the actual selling ability of the average retail store salesman in the United States. These comparisons cover many lines of merchandise and many kinds of stores.

The findings are indisputable. The average salesman or saleswoman is found deficient in definite and concrete details that go to make up a possible 100 per cent. efficiency.

One writer, of international reputation as a business investigator, was sent to England and the Continent by his publication, after he had covered pretty thoroughly the States, to make a direct comparison of the methods and efficiency of foreign salesmen with our own. He tells of the difference between the two, and the odds all in favor of the English clerk, with the French in second place.

What are the big differences? The English clerk is better trained because he undergoes a thorough course of training before he graduates as a full fledged salesman. It is pointed out—and it is a fact often commented upon by Americans who have shopped in England—that the English clerk knows his goods better and generally is more painstaking than his American brother.

Herold-Bertsch Shoes

Michigan  Made



You'll Have Many Calls For This Sport Oxford

The season is here when boys and men will be demanding a cool oxford such as this for both sport and regular wear. No. 942 has smoked elk upper with mahogany saddle strap and tip, Neoline sport sole and heel. No. 941 is same with plain toes. Better order now to be ready when customers ask for them.

HEROLD-BERTSCH SHOE CO., GRAND RAPIDS

The Plow Boy

Plow time is near at hand. This shoe is high enough to keep out the dirt and low enough for coolness. It fits snug and protects and supports the ankles going over rough and broken ground. It wears like iron.

Ask for Stock Numbers

470 if a double sole is wanted
446 if a single sole is wanted

A Double Tanned Horse Hide Shoe

That Stays Soft Rain or Shine.
Work Shoes Are Our Specialty.

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

This is our specialty. Our every energy is bent on making the world's strongest work shoes. To insure the best wearing leather we do our own tanning, in our own specialized tanneries. We tan horsehide, and it is known as the toughest fibre leather on earth, yet we make it soft and pliable as buckskin. Horsehide is used to cover league baseballs because it is the only leather tough enough to stand the grief. And it stays soft when double tanned our way. When other leathers get wet they dry out hard. Rouge Rex double-tanned horsehide stays soft. Wet it, soak it in water, snow, slush, mud, and it dries out soft and flexible as velvet. Wear Rouge Rex shoes and you'll say you have gained an entirely new conception of shoe service, endurance and comfort. We are the largest tanners of horsehides for work shoes in the country. We buy only the choicest hides. In making Rouge Rex shoes we use only the strongest part of each hide—the butts, where the fibre is toughest and most enduring. You'll say that Rouge Rex Shoes are the most economical shoes you ever owned, and you'll rejoice in the comfort they give you. Notice how thick the leather is, and then feel how soft it is. Just like velvet. Yet Rouge Rex shoes wear like iron. And they never tire your feet. We make a Rouge Rex work shoe for every purpose. All are horsehide through and through. For field and factory, for lumber and mining camp or oil fields, for hunting and motoring, where a husky, grief defying comfort-giving shoe is needed, there is a special Rouge Rex shoe.

HIRTH-KRAUSE CO.

FROM HIDE TO YOU

SHOE MANUFACTURERS and TANNERS, Grand Rapids, Mich.
WRITE US DIRECT IF YOU CANNOT FIND OUR DEALER.



Now all this is not the fault of the American salesman as much as it is the fault of the American retailer. The English shopkeeper has built up a system of training with a far sighted view of the importance of the efficiency with which his goods are presented to his customers. The American store owner "hires" a salesman and assumes he is a salesman because he says he is. But who "trained" him, and what does he know about his trade and the goods he is to sell? Too often the answer is like that of Topsy, who "just grew."

The fault lies primarily with the mass of store owners themselves. But there are a great many exceptional salesmen to be found wherever we look for them, and this only proves that ambition and a desire to excel is all that is necessary for any man or woman of ordinary, every-day intelligence to become by comparison a super-salesman—one who does know the stock, where it is located, the painstaking desire to please and the cultivated faculty of finding out what the customer wants and the best thing for the customer to buy.

If there is a greater need for efficiency in production and in store-keeping, then better salesmanship is one of the important factors of the retailers' problem, and if we admit this is true then it presents the best possible opportunity for the ambitious salesman to meet this need and advance his interests and build a better future for himself.

The surface of possible sales-increase through better salesmanship has but been scratched. More important than this, a 100 per cent. efficient selling force in a store where the goods sold will compare favorably with competitors', will grow in building good-will to an extent that will lift that store entirely out of competition.

There is no line at retail wherein real salesmanship is as valuable a business-building asset as in the selling and fitting of footwear. There is a wide open opportunity for retail merchants to build superior stores in their neighborhoods through the development of a superior selling force. There is a wide open opportunity for the salesman to develop himself into a superior salesman with the largest possible earning power.—Shoe Retailer

Increase in Rubber Production.

The price of crude rubber has more than doubled within the last few months. This advance is believed by authorities to have resulted in an increased production and sale for this time of the year, due to the fact that rubber manufacturers solicited business for immediate delivery on the spring dating basis, indicating to the trade that the marked advance in the price of crude rubber, as well as fabric, would result in an advance in the price of finished goods.

This proved true in rubber footwear, as price advances were announced some weeks ago. All factors in the tire industry tend to uphold and bring in new orders. There appears to be a general belief crude rubber inventories, and particularly those of the larger concerns, are heavy. Manufacturers began to cover their needs when the price began to advance.

The British export tax is presenting a serious problem. It affects the manufacturer who has to buy the high priced raw material and the consumer who buys the finished goods. Since the United States consumes from 70 to 75 per cent. of all rubber grown in the world, we necessarily pay most of the tax.

Two things are needed and essential to solve the problem, according to the India Rubber Review. They are: (1) Repeal or modification of the tax law, and (2) America must grow her own rubber. The second suggestion is now under the consideration of the United States Department of Commerce.

Rubber can be grown successfully in the Philippines and also in the Amazon valley of South America. In addition to good rubber land there is plenty of common labor.

At one time Brazil possessed a natural monopoly of crude rubber, and it was estimated that as late as 1910 that nation produced nine-tenths of the world's rubber output. At present Brazil's output is estimated at one-fifteenth of the world's supply.

Our imports of crude rubber in the fiscal year 1914, all of which preceded the war, were 131,000,000 pounds, and in the fiscal year 1922 568,000,000 pounds.

That this enormous increase in importation meant a corresponding increase in the actual use is evidenced by the fact that the value of rubber manufactures produced in the United States was recorded by the census of 1920 at \$1,137,000,000, against \$203,000,000 a decade earlier.

Repeat Orders Are Better.

Notwithstanding the more or less general dullness in the shoe trade, some nice repeat orders have been received in certain quarters in the last few days. One of the principal men's shoe concerns has received several of them, it was said recently, and the volume of business booked for the season has increased appreciably as a result. One of the features of the new business is that, although the orders show a marked preponderance of demand for oxfords over high shoes, a larger percentage of the latter than usual at this time of the year is asked for by buyers. This is thought to be due to the bad weather, which has apparently reduced the early consumer call for low shoes. Light tan footwear has the call, with a good proportion of blacks seen in the late orders.

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



Does Some of Your Stock Look Old and Shopworn?

If so, it may be because you overlook selling out the old stocks before opening up new shipments.

Follow this rule when a fresh shipment of DIAMOND MATCHES is received.

ALWAYS PILE THE OLD STOCK ON HAND IN FRONT OF THE NEW.

In this way you can deliver to your customers fresh DIAMOND MATCHES and other merchandise at all times.

Selling oldest stocks of all merchandise first keeps down losses and keeps stock fresh.

Matches should always be stored in a DRY place.

THE DIAMOND MATCH CO.

NEW YORK

CHICAGO

ST. LOUIS

SAN FRANCISCO

NEW ORLEANS



Does the beauty of your store attract trade?

NOTE the attractiveness of the Wilmarth Show Cases and Wilmarth Interchangeable Sectional Unit Equipment in the above illustration—the main sales floor in the largest department store in Western Michigan.

Your store, too, can look like this. You can achieve for your store a beauty that creates new prestige, a merchandising efficiency that de-

velops increased sales without a corresponding increase in overhead. Furnish your store with Wilmarth Show Cases and Store Equipment, lay it out according to a Wilmarth Store Plan, and you will put your store on a higher profit making plane.

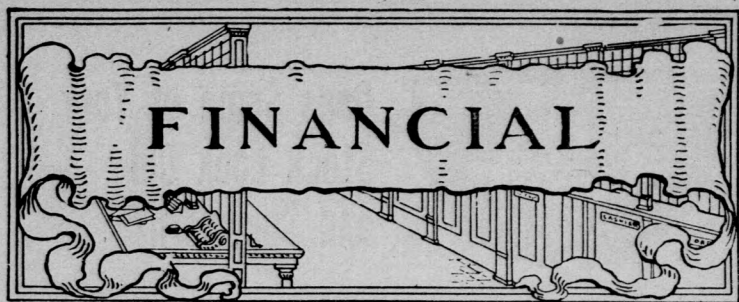
Get in touch with us today—you will not be obligated in any way.

WILMARTH SHOW CASE COMPANY

1542 Jefferson Avenue

Grand Rapids, Michigan

Made In Grand Rapids



Attitude of Individual Consumers Has Effect on Business.

Whatever may be said as to credit, prices, production, volume and all the other business factors which have loomed so large in recent predictions as to the future course of business, the important concrete fact about which we are likely to hear much before the year is out has received little attention as yet. As every school boy economist knows these days, retail prices normally lag behind the movement of wholesale prices. It is true that a certain type of retail merchant does all that can be done to eliminate the lag, but it nevertheless does exist and in general retail prices have not reflected to date the higher cost of basic materials. The attitude of ultimate consumers when retail prices are brought into line with basic commodity markets is likely to have a very important bearing indeed on the future course of business.

It will be recalled that one of the abnormalities which marked business in 1920 and 1921 was the so-called buyers' strike. Just what the real nature of this phenomenon was and what actual effect it had upon the deflation of prices are not quite clear. No one can say with certainty whether consumers actually made up their minds that the prevailing level of prices was unjustified and, unmoved by other considerations, refused to make purchases in normal volume, or whether the price level reached a point where a great body of consumers was actually unable to buy the things they had been accustomed to buy or were obliged to reduce the amount of their purchases. But, at any rate, the fact that there was a marked reduction in purchases by consumers during the period in question is undoubted. Nor is there much reason to doubt that this attitude, whatever its case, had some effect in bringing about deflation. The psychological factor, added to the practical effect of shelves full of unmoved goods, was powerful in convincing many business men that an immediate revision of the price level was an absolute necessity

to the resumption of normal business activity.

The attitude of the consuming public during the remainder of the current year, then, will be a matter of considerable interest to business men. Will the high levels of wages, steady employment, and the general feeling of economic well-being induce the public to accept without complaint the higher retail prices which are already beginning to be noticed and which must inevitably follow the increases in basic commodity prices during the past few months? Or will the story of 1920 and 1921 be repeated, if not this year then during the succeeding one? It is almost impossible to hazard an opinion at this time, but the business man who can find the right answer should have little difficulty in steering the safe course during the ensuing year or more.

There is one form of price increase, or rather one reason given for the higher prices of certain commodities, which is particularly irritating to many people. It is the improvement in the position of sterling exchange. From the low point of last year to its recent high point the rise in sterling here was almost exactly 10 per cent. A purchaser who is told that an increase of 33 per cent. in the price of some imported commodity is made necessary by the higher exchange rate may be excused for some degree of exasperation. Not only has his pocketbook been depleted, but his intelligence insulted as well. This is entirely apart from any question as to whether other causes have made the higher price necessary and justified. The point is that the salesman has obviously been instructed to give an explanation of the higher price which is false on the face of it.

Surely.

"Who is that distinguished looking woman over there by the tea urn?"

"Mrs. Dedham."

"Wonderful looking!"

"Yes, but her husband—well, he's the last man I'll ever have any dealings with!"

"Yes?"

"Sure. He's an embalmer."

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.

Ottawa at Fountain

Both Phones 4391

Merchants Life Insurance Company

WILLIAM A. WATTS
President



RANSOM E. OLDS
Chairman of Board

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

Grand Rapids National Bank

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ACME STOCK SALT.

Declared To Be Menace To Live Stock Industry.

The Tradesman has had its attention called to the pestiferous methods pursued by the Acme Stock Salt Co., 133 West 40th street, New York, in the sale of its product. Instead of taking orders in the regular way, the company exploiting the product insists on taking trade acceptances, which places the purchaser under great disadvantage. The Tradesman has gone into the matter quite fully with State and Federal officials. The findings of State officials are given below in the following correspondence:

Lansing, March 20—Your letter of March 9 is just received and we wish to beg your pardon for the length of time it has taken to report to you on the Acme stock salt, but we have been giving this very careful analysis and the methods, as you know, require time. We wish, however, to report the results already obtained.

On Jan. 31 we received from Mr. A. Lemble, of Ann Arbor, an original package of stock salt. The label on the package was as follows:

"Acme Stock Salt 25 pounds net weight. Directions for feeding inside. Ingredients: sodium chloride, ferrous sulphate, quassia, magnesium sulphate, carbo ligni, sulphur, fennugreek seed. Acme Stock Salt Co., New York, N. Y. Factory, Tiffin, Ohio.

The results of our analysis are:

Sulphur (uncombined)	1.45 per cen
Sulphur (uncombined)	1.45%
Sodium chloride	80.50%
Ferrous sulphate	0.87%
Magnesium sulphate	5.50%
Carbo Ligni (charcoal)	10.33%
Fennugreek	doubtful
Quassia	doubtful

You will note that in the case of fennugreek and quassia, which were indicated on the label, our analyst reports "doubtful." In other words, there was present material which possibly is fennugreek and quassia, but we were unable to identify any typical tissue of these materials.

The analysis, with all material submitted to us, is being taken up with the State Veterinarian and we anticipate that within the next few days we can make a complete final report to you relative to the entire question submitted to us.

W. C. Geagley,
State Analyst.

Lansing, March 27—The material relating to the Acme stock salt, a sample of which was submitted to this department of analysis, has been referred to me by Mr. Geagley for comment.

Although it is apparent that considerable care has been exercised in drafting the statements and directions, a few openings for criticism are observed.

Reference is made to a guarantee, but we can find no evidence of a guarantee in the material submitted to us.

The analyst's report covering the sample of Acme stock salt submitted for examination indicates that the material is composed of 80.5 per cent. of sodium chloride or common salt. Any action that might be produced by this stock salt would, of necessity, have to be considered from the standpoint of its common salt content. The other materials present are of such a nature or in such small quantities that for practical purposes they can be ignored. Common salt may be of some benefit in the conditions indicated for the horse and so would pure water.

It is noted that the Acme stock salt is recommended for glanders. Glanders is an infectious disease of the horse which is considered incurable at this time. It is claimed that Acme stock salt prevents tuberculosis, scours, barrenness, milk fever, swelling of the bag, bloating and red water

in cattle. Knowing the contents of the compound, it would be difficult to conceive of any way in which it could prevent these conditions.

Horses, cattle and sheep are not very susceptible to the action of common salt and the dose recommended for these animals could not be considered dangerous. In fact, the dose recommended for cattle is too small to produce any appreciable effect. Hogs are very susceptible to the action of common salt and the doses recommended for that animal are open to criticism. A dose of six tablespoons full a day and in the event of hog cholera being present a dose of eight tablespoons full per day is recommended for hogs. The size or weight of the hogs to be treated is not mentioned but it may safely be said that any dose of salt in excess of four ounces per day for the average hog is dangerous. The recommended dose of eight tablespoons full of Acme stock salt would mean the administration of probably seven ounces or more of common salt.

I believe we are agreed that so-called remedies of this kind are a menace to the live stock industry of the State.

The price of the material is not known, but in all probability it is far in excess of the price warranted by the common salt content.

It is hoped that some day Michigan will have laws adequate to care for materials of this kind and the producers thereof. Whether anything can be done under the existing laws, I am not in a position to state, but the matter is being referred to the Department Solicitor for an opinion.

B. J. Killham,
State Veterinarian.

Lansing, March 28—With further reference to Acme stock salt about which we have been corresponding. I presume by this time you have received letter from me giving analysis of this product. I may say, further, that some time last fall this company wrote the Michigan Department of Agriculture, making enquiry as to whether registration was required under the feeding stuffs law in this State, of their product. After going into the matter we found that it was classed strictly as a medicinal preparation and not as a feed; therefore, was not subject to licensing in Michigan and we so informed the company.

The records and the correspondence which we have had were turned over to the State Veterinarian with the request that he report to you directly with reference to the therapeutic claims made in the advertising, as well as the merits of such a product, when given to stock. I am informed that he has reported to you and that the solicitor of this Department has either reported or will report as to the legality of the sale of such material in this State, so far as any law which this Department is charged with enforcing, is concerned.

W. C. Geagley,
State Analyst.

The unfortunate experiences many merchants have met with in dealing with the Acme Stock Salt Co. serve to emphasize the warnings the Tradesman has repeatedly uttered to the effect that any house with which the buyer is not familiar, which does business on the basis of trade acceptances, should be avoided as a merchant would avoid a pestilence.

He Watched the Clock.

"Yes," said an old merchant, "that clerk has been with me seventeen years, and has had but one promotion in that time."

"What is the matter?"

"He has grown cross-eyed; has so long kept one eye on his books and the other on the clock."

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If Fire Should Come To-night.

Do you realize that fire comes like a thief in the night?

What is your first duty on discovering a fire?

Do you know how many others are asleep in the building and where?

Do you look up exits before retiring in a hotel or other strange place?

Do you know where the nearest fire alarm box is and how to turn in an alarm from such box?

How will you report the fire by telephone, what will you tell "Central" to assure prompt connection and what will you tell the fire chief?

If fire or smoke should block your usual exit how would you get out?

What can you do to let yourself down from a window?

If you must jump from a window, what can you do to "break the fall?"

How would you go through a smoke filled room or hall?

How would you announce a fire to other occupants of a house, in a theater in a hospital?

What will you do with doors and windows until the fire department arrives?

Have you a fire extinguisher? Where is it? When was it last charged? Do you know how to operate it?

Do you know how to use a baking soda and water mixture on a fire how a wet broom, a wet blanket, or sack or rag, a pail of sand, a scoop and flour?

Have you a fire extinguisher, water connection or both in the boiler or furnace room?

Have you a ladder or other means to get to the roof?

What can you do to protect the roof and window openings in case of a near-by fire?

If a person's clothing is burning, what would you do?

How would you fight an oil lamp or oil stove fire?

What property will you save first?

What would you do to extinguish a chimney fire?

Do you know where the gas shut-off valve is, and how to operate it?

You have now had one fire, what other fire hazards are there on or around your premises?

A little sober thinking and consideration of these questions may mean a saving of life, limb and property.

Fire Loss Can Be Reduced.

The people of the United States are allowing property to be destroyed by fires at the rate of a billion dollars' worth every three years. Tens of millions of dollars are spent on the maintenance of fire departments. But precious little is expended in fire prevention.

To check the present enormous fire bill, with its accompanying toll of 15,000 human lives each year, two things are needed. First, a campaign of education, persistent and continued, beginning in the schools and extending out through every agency for the dissemination of information regarding the A-B-C of fire prevention. Second, the appointment of energetic and capable fire marshals, with suffi-

cient funds and personnel at their disposal to enforce the laws against violators of building laws and against those guilty of arson. This latter class of criminals is mulcting insurance companies of untold millions, which honest people are required to pay in the form of higher premiums.

Public officials should leave off pussyfooting and go at this proposition in earnest. Nothing they could do would yield more evident or more worthwhile results.

Gospel Truth.

Of committees we have no end, but there is good sense in the suggestion of a Chicago man that a permanent fire prevention committee in each town would greatly reduce the number of people who lose their lives in fires, lessen the destruction of property and reduce insurance rates. It is no credit to our common sense that the insurance companies must hire men to go about prodding us into activity along fire prevention lines and laying out programs of activities so that inspections of premises are regularly made by men who know what to look for.

Every store should see to the enforcement of a rule that no goods shall leave the place without a definite promise being made as to exactly when they are to be paid for—if bought on credit. At first sight this seems like such a simple requirement that it is almost superfluous to mention it, but so is the prescription that a doctor often gives to a run-down patient, that of "Fresh air, exercise and to be careful not to overeat." In fact, the very simplicity of the rule given is what makes it often overlooked. Always have a definite agreement as to time payment is to be made. The rule is so good that it will stand repeating.

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

Buy Safe Bonds
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The Old National

Make it a private matter

It is not necessary to publish what kind of property you have, or how much of it, placed in trust with us. These are confidential matters.

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By making use of "Trust Company Service," let your worldly goods from now on be a blessing, and not a perplexity to you and yours.

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Impossible For Them To Tell the Truth.

Why is it that many stock insurance agents continually act on the assumption that they must resort to lying to bolster up the rapid decadence of stock fire insurance?

A certain local agent recently called on a prospective customer and sought to advance his interest by employing the favorite weapon of the stock agent—falsehood in its most glaring form.

Lie No. 1. Agent first stated that the stock companies had already and paid their losses on the Valley City Milling Co. fire, but that the mutual companies had not paid as yet, whereupon the gentleman addressed flashed a letter from William S. Rowe, President of the Valley City Milling Co., stating that the mutual companies interested in the loss paid their losses long before the stock companies took any action in the matter.

Lie No. 2. Agent stated that the Michigan Inspection Bureau was supported by the stock companies solely; that the mutual companies did not contribute anything to the upkeep of the organization which was legalized by the Legislature conditional on its being conducted honestly for the benefit of all the people and all kinds of insurance, but which has been usurped by the stock companies and used as a club by them to force insurers to use stock insurance to the exclusion of mutual insurance.

Lie No. 3. On being reminded that the Grand Rapids Dry Goods Co. had appealed from the nasty tactics of Cleveland and the methods of the highway robber pursued by the Michigan Inspection Bureau and thus secured a radical reduction in rates from the body created and maintained by the State to function in such cases, agent asserted that the Dry Goods Co.'s rate was reduced only 1 cent. as a matter of fact, the rate on the building was reduced from 19.2 to 10—nearly 100 per cent. The rate on the contents was reduced from 22.1 to 15—more than 30 per cent.

The agent must have known he was lying in all of the above cases, because he made other calls later in the day and repeated the same lies—knowing they were lies.

The Tradesman repeats what it has stated many times—that it is not safe to accept the word of any stock insurance agent or official, because 90 per cent. of them are so schooled in the art of prevarication by their employers that it is impossible for them to tell the truth.

Case Where Attempted Bribery Was Resented.

On Friday of last week Grand Rapids was visited by a man named Fred Sullivan who introduced himself as a Fire Prevention Engineer for the Camden Fire Insurance Co. and the Pittsburg Underwriters. He called on a large manufacturing establishment which has three large factories which carries no stock insurance whatever, although the rates on the three factories have been practically doubled by the infamous Michigan Inspection Bureau since they changed from stock to mutual insurance. Sullivan proposed to the official who has the in-

surance in charge that if the company would change back to stock protection he would reduce the rate on one of the buildings from \$1.69 to \$1 and also reduce the rate on the contents approximately 33 per cent. The proposition was rejected, as it would be by any right-minded man, because bribery is one of the things that will not be tolerated by business men who are well grounded in correct business principles. This is the same tactics that Cleveland, the ill mannered manager of the Michigan Inspection Bu-

reau, practiced in connection with the reduction of the rate on the Grand Rapids Dry Goods Co. So far as the Tradesman can learn, the only result of such tactics was in his being ordered out of the office of the man he approached with his dishonest proposals, the same as a tramp dog would be turned from the door of a man who has no use for animals infested with flees.

She Didn't Really Mean It.

A commercial traveler arrived home

one day and said to his wife: "I have done something to-day that I ought to have done when I first started on the road. I have taken out an accident insurance policy on my life. If I am killed the company will pay you \$5,000. If I am injured I get \$25 per week."

The next morning, when he was ready to start on his journey, his wife threw her arms around his neck and cried:

"Now, John, for Heaven's sake, whatever you do, don't get injured."

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GRAND RAPIDS, MICH.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

The decision of the Michigan Supreme Court which held that the supervision exercised by the Securities Commission in revoking the license of G. F. Redmond & Co., broker concern operating a branch office in Detroit, was a reasonable exercise of police power, has set an important precedent and, undoubtedly, will govern in ten other cases now pending.

Following numerous complaints the Commission on April 15, 1922, took action on the ground of alleged misrepresentation, fraud and failure to deliver stocks. The defendant enjoined the Commission from enforcing its ruling, claiming it had no authority to revoke a dealer's license. The Supreme Court recently ordered the injunction dissolved as it handed down the far-reaching ruling.

Simultaneously with the decision by the Michigan Supreme Court word comes from Boston to the effect that the Superior Court of Massachusetts has appointed ancillary receivers for the Boston-Montana Corporation, Boston-Montana Milling & Power Co., Montana Southern Railway Co. and the Boston-Montana Development Co. G. F. Redmond & Co. promoted and sold Boston-Montana Mining and Boston-Montana Copper issues in Michigan.

Following the filing of a suit in equity by Edward Gray, which alleges that the entire plan of the Lincoln Housing Trust is illegal, a lottery and violates the Tontine Law (Sec. 8091, Compiled Laws of 1915), the Michigan Securities Commission has ordered an examination of the books of the Lincoln Housing Trust of Missouri.

Answering a large number of enquiries from individuals and business concerns of Detroit, the Better Business Bureau has contended that promoters of the project should be compelled to comply with the Tontine Law and deposit \$100,000 with the Secretary of State.

Replying to a statement issued by the Bureau some time ago, in which the plan was thoroughly analyzed and in which it was set forth that "other projects, bearing a similarity to the Lincoln Housing Trust plan, have either become insolvent after several years of apparently successful operation or have been halted by state or Federal authorities," Joseph E. Jones, of St. Louis, Mo., originator of one of the Housing Trust's fiscal agencies, said:

"Marked features of protection and safeguards distinguish the Lincoln Housing Trust from many other plans which on the surface are apparently similar."

Information from investors indicates that Mr. Jones has abandoned his original plan and is endeavoring to induce certificate holders to transfer their chances to a loan pool called "Group B."

The new plan, it is said, gives no surrender value on certificates until the loan turn comes; consequently, those who "drop out" may lose everything. If Mr. Jones succeeds

in promoting the "switch over" the chances of any who remain in the old group become more remote.

Sensational literature sent through the mails to residents of Michigan by oil promoters in the Southwest and submitted to the Better Business Bureau of Detroit simultaneously with enquiries as to the advisability of making investments figure in the Nation-wide campaign by Federal officers against alleged fake stock promoters. Charges of using the mails to defraud and misrepresenting properties and possibilities to investors or prospective clients already have been filed against twenty-five promoters, most of whom have been operating in Texas and adjacent states.

Tabulation of oil promotion literature by Better Business Bureaus in thirty-eight cities acting in co-operation with the National Vigilance Committee of the Associated Advertising Clubs of the World is one of the important factors in the far-reaching campaign. Flamboyant circulars, oil bulletins and inspired or controlled newspapers published in the Southwest it is alleged, have flooded the mails for some time and yielded a large amount of money for promoters.

This sensational literature was forwarded to Edward A. Schwab, for fifteen years an inspector for the post office department and now chief investigator of the National Vigilance Committee. Mr. Schwab and his assistants, working in co-operation with Federal officers, checked up statements of the promoters. They also conducted a personal investigation for some time in oil sections in the Southwest.

The Nation-wide clean up aims to give every possible encouragement to legitimate business enterprises and to take quick and definite action against fraudulent or worthless promotion schemes.

In a current issue of World's Work, John K. Barnes, financial editor, says of the Independent Oil and Financial Reporter:

"Edward A. Schwab, chief investigator of the National Vigilance Committee of the Associated Advertising Clubs of the World, with which Better Business Bureaus or Commissions in thirty-eight cities are affiliated, made an investigation in Texas recently and reported that this publication, masquerading as a fair and fearless fighter of financial frauds, has betrayed the trust of its readers.

"He found that it has first attacked a promotion and then approved it as developments to the advantage of the publication might warrant. Dr. Cook's Petroleum Producers' Association, for instance, was one of these companies. Mr. Schwab reports that subsequent developments indicate that this company has contributed substantially to the newspaper as a result of which no further attacks have appeared."

Dr. Frederick A. Cook, former Arctic explorer and now extensive oil promoter, has surrendered to Federal authorities in Dallas, Texas, on the charge of using the mails to defraud in his promotions. He is accused of misrepresenting his properties and possibilities to investors.

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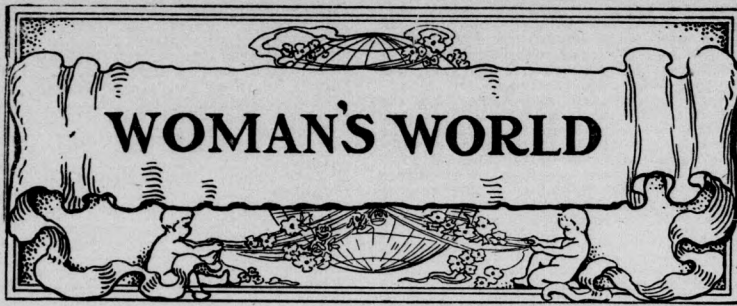
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NOT A MUTUAL COMPANY



Just Waffles as They Grow Down in Dixie.

Written for the Tradesman.

"Afternoon tea. Hot waffles and syrup." Many times on our motor trip down below the Mason-Dixon line we saw that sign hung out before dainty tea houses, differing so much in outside construction and atmosphere from the white Colonial houses restored and full of New England antiques, and the low log bungalows and cabins of the West that we had seen on other trips that I wondered if the waffles would differ as much. And after I got some of them I determined to find out about them. They were wonderful and they fairly strewed the pathway.

We stopped for lunch one day at a tea house, in Virginia, which looked more as if it were the home of one of the real F. F. V.'s. It was a lovely old Southern Colonial mansion restored, and filled with the most marvelous old furniture and rugs. But I did not stop (not that time) to see the antiques. I was on the trail of waffles. And the real old Southern "Mammy" was ready to oblige with all the information; though if you know anything about those old negro "nachul cooks" you will understand that it was no easy task to reduce her recipe to exactitude.

"Wawfuls? Suttinly, honey! Jes' a minute; will yo' set down?" Wawfuls, with a "w." and "Mammy," for a bit extra, helped me get the recipe on paper.

"Yo' jes, frow in a han'ful o' dis, an' a pinch o' dat, and a li'l o' sump'n else, and stick 'em in de oven."

That was the way she wanted to tell it: it was perfectly intelligible to her. But finally we got it down; I have tried it, and when you do it right, it tastes the way "Mammy's" did, that day in Ole V'ginny:

One egg, well beaten
One cup of flour
One-quarter teaspoonful baking powder

One cup of milk
Pinch of salt
Cook quickly in very hot irons.

Fortunately for me, I was thin and could stand a waffle diet, with butter and maple syrup for a time; and in the interest of science and recipes I could forego candy and other desserts, and took waffles for my "sweet."

The next place, this time for supper, the sign said "Virginia Waffles." It was just outside of Washington. I added this "Virginia" recipe to my repertory. It was different from the other, having corn meal as a base. I needed little else for that supper!

Cook one-half cupful of white cornmeal in one and one-half cups of boiling water 20 minutes.

Add one and one-half cupfuls of milk; three tablespoonfuls of sugar; three cupfuls of flour; one and one-quarter tablespoonfuls of baking powder; one and one-half tablespoonfuls of salt—dry ingredients sifted together.

Then add the yolks of two eggs beaten light and three tablespoonfuls of melted butter.

Cut and fold in the stiffly beaten whites of the two eggs.

Cook in very hot irons.

You see, this is a very large recipe, but I took it just as the "Virginia lady" gave it to me; she said it might easily be divided for a small family. It is very hearty, too, with its cornmeal, butter, eggs, and milk; suitable for "one dish" luncheon or supper and delicious with butter and cinnamon or maple sugar.

Next day, in Maryland, I saw a sign hanging from a tree in front of a dear old house that looked as if it could tell tales antedating the Revolution. And the "Maryland waffles and fried chicken" lured me into its front room. I had my choice this time of rice waffles—the Maryland ones—and another Southern recipe that called for buttermilk. I ate the rice ones and liked them very much; but I got the other recipe, too. Things with buttermilk are always good if carefully put together. Here are the two bits of Southern magic:

Rice Waffles.

One cup flour, sifted with
Two teaspoonfuls baking powder
One teaspoonful salt
Add the beaten yolks of two eggs to
One cup of milk and
One-quarter cup melted butter,
Last fold in the whites of the eggs,
Well-beaten, and bake in hot irons.

Buttermilk Waffles.

Beat together until smooth three-quarters of a pint of "clabber," or
One pint of buttermilk;
One teaspoonful of salt;
One tablespoonful of melted butter or lard.

Add flour enough to make soft batter to pour.

Beat hard and long—that is one of the secrets of Southern cookery.

Just before putting into hot, greased irons.

Add one level teaspoonful of soda, dissolved in one teaspoonful of hot water.

Still further North, on the edge of Pennsylvania, I gathered in another old Southern recipe, which I have found excellent, as it was at the trial on the spot:

Two cups of milk

Two eggs

Three cups of flour

Two teaspoonfuls of soda

One teaspoonful cream-tartar

One teaspoonful of salt

One tablespoonful of melted butter
Sift flour and cream-tartar; dissolve soda in hot water; beat eggs light, adding the flour last.

Bake in hot irons as usual.

I found at the end of the trip that I had gained several pounds, due to waffles and fresh air; at least a dozen recipes, good, bad, and indifferent in their later proving. I do not recommend a steady diet of waffles for a week; but a judicious use of those constructed on any of the recipes given above will add agreeably to the waffle experience of those who have not tried these delectable things under Southern skies.

Prudence Bradish.

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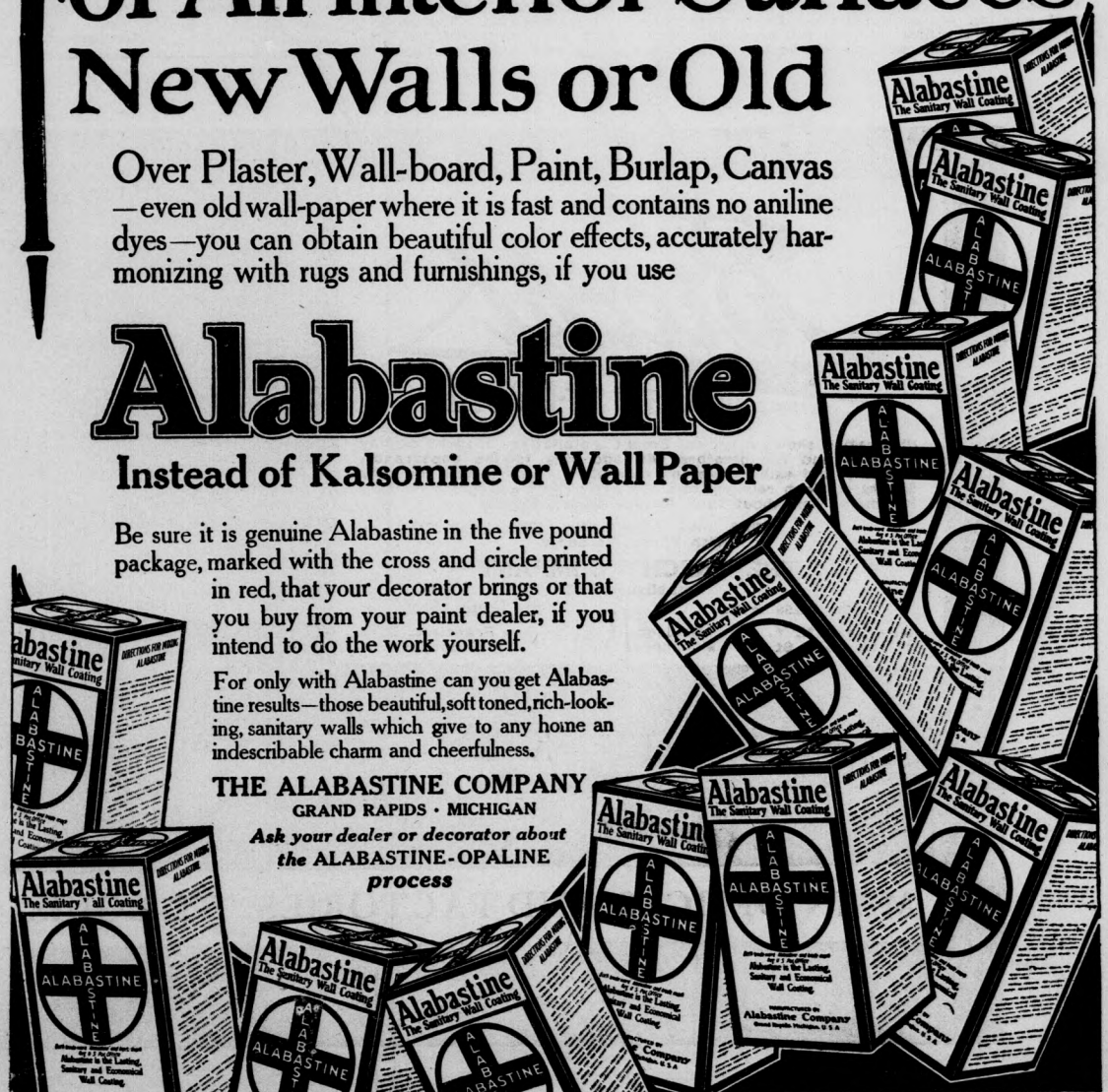
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Proceedings of Grand Rapids Bankruptcy Court.

Grand Rapids, March 26.—On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Steven Harpster, Bankrupt No. 2248. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of the village of Bellevue. The occupation of the bankrupt is not noted in the schedules, although it is to be inferred from the schedules that he is a farmer. The schedules of the bankrupt list no assets of any kind and liabilities in the sum of \$4,385.35. The bankrupt has furnished funds for the first meeting of creditors and such meeting will be held at the office of the referee on April 12. A list of the creditors of the Bankrupt is as follows:

Citizens Bank, Vermontville	\$ 325.00
Farmers & Merchants Bank, Nashville	
C. F. Norton, Nashville	331.00
C. L. Glasgow, Nashville	32.00
G. Miller, Nashville	45.00
Sam Sharo, Bellevue	19.50
Clyde Gould, Bellevue	133.00
Bellevue Lumber & Coal Co., Bellevue	70.00
Shaler Hardware Co., Bellevue	165.00
Shaler Hardware Co., Bellevue	65.00
Shaler Hardware Co., Bellevue	100.00
H. B. Davidson, Bellevue	75.00
Gene Blackmar, Bellevue	21.00
J. O. Nicholson, Bellevue	115.00
L. E. Haight, Bellevue	26.00
V. O. Johnson, Bellevue	28.00
Farmers Co-operative Elevator Co., Bellevue	335.00
Welch Chemical Co., Columbus	10.00
A. E. Dye, Nashville	425.94
Allen, Havens & Brown, Bellevue	170.90
Wm. Simon, Bellevue	1,808.90
Farmers State Bank, Bellevue	75.00
E. J. Barnabee, Kalamazoo	10.00
Michigan Mutual Windstorm Insurance Co., Hastings	140.00
Welch Chemical Co., Columbus	18.00
	152.00

March 30. On this day were filed the schedules, order of reference and adjudication in bankruptcy in the matter of Leo Spenle, Bankrupt No. 2252. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Wyoming township, Kent county. The occupation of the bankrupt is not disclosed in his schedules. From the fact that all of the assets are either claimed as exempt to the bankrupt or are of doubtful value, the court has written for finds for the conduct of the first meeting of creditors, upon the arrival of which the first meeting will be called and note of the same made here.

The schedules of the bankrupt list assets of \$150, of which \$50 is claimed as exempt to the bankrupt, and liabilities of \$375.62. A list of the creditors of the bankrupt is as follows:

Edward Spenle, Grand Rapids	\$150.00
Ellesmere & Ada Curtis, Grand Rapids	225.00

March 29. On this day was held the final meeting of creditors in the matter of Irving E. Near, Bankrupt No. 2040. The bankrupt was not present or represented by attorney. The trustee was present in person and by John G. Anderson, attorney. Additional claims were allowed against the estate of the said bankrupt. The trustee's final report and account was approved and allowed. An order was made for the payment of a supplemental first and a final dividend to creditors, as well as for the payment of administration expenses. There were no objections to the discharge of the bankrupt. The bills of the various attorneys who performed services in the matter were considered and allowed at various amounts. The final meeting was then adjourned without date. The case will soon be closed and returned to the district court.

March 30. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Willard J. Chase, Bankrupt No. 2251. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of the city of Grand Rapids, and the occupation of the bankrupt is not stated. From the fact that the estate apparently contains no assets the court has written for funds for the first meeting of creditors; upon the arrival of which the first meeting of creditors will be called and note of the same made here. The schedules of the bankrupt list assets in the sum of \$45,605, none of which is claimed as exempt to the bankrupt, and liabilities in the sum of \$66,764.77. A list of the creditors of the bankrupt is as follows:

First National Bank of Traverse City	\$15,584.59
Peoples Savings Bank, Traverse City	9,397.04
The bankrupt is liable on the following as endorser.	
First National Bank, Traverse City	\$41,783.04

On this day also was held the first meeting of creditors in the matter of Frant Putt, Bankrupt No. 2243. The Bankrupt was present in person and by attorney. No claims were proved against the estate of the bankrupt. No creditors were present or represented. The bankrupt was sworn and examined by the referee without a reported. It appeared

that the bankrupt had no assets that were not exempt to him, therefore an order was made confirming such assets to him and the case was closed and returned to the district court. The final meeting was adjourned without date.

April 2. On this day were filed the schedules in the matter of Wolverine Electric Co., Bankrupt No. 2241. The schedules list assets in the sum of \$16,067.07 and liabilities in the sum of \$16,930.90. The first meeting of creditors will be held at the office of the referee in bankruptcy April 12. A list of the creditors of the bankrupt is as follows:

William Hammers, Grand Rapids	\$ 145.25
May Carpenter, Grand Rapids	22.00
Lillian Johnson, Grand Rapids	13.00
Dick Wyman, Grand Rapids	50.00
Frank A. Skinner, Grand Rapids	36.00
A. T. Babcock, Grand Rapids	68.17
City of Grand Rapids	64.64
Adzitt Printers Supply Co., Grand Rapids	125.67
Acme Mfg. Co., Cleveland	74.82
American Art Mache Co., Chicago	89.60
Am. Enamel Magnet Wire Co., Muskegon	19.91
Adjustable Fixture Co., Milwaukee	15.40
Automatic Elec. Co., Chicago	75.00
Bixby Office Supply Co., Grand Rapids	29.47
Bond Welding Co., Grand Rapids	2.50
Bureau of Electricity, Grand Rapids	
Jack Barts, Grand Rapids	40.70
Bissel Co., Toledo	1.25
Barlow Bros., Grand Rapids	172.74
M. Blair Co., Chicago	18.50
Blumberg Morris Co., Detroit	147.00
Builders & Traders Exchange, Grand Rapids	.82
Boyce Bros., Grand Rapids	32.50
Bristol Co., Waterbury, Conn.	1.85
Borert & Yonker, Grand Rapids	58.68
Berdsley Chancier Co., Chicago	48.64
Becker Auto Co., Grand Rapids	294.80
Baldwin Radio Sales Corp., Chicago	13.50
Central Elec. Co., Battle Creek	40.00
Consumers Power Co., Battle Creek	14.31
Cutler Hammer Mfg. Co., Milwaukee	25.84
Commercial Letter Co., Grand Rapids	56.70
Commercial Investment Trust Co., New York	3.00
John Conroy, Battle Creek	155.00
Chas. A. Coye, Grand Rapids	25.28
Consumers Ice Co., Grand Rapids	15.04
Canfield Rubber Co., Bridgeport, Conn.	2.30
	1.79
Darche Mfg. Co., Chicago	14.70
Davis Radio Parts Co., Grand Rapids	2.10
Dunn Electric Co., Grand Rapids	6.79
Dover Mfg. Co., Grand Rapids	2.25
Duplex Lighting Co., Grand Rapids	34.00
Electric Controller Mfg. Co., Cleveland	542.14
Electric Merchants Co., New York	3.00
Electric Motor & Engine Co., Canton	7.92
Emerson Truck & Storage Co., Battle Creek	32.16
Electric Service Station, Grand Rapids	7.20
Electric Const. Machine Co., Grand Rapids	6.50
Faries Mfg. Co., Decatur, Ill.	22.24
Federal Machine Welding Co., Warren, Ohio	10.92
Fisher Tool & Supply Co., Detroit	2.35
Findlay Elec. Porcelain Co., Findlay, Ohio	16.45
Floral Art Shop, Grand Rapids	3.00
S. W. Farber, Brooklyn	21.43
Foster Stevens & Co., Grand Rapids	23.64
Forbes Stamp Co., Grand Rapids	14.10
Fuller Engraving Co., Grand Rapids	.75
Association of Commerce, Grand Rapids	12.50
G. R. Truck Co., Grand Rapids	5.40
R. F. Glocheski, Grand Rapids	37.13
G. R. Insurance Agency, Grand Rapids	100.00
News, Grand Rapids	13.78
Lyceum of Eng. Co., Grand Rapids	3.00
G. R. Show Case Co., Grand Rapids	22.80
Gleye Hardware Co., Grand Rapids	21.79
G. R. Electric Co., Grand Rapids	19.17
Golden & Boter, Grand Rapids	87.52
Press, Grand Rapids	25.80
Sanitary Towel Co., Grand Rapids	1.50
J. E. Gleeson Co., Chicago	3.15
G. R. Battery Shop, Grand Rapids	17.35
Guaranty Elec. Shop, Battle Creek	3.30
G. R. Lumber Co., Grand Rapids	21.89
Herald, Grand Rapids	32.00
William Hammers, Grand Rapids	5.00
Hamilton-Beach Mfg. Co., Grand Rapids	35.10
Hart Mirror Plate Co., Grand Rapids	12.50
Harder Welding Co., Grand Rapids	1.25
E. Higgings Co., Grand Rapids	4.15

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Hinrichs Kpoop Co., Peotone, Ill.	1.45
Haven Elec. Co., Grand Rapids	1.20
Ideal Electric Co., Grand Rapids	4.76
Incandescent Supply Co., Pittsburgh	5.27
International Battery Co., Grand Rapids	13.38
Illinois Elec. Co., Chicago	443.49
Jardine Lumber Co., Grand Rapids	203.67
Jewell Elec. Inst. Co., Chicago	44.49
Knights of Columbus, Grand Rapids	4.00
O. J. Koon, Grand Rapids	30.57
Janet Shade & Mfg. Co., Janet, Pa.	37.15
Wm. R. James, Detroit	10.11
Lierman & Gittlen Metal Co., Grand Rapids	4.00
Lefax Inc., Phila.	3.50
Liberman & Gittlen Metal Co., C. J. Litcher Elec. Co., Grand Rapids	126.70
Lewis Elec. Co., Grand Rapids	4.00
Lamberts & Kamminga, Grand Rapids	19.85
W. D. Lyman, Grand Rapids	2.50
Leitelt Iron Wks., Grand Rapids	2.35
Michigan Radio Corp., Grand Rapids	79.10
Michigan Radio Corp., Grand Rapids	79.10
E. Miller Co., Wenden, Conn.	209.47
Moerland Hardware Co., Grand Rapids	.75
Maring Wire Co., Grand Rapids	53.05
Muller De Vos Elec. Co., Grand Rapids	11.08
Murphy & Jarvis, Grand Rapids	1.50
Macbeth Evans Glass Co., Pittsburgh	32.73
C. C. Miller, Grand Rapids	20.50
Mydar Radio Corp., Newark	15.32
Michigan Accessories Co., Grand Rapids	31.15
Monowatt Elec. Inc., Co., New York	78.00
C. W. Mills Paper Co., Grand Rapids	3.15
F. E. Murray Co., Grand Rapids	7.41
Midland Elec. Sales Co., Chicago	25.50
Mc Mullen Machinery Co., Grand Rapids	14.79
Murlin Mfg. Co., Phila.	14.33
J. H. Hildreth, Grand Rapids	2.15
Nobles Studio, Grand Rapids	1.00
New Haven Radio Co., New Haven, Conn.	27.06
John S. Noel Co., Grand Rapids	110.72
National Stamp & Elec. Wks., Chicago	174.75
Elec. Supply & Fixture Co., Grand Rapids	38.04
Northwestern Mfg. Co., Milwaukee	87.48
Owen Walsh Mfg. Co., New York	53.60
Onderdonk Printing Co., Grand Rapids	6.00
S. D. Potter Co., Stamford, Conn.	51.75
Planet Radio Corp., Chicago	amount not known
Pringle-Matthews Co., Grand Rapids	9.01
Patterson Printing Co., Grand Rapids	57.25
Peerless Light Co., Chicago	38.80
Proudfit Loose Leaf Co., Grand Rapids	68.00
Powers-Butler Co., Grand Rapids	20.98
F. Ranville Co., Grand Rapids	24.49
O. Reiman Elec. Corp., Chicago	153.82
Roseberry-Henry Elec. Co., Grand Rapids	21.51
Rybarsyk, Wiseman & Betz, Grand Rapids	6.77
Rozee Mfg. Co., Grand Rapids	47.85
C. B. Rogers, Danbury, Conn.	10.81
Steel Furn. Co., Grand Rapids	6.15
Second Hand Auto Parts Co., Grand Rapids	5.88
Star Chandelier Co., New York	29.20
J. B. Shaughnessy Co., Grand Rapids	49.10
Steketee Radio Shop, Grand Rapids	25.37
Security Elec. Mfg. Co., Chicago	6.92
Supertone Radio Co., Detroit	115.00
Superior Tire Service Co., Grand Rapids	2.00
A. L. Searles, Grand Rapids	81.18
Standard Varnish Co., New York	7.60
Tish-Hine Co., Grand Rapids	313.85
Tures Mfg. Co., Milwaukee	151.50
Triangle Elec. Co., Chicago	464.20
Taylor Typewriter Co., Grand Rapids	4.00
United Auto Register Co., Chicago	52.20
United Electric Service Co., Grand Rapids	25.18
Underwood Typewriter Co., Detroit	.75
United Appliance Co., Grand Rapids	1.96
Fred Utley, Grand Rapids	107.88
Vanderwerf Ptg. Co., Grand Rapids	47.00
Vigil Pub. Co., Grand Rapids	19.54
Vivau Elec. Heating Co., New York	5.48
Western Electric Co., Grand Rapids	1,208.88
Waage Elec. Co., Chicago	13.80
Waters-Gentler Co., Minneapolis	6.00
Thomas Ward, Grand Rapids	37.28
Westinghouse Elec. Co., Pittsburgh	208.91
Walker & Boberts, Detroit	15.27
Weatherly Co., Grand Rapids	6.55
Fair Association, Grand Rapids	21.87
Electrical Specialty Co., Grand Rapids	255.25

H. A. Semeyn, Grand Rapids	10.00
United Elec. Co., Canton	72.89
Elec. Specialties Co., Detroit	146.02
Planet Radio Corp., Chicago	122.10
C. J. Litcher Elec. Co., Grand Rapids	1,716.19

G. R. Savings Bank, Grand Rapids	3,300.00
Libbott-Thomas Inc., Detroit	180.81
Electrical Specialties Co., Detroit	128.91
Lewis Elec. Co., Grand Rapids	104.82
Frank C. Powers, Grand Rapids	2,000.00

April 3. In the matter of Lawton L. Skillman, Bankrupt No. 2224, the first meeting of creditors has been called and such meeting will be held at the office of the referee in bankruptcy April 13. A list of the creditors of said bankrupt will be given in next week's Tradesman.

Proceedings of St. Joseph Bankruptcy Court.

St. Joseph, March 31.—In the matter of Samuel F. Gerber, alleged bankrupt, of Kalamazoo, the offer of composition of 40 cents on the dollar was approved by the district judge and dividend checks mailed to creditors.

In the matter of Max Benton, bankrupt, of Paw Paw, the final meeting of creditors was held at the referee's office and the trustee's final report and account were considered approved and allowed. A final dividend of 15 per cent., making total dividends of 25 per cent., was declared and ordered paid. The final order of distribution was entered. Creditors having been directed to show cause why a certificate should not be made recommending the bankrupt's discharge, and no cause having been shown, it was determined that such favorable certificate be made.

April 2.—Elisha J. Camp, engaged in the real estate business at Union Pier, Berrien county, filed a voluntary petition and was adjudicated a bankrupt and the matter was referred to Referee Banyon. The schedules of the bankrupt show no assets over and above his statutory exemptions and the following unsecured creditors:

Josefa Kalus, St. Joseph	\$1,428.05
Claudia M. Camp, Union Pier	1,500.00
Henry Lumber Co., Michigan City	182.50

Total \$3,205.56

Emanuel R. Kuhn, engaged in the manufacturing and jobbing business at Kalamazoo, was adjudicated a bankrupt. The matter was referred to Referee Banyon, who was appointed receiver. The following are listed as creditors:

City of Kalamazoo, taxes	\$ 200.00
Bond Supply Co., Kalamazoo	99
M. L. Barrett Co., Chicago	31.91
Doubleday Bros. & Co., Kalamazoo	6.90

Hoffman Corporation, Philadelphia	21.00
Keene Sample Case Co., Chicago	26.64
Shakespeare Press, Kalamazoo	472.25
Star Paper Co., Kalamazoo	16.81

Standard Oil Co., Kalamazoo	2.38
M. Samuels, Chicago	1,168.76
Jos. W. Woods & Sons, Boston	490.87

Strauss Rubber Co., Framingham, Mass.	1,864.59
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Archer Rubber Co., Milford, Mass.	214.50
Burnet-Kuhn Adv. Co., Chicago	175.99
Baldwin Shipping Co., Chicago	68.60

Gerhard & Hey Inc., Chicago	104.22
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Hope Webbing Co., Providence	22.50
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The Harris Co., New York	100.63
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City Saving Bank, Kalamazoo	2,600.00
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Mrs. E. R. Kuhn, Chicago	2,100.00
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Kleinert Rubber Co., N. Y.	777.23
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Plymouth Rubber Co., Canton, Mass.	1,753.34
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Waterbury Buckle Co., Waterbury, Conn.	1,807.48
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Wood Elastic Web Co., Stoughton, Mass.	200.00
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Woods & Sons Co., Bedford, Mass.	225.17
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Arbeka Webbing Co., Pawtucket, R. I.	412.50
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Assets	\$15,790.18
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Stock and merchandise	\$5,552.13
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Accounts receivable	964.97
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	\$6,517.10
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April 3. In the matter of Clyde F. Hinkley, bankrupt, of Kalamazoo, the first meeting of creditors was held at the latter place. No claims being proved and allowed and the creditors present not desiring that a trustee be appointed after the examination of the bankrupt an order was made allowing the bankrupt his exemptions as claimed and closing the estate without the appointment of the trustee.

In the matter of the Co-operative Co., of Benton Harbor, the trustee having filed his supplemental final report, an order was made closing the estate and recommending the bankrupt's discharge.

In the matter of John Houseman, individually, and as co-partner of Stanton & Houseman, bankrupt, of Kalamazoo, the first meeting of creditors was held at the latter place and claims allowed. The bankrupt was sworn and examined by the referee without a reporter. The creditors present and represented not desiring the appointment of a trustee, an order was made that no such trustee be appointed and that the bankrupt be

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allowed his exemptions as claimed. The meeting then was adjourned without day.

April 4. Marius Pauwe, a laborer of Kalamazoo, filed a voluntary petition and was adjudicated a bankrupt and the matter referred to Referee Banyon. No assets are scheduled above the bankrupt's statutory exemptions and the following are listed as creditors:

Argle Growden, Kalamazoo	\$ 5.00
Mrs. M. Ruster, Kalamazoo	171.30
Austin & Co., Galesburg	10.20
Thomas Van Urk, Kalamazoo	24.00
Dirk Van Eck, Kalamazoo	2,250.00
Van Bochove Lbr. Co., Kalamazoo	347.00
Aldrich & Son, Kalamazoo	23.00
Michael Tuitt, Kalamazoo	14.00
Bert Kingsley, Kalamazoo	6.00
G. Cameron, Kalamazoo	3.00
Sam Ketelaar, Kalamazoo	34.00
Kalamazoo County Farm Bureau	30.00
Oscar K. Buckhout, Kalamazoo	494.87
	\$3,312.89

April 15. In the matter of Elisha J. Camp, of Union Pier, an order was made by the referee calling the first meeting of creditors at his office on April 16 for the purpose of proving claims, the election of a trustee, the examination of the bankrupt and the transaction of such other business as may properly come before the meeting.

In the matter of Walter C. Jones, Ernest Standard and Farmers & Merchants Bank, a co-partnership, of Jones, Cass county, an order was made directing the trustee to file his third report and account for the purpose of calling a special meeting of creditors to pay preferred Liberty bond claims, and the declaration and payment of a first dividend.

April 6. In the matter of Emanuel R. Kuhn, bankrupt, and Marinus Pauwe, bankrupt, both of Kalamazoo, orders were entered by the referee calling the first meeting of creditors at the latter place on April 17 for the purpose of proving claims, the election of a trustee, the examination of the bankrupts and the transaction of such other business as may properly come before the meetings.

April 7. In the matter of Clyde F. Hinkley, and John Houseman, individually, and as co-partners of Stanton & Houseman, bankrupts, of Kalamazoo, no creditors desiring the appointment of a trustee, and no cause to the contrary being shown, orders were made by the referee closing the estates and recommending the discharge of the bankrupts. The record books and files were returned to the clerk's office.

Outlook For Silver.

An investigation of the silver situation is soon to be begun by a special committee of the Senate, appointed in the closing hours of the last session. Domestic silver producers are perturbed over the outlook for their industry when the Pittman act expires. This measure "pegs" the price of domestic silver at a dollar an ounce, a price which is above the world market. So long as this act remains in effect the entire output of the American silver mines will naturally go to the United States mints, where it is set aside to replace the silver which was shipped to India during the war. When this silver is replaced, as it will be by next July, the American product will thenceforth be thrown upon the commercial markets, where it will tend to depress prices. An effort will probably be made by the silver producers in this country to have the committee recommend to the Government that it use its influence to induce the European countries to make fuller use of silver coins. In most of these countries where silver still circulates, it was necessary to reduce the metallic content of the coins when exchange depreciation made the coins worth more as bullion than as money. Now that the exchange of Great Britain, Holland, and several Scandinavian countries is near its gold parity, it is maintained that the necessity for debasement of silver no longer exists and that the pre-war mint ratios should be restored.

You may lead a fool to work, but you can't make him think.

April the Predominant Month of the Year.

Grandville, April 10—The month of April is pre-eminently a war month in American history. It stands out in bold relief as the month in which nearly all our wars began. Because of this fact it is a curiosity in history.

It was in April, too, that the greatest American general was born.

Our boys who revere the name of Lincoln, knowing him as they do as the greatest American, must stand uncovered whenever the name of U. S. Grant is mentioned. An Ohio boy, born April 27, 1822, he became, although of humble parentage, a soldier of renown, the one great soldier of all our history.

April saw the beginning of the Revolutionary war.

Blood spilled at Lexington, Massachusetts, April 19, 1775, became the blood of the martyrs to sanctify the cause which lost to haughty Britain her thirteen American colonies. A little later, at Concord Bridge, the American farmer fired the shot heard round the world. The Declaration of Independence, that great charter of American liberty, which did not issue until more than a year later, was fixed in the brain and heart of the colonists by such events as Lexington, Concord and Bunker Hill.

Grant went through the Mexican war, retiring from the army later, busying himself at farming and store keeping, failing at both.

The Almighty had a task for the humble Galena tanner to perform, and for this he was saved from making a successful business man. Like Lincoln he was destined by Divine Providence to hew out a line of action that was necessary for the salvation of his country.

Some time after Donelson, Grant met with one of his most critical battles at or near Pittsburg Landing, on the Tennessee River.

This April struggle began on the 6th and lasted all that day and the next, resulting finally in a complete victory for the Union arms. It was however, the nearest defeat General Grant ever encountered in his long and brilliant military career. Like all the best men of the Union he was slanderously maligned by his enemies; said to be drunk and inefficient on occasions, yet through it all he came forth in a blaze of military glory such as adorned no other military character in the world's history save Napoleon.

While we must concede the first Napoleon to be the greatest world commander, the palm of being the greatest American general is given to Grant. To him we owe almost as much as we do to Abraham Lincoln, and those two names should go down in history inseparably linked through all recorded time.

At Pittsburg Landing the fates smiled on the Confederates during the first day of battle. It has been said that Grant was surprised while unprepared. Be that as it may, he rallied his troops and fought the fiercest battle of American history to final victory, and to him belongs the praise.

On the morning of the 6th it was said that Albert Sydney Johnston, commander of the rebel forces, remarked that "To-night I shall water my horse in the Tennessee river or in hell."

Doubtless he did neither, although he fell in the battle, the command thereafter devolving upon Beauregard.

How strange it seems that with the beginning of spring men's thoughts should turn to war—stark and cruel war which mangles and defiles. The war of the Revolution began at Lexington in April. The war of the Rebellion started on April 12 with the firing of rebel cannon on Fort Sumter. I think it was Edmund Ruffin who fired that first shot which was responded to from the fort.

At Baltimore, in the streets, plug

uglies assailed Union troops on their way to Washington, several soldiers being slain and a number of citizens. This also in April, while it may be remembered that our war with Germany practically started in April.

A great month, indeed.

It might well be crowned the greatest month in American history. Volunteers from the North flocked South during this month. Patriotic ardor was aroused to the highest pitch and the flag was cheered everywhere throughout the country.

East Tennessee found it hard to sever herself from the Union. Led by Parson Brownlow and other patriots, many of her sons rallied to the call of Lincoln and the Confederacy never held the sons of that part of Tennessee in high respect.

This year we are entering upon the month of April with hope and good cheer for the future. Back in '65 it brought cheer to all hearts when news came that Robert Lee had surrendered to U. S. Grant. Appomattox has a halo of satisfaction that no other name in our history can command. There was concluded the greatest rebellion of earthly history and the freedom loving people in every clime breathed easier because of Grant's great victory.

In the opinion of the writer the name of U. S. Grant has never been properly honored for the part he took in the great conflict of the sixties.

Time stimulates the halo that encircles the head of the great Emancipator which is as it should be, but for the name of Grant, to whom every American owes so much, there has been very little, even of hero worship. The great deeds of our Civil War commander have never been appreciated as they ought to be by those who won so much at his hands.

We have a splendid monument to Washington, a new public building for the glorification of Abraham Lincoln, but where is the magnificent pile reaching to the skies which fittingly represents the merits of America's greatest soldier? Old Timer.

Write Name of State in Full.

Written for the Tradesman.

The dead letter office at Washington, D. C., is a colossal monument to the ignorance and carelessness of the people of this country. We do not say "of the American people" nor "the citizens of our land" because one great source of trouble in addressing mail is the ignorance of foreigners living in this country and their correspondents writing from abroad. Carelessness in addressing mail may be largely attributed to native Americans.

Those who have experienced disappointment in having their out-going mail missent, delayed or undelivered, should consider the conditions through which such mail passes. Think of the rapidity with which mail must be handled by clerks in the larger post-offices in order that it shall go forward by the earliest trains, and of the more hurried and difficult situation in railway postal cars where mail must be sorted between stations so that it shall not be carried past its destination or point of divergence to another line.

Some time last year the United States Post Office Department sent out a request that in addressing mail the name of the State be spelled in full. It may be that business firms and others whose mail is addressed on a typewriter need not follow this new rule except in certain cases where printed abbreviations of two or more states are similar, like "Penn." and "Tenn.," "Cal." and "Col." and some others; but it certainly applies

to all mail addressed by hand. If in the sorting of mail a postmaster or clerk must frequently stop and puzzle over the abbreviations, he is doing work for which the writer has not paid, and, what is more serious, the mail of others is delayed.

Compare the abbreviations used for all the states and see how naturally certain ones might be mistaken for others when not carefully written. There is Ind. and Md.; Mich., Miss., Minn. and Wis., Miss. and Wis.; N. Y. and N. J.; N. H. and N. C.; Ga. and La.; Tex. and Tenn.; Va. and Vt.; Mass. and Miss.; Mo., Md., and Me.; Kan. and Ken.; Cali. and Colo. and there may be others.

My experience as postmaster for eight years has shown that mistakes and carelessness of postmasters and postal clerks comprise a considerable share in the missending of mail. For instance, mail occasionally reached the Highland, Michigan, postoffice, which was addressed to Highland, Ind., Highland Park, Mich., Highland, Mich.; Richland, Wis., Highland, Ill. And all such letters were first delivered from the mail train to Highland Station postoffice, sorted and sent by carrier to Highland postoffice, inland. Also, letters coming from the North over the Pere Marquette railway addressed to a Highland in some other state, the abbreviation of which did not resemble Mich., were put off at Highland Station, evidence that the mail clerk never looked far enough to see the name of the state.

Perhaps in time we may have established rules and forms for the addressing of each kind and class of mail matter, the first requisites of which shall conform to the needs or convenience of postal employees. At present the location of addresses are not always most convenient, and the varying sizes and shapes of letters are quite unhandy.

If you desire to have your mail reach the person for whom it is intended if you do not want it missent or delayed, comply with the postal request and write name of state in full, even if you can read your own writing, and think it unnecessary to be so particular. E. E. Whitney.

There is such a wide difference in the cost price of strong brains and strong backs that the wise manager is alert in discovering and advancing the interested and intelligent employee. Nothing puts more ginger into a lagging lot of salesmen than picking up a bright one in the rear and passing him over the heads of those who have supposed themselves safely entrenched in front; assuming that this is all done fairly and is well deserved. The demand for efficient clerks has outgrown the supply; the old-fashioned working clerk with new-fashioned alertness. Perfect organization is more difficult to obtain in a small business than in a large one. The large one must have it down to perfection, but if gone at with that determination in view, the small one, can approximate the same result.

If it is honest, it has both worth and dignity, no matter how humble your job may be.

A Family of Five Everyone *Live*



Sell readily
because
Advertised Steadily

Made by
Postum Cereal Company, Inc.
Battle Creek, Michigan



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.

Pointers on Selling Seeds in the Hardware Store.

Written for the Tradesman.

With the advent of spring, the hardware dealer will do well to feature the sale of seeds. The line is one which is easy to handle, occupies little space, and helps to induce the purchase of other goods.

The seed cabinets now offered are attractive features on any counter, and are so arranged that customers may readily examine the packets and make their own selections. For the hardware dealer, with the exception of a few lines, it is just as well to stick to the package seeds. It is good business, however, to watch your seed cabinets so as to promptly re-order any popular lines that may be running short.

In addition to the packets, there are a few lines which it may be profitable to handle in bulk. In selecting such lines, it is desirable also to carefully determine the best source of supply. The cheaper grades of seed are, as a rule, not satisfactory; and since the building up of this trade hinges on satisfying the customer, it will pay the dealer to handle only dependable seeds. The initial cost may be greater but in the end the best seeds are cheaper. High grade seed in addition to producing larger and better crops will be found free from weed seeds. It is good policy to choose, also, a line well and favorably known to your customers. The great advantage in handling an advertised line of goods is that a demand has been created which will result in sales for the retailer featuring that line.

To receive the full benefit of the seedmen's farm paper and catalogue advertising, the hardware dealer should, in turn, give the line some local publicity. Advertising cuts can easily be secured from the seedsmen which can be used in your newspaper space. A cut is always helpful and attractive in connection with a retail advertisement.

Display in a prominent position the posters, banners, etc., furnished you. If you send out circulars to a regular mailing list, mention seeds among the seasonable lines you are handling. It might be a worth while stunt to get up a special circular on home gardening, devoted to seeds, garden tools and similar lines.

Another good stunt is to assign a bright, intelligent salesman to boost the seed department. Not necessarily

to devote all his time to it, but to especially talk it up with customers. Have this salesman give some special study to the line; or, preferably, select for your purpose a salesman who is well posted on back-yard gardening and enthusiastic about its possibilities.

If possible, the seed department should be given a place near the entrance to the store. Packet seeds will of course be displayed in the cabinet furnished for that purpose. For displaying bulk garden seeds, glass jars are good. Grass and field seeds can be shown in open containers, but where this method is followed care should be taken to avoid mixing.

Window display is of course good; the great difficulty of the average hardware dealer at this season being to find window space to feature all the lines that should be played up as timely. A good stunt is to combine your seeds with garden tools and similar lines. The cabinets and bright colored seed packets lend attractiveness to a tool display.

A good stunt is to have some boxes or flat wooden trays with sprouted seeds. The seeds can be so planted as to spell certain words: such as the familiar slogan, "Our Seeds Grow." Corn, grass seed or onion seed are good for such lettering; some of the vegetable seeds, such as radishes, do not grow up so well. The little touch of growing stuff adds immensely to the attractiveness of a window at this season; and it is not too late now to plant a box or two with seeds for use in a display of garden tools within the next two weeks. Lettuce germinates very quickly.

Suggestion is a valuable aid in making sales. A good many back-yard gardeners at the first touch of spring get two or three packets of seeds, lettuce, radishes and perhaps carrots, and these are sufficient to exhaust their gardening enthusiasm.

Here is the opportunity for the well-posted clerk to enlarge his sales by suggesting other vegetables. But, to suggest successfully, he must know something about the vegetables. Has spinach any special food value? How is Swiss chard cooked? The more the salesman knows about gardening the better equipped he is to sell seeds. The moral is, to read up, not merely in the seed catalog, but in the cook book if necessary.

Suggestion can thus be used to expand the originally contemplated purchase of a couple of seed packets to a selection comprehensive enough for a good-sized back yard garden.

Suggestion, however, does not halt here. There is the matter of flower seeds. Here, again, specific knowledge is helpful to the salesman. He can suggest climbers, bending plants,

Westinghouse Miniature Lamps and Badger Tires

Will improve your business

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Grand Rapids, Mich.

Michigan Hardware Company

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GRAND RAPIDS, MICH.

Exclusive Jobbers of Shelf Hardware,
Sporting Goods and
FISHING TACKLE



VIKING TIRES do make good

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

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

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

BROWN & SEHLER CO.

State Distributors

Grand Rapids, Mich.

plants for borders, annuals and perennials.

Then there is the matter of tools. Every gardener should have at least three, the spade, rake and hoe. But what about a trowel, or grass shears, or garden hose, or a hose-reel?

The policy of suggestion can, in fact, be pushed a long way with good results in increased sales, and bigger and better gardens.

It will pay, also, to give special attention to the younger folks. Every child likes to plant a garden; and by stimulating the interest of the child in the store, the interest of the parents is also stimulated.

Some dealers make a practice of offering prizes for the largest vegetable or the most attractive bouquet grown from seed purchased in the store. If you take up this contest idea, however, use it for all it is worth; and make it an annual feature. The prizes need not be large; the very fact of winning such a contest is in itself a substantial reward for the incidental effort. Play up your contest, advertise it, mention it in your spring circular if you send one out, get it to the notice of the school children, and bulletin an announcement in your window. Then, when fall comes, play up the result of the contest. As a rule it is better to offer a number of small prizes than a single large one; but this is a matter for the dealer to determine.

Later, the seed purchaser is a prospect for other lines—more garden tools, garden hose, a lawn mower, paris green, spraying equipment, etc. All these lines can be shown at some stage or other of the spring campaign. It is good policy to open with a seed window showing also tools; to follow with a window devoted to lawn mowers and grass cutting equipment; and later still a window devoted to spraying equipment, perhaps linked with garden tools again. A series of more or less related windows, however, is probably more effective than a single window early in the season.

In your lawn mower display, a great stunt is to carpet the lawn with fresh turf. Such a window, of course, will not be timely for some weeks; but when the time comes, remember that a carpeting of green turf makes a lot of difference in the effectiveness of such a display. It is like the sprouted seeds in the seed and garden tool display.

An allied line which is also timely will be found in commercial fertilizers and yet another allied line in poultry supplies. The latter is a comprehensive specialty in itself, including the various patent poultry foods and specifics, oyster shell, grit china eggs, food hoppers and water pans, poultry netting, etc.

The telephone can be used to advantage in getting into touch with large purchasers of any of these lines, particularly farmers. Find out what they need and arrange either to deliver it, if they are within delivery distance, or have the stuff ready when they come to town on market day. Such a telephone call gives the dealer a chance to talk over with his rural customer the matter of other spring requirements. Victor Lauriston.

Need of Business Data.

A number of attempts have been made in the last few weeks to create an impression that there is a shortage in certain basic commodities. Such things are to be expected at the beginning of a business boom, and they afford further proof, if any were needed, of vigorous demand and increasing purchasing power. There is danger, however, that a widespread belief that there is a general scarcity of goods may develop as it has done before and lead to runaway markets. It will be recalled that throughout 1919 and the early part of 1920 there was a prevalent impression among manufacturers and merchants that there was "not enough to go around," and this idea was an important factor in forcing up prices. Later it developed that the alleged shortage was due to an artificial situation caused by the speculative hoarding of commodities. Prices then began to break and every speculative holder wished to get rid of his goods before the market sagged further. Their stampede to unload only accentuated the price debacle.

No situation like the foregoing has developed, nor is there any immediate prospect that it will. The false propaganda of coming shortages has been promptly squelched by citations of facts and figures, but the machinery for collecting such information about production and stocks of basic commodities needs further enlargement if it is to meet an important business need. The Department of Commerce now compiles much useful information of this sort, using what it collects directly, what other departments have gathered, and what is collected through various trade associations that co-operate with the department. The President's committee on unemployment in its recent report has urged that this service be maintained and expanded.

Jones' Grocery Store.

Written for the Tradesman.
When it comes to information;
There's one place I'll recommend,
And it makes no difference whether
One would buy or sell or lend;
You can find out all about it.
Get the facts and sometimes more
If you'll set around and listen.
Down in Jones' grocery store.

Pa steps out in the morning,
And he moves off mighty swift;
He has no time for fooling
Or to help give Ma a lift;
He gobbles up his breakfast;
Then he beats it out the door;
And 'till night you'll find him setting
Down in Jones' grocery store.

When Congress is in session
Or when Congress is adjourned,
Pa can tell you all about it,
Of the things that he has learned;
He can tell you why some laws are
passed
That never passed before.
For the thing has all been settled
Down in Jones' grocery store.

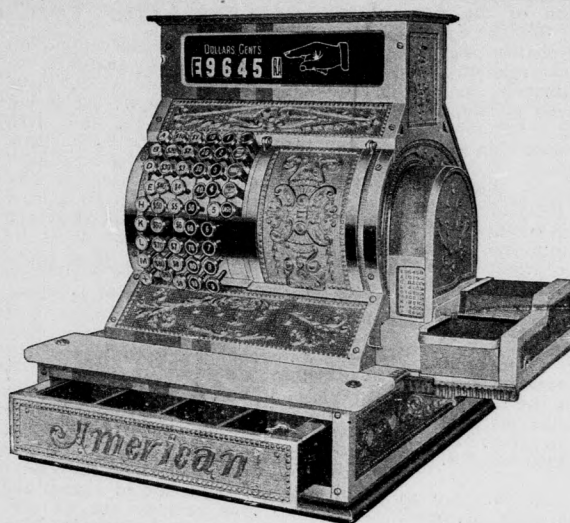
Pa says it's an education,
And that other men's ideas
Help to polish up a fellow,
So Ma usually agrees
And goes right on with her washing;
You may guess that we are poor,
And still, Pa keeps on a setting
Down in Jones' grocery store.

Sometimes, I sort of wonder,
Just what would become of me
If Ma had big ideas
Like Pa's always seem to be.
And instead of her a washing
And a mopping up the floor;
She was holding down a cracker barrel
In Jones' grocery store.

Clifton A. Youngman

Sure Sign.

"Why do they use shaker flannel so much for sleeping garments?"
"Because of its nap, you boob!"



American
National, Etc.,
Cash Registers

Both New and
Rebuilt

At

Grand Rapids
Store Fixture
Co.

No. 7 Ionia
Ave., N. W.

Grand Rapids,
Mich.

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.

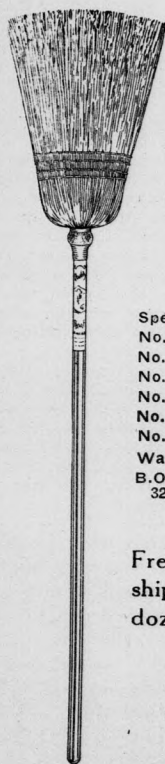
Can quote attractive prices on immediate shipments out of Grand Rapids Stock.

Phone us at our expense

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DANDY
LINE

Also

B. O. E. LIN

Prices

Special \$ 8.00
No. 24 Good Value 8.75
No. 25, Velvet .. 10.00
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No. 27, Quality .. 11.00
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No. B-2 B. O. E. 10.50
Warehouse, 36 lb. 11.00
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Freight allowed on
shipments of five
dozen or more.

All Brooms
Guaranteed

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CHICAGO, ILLINOIS



STRAIGHT
SIZE—

The Johnson
Original 10¢ Cigar

VAN DAM

MANUFACTURED BY
TUNIS JOHNSON CIGAR CO.
GRAND RAPIDS, MICHIGAN

The Greatest Question of the Age.

Grandville, April 10—There are myriads of problems confronting our country to-day, political, religious and military. Rare statesmanship is necessary to make the best showing for our citizenship.

In the immediate past this statesmanship has been lacking.

Forests bare in twenty years Colonel W. B. Greeley, chief of the forestry service of the Agricultural Department, recently told the special Senate reforestation committee. The lumber famine in the East and Central West will continue indefinitely because no remedial steps have been taken, Colonel Greeley said.

And there you are. Fine condition to be in with the greatest building boom ever known in the country at hand. Where is all the material for such building to come from, and if it is so scarce now, then what of the future?

Wars and rumors of wars are as nothing in comparison with this great lumber famine which is sweeping over the Nation from North to South, from East to West, the most disastrous state of affairs ever before encountered by the Nation.

And it has all come about through incompetency and unmitigated pig-headedness on the part of the ruling classes. This country is to suffer and to feel the famine of wood not only to-day but for years to come. Not even a single generation can, even if we go at the reforestation work at once, bring back the needed amount of forest for the rehabilitation of the country.

How often has it been said that a stitch in time saves nine. How more than true in this instance. The robbery of our timbered lands has been a scandal to the Nation. Not only pine lands and other lumber lands, but even the lands once covered with an indiscriminate class of timber have been completely denuded to make the fortune of conscienceless land sharks.

We as a people have been easy. We let the barons of robbery and guile steal a march on our legislatures and on Congress; we have even invited them to come in and help themselves while the helping was good.

Timber speculators and lumbermen are not alone to blame for the skinning of United States forests from the land. Our farmers have a very black mark placed against them as reckless dispensers of timber.

A real estate dealer was asked if people seeking farms asked about a timber lot; the answer was no, and of course this is explained by the fact that some of our best farmers are cranks about the destruction of timber. They act with the seeming idea that a fine growth of trees is a menace to farm production and the sooner every tree is cut down and destroyed the better.

Retribution is on the way however, and the reforestation problem is the most important of all the problems now before the American people.

A nation cannot long endure in the full panoply of strength with its forests all laid low, the land desolate and deserted where there ought to be wide reaches of forest.

There has been some talk of reforestation in a weak way among the officials of the different states of the Union, yet nothing of a really praiseworthy nature has developed—nothing that will stand the test of the needs of the hour.

The once great forests of the United States are a thing of the past. It seems wicked and wanton enough to sacrifice the birds, but the forests—that is even worse—and there seems no way out of our troubles for a long time to come.

Uncle Sam actually considered joining the league of nations at one time. Poor, puerile Uncle Sam with his back woodlot all gone, his lands aching for a touch of the green woods which once made nature worth while, planning to go into partnership with

foreign countries in a league to secure the peace of the world.

Peace is a great consideration, but peace without honor amounts to nothing worth while, and we can have no genuine peace while we are seeing how quickly we can cut and slash down the last forest tree in the land. The United States to-day stands naked of forestation, hands extended like a naughty child, pleading for a new lot of clothing to cover its nakedness.

How soon can that nakedness be covered? Echo answers, how soon? Not within a generation. Very little can be grown for our treeless plains in three decades of time. Only God can make a tree, and it takes time even in the chemical laboratory of His workshop to accomplish that.

We, poor, silly mortals that we are, should have thought of some of these things while we were engaged in destroying our patrimony of wild and throbbing woods, filled as they were with game in the shape of animal and bird life. We recked not of consequences, but went ahead, destroying in a day what it took God a century to build.

And this Nation will have to answer for its crimes against nature more and more as time marches on. We begin to-day to feel the lumber famine, a famine that is to increase day by day, week by week, month by month as time rolls on, until the Nation awakes from its sleep of flatulent self confidence to a realizing sense of the enormity of the sin against humanity we have been committing during the first quarter of the twentieth century.

War, with all its desolation and sorrows, has nothing in comparison with this National plunderbund along lines of timber erasurement from our fair National domain. A halt should have been called a decade ago. Better late than never, however; and the sooner new ideas get into operation with regard to reforesting the Nation the better for all concerned.

Old Timer.

Beat Crooked Creasey at His Own Game.

Copperhill, Tenn., April 5—A. M. Maloof, of this town, paid Creasey \$53 cash and gave him \$250 in notes for a service contract on the representation that he would get his goods cheaper and that no other grocer in Copperhill would be sold a service contract.

In a short time Mr. Maloof discovered the Creasey liar had sold contracts to other grocers in the same town. Then he found Creasey could not fill his orders complete and that the prices on what few things he could purchase from Creasey were higher than he could buy elsewhere.

Creasey shipped an order of goods C. O. D. Mr. Maloof paid by check, then stopped payment on the check and sued Creasey for cancellation of the notes.

The case was tried in the Circuit Court at Ducktown, Tenn., and it was duck soup for Mr. Maloof. The judge held that the transaction was clearly fraudulent and that the notes were therefore null and void. He also gave Maloof a judgment for the \$53 he paid the lying agent.

Any Creasey victim with backbone enough to fight can secure the cancellation of these notes. There is not one chance in a thousand that Creasey has made an honest effort to live up to the contract. And as for making good on the infamous lies told by the organizers who "absorbed" \$45 of the \$50 paid in cash, that simply staggers the imagination.

The employee who tries to learn more about some phase of the business, who studies business methods as well as practices them, is on the road to success.

HALLORAN'S

When in need of detective service, call Halloran National Detective Agency. We investigate all classes of crime and are equipped to do all kinds of industrial work.

506-507 Grand Rapids Savings Bank Building

Bell, M. 46

Night Phone 22-380

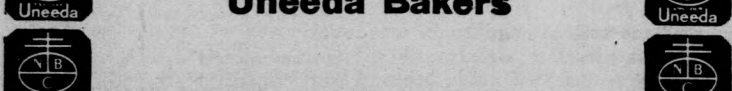
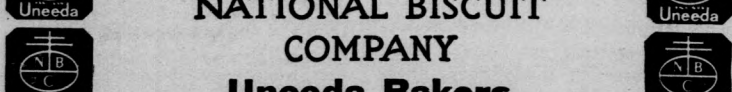
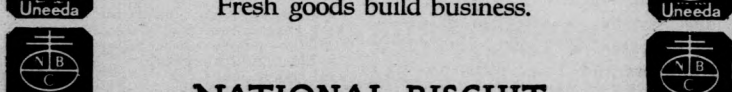
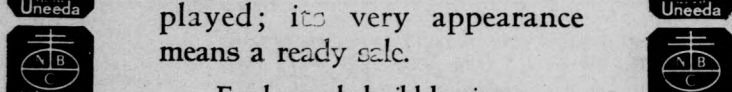
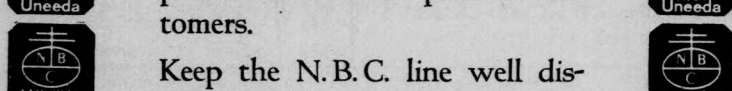
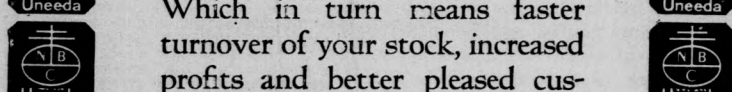
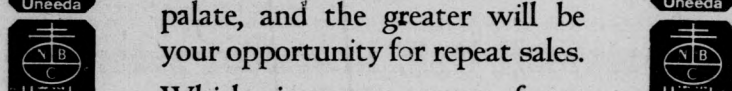
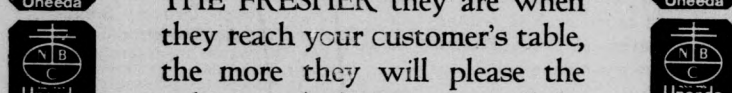
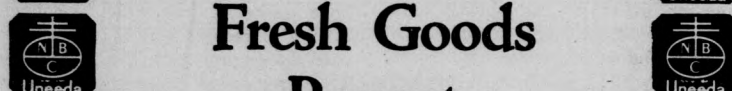
Citizens 51-328

HEKMAN'S

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

GROCERS—Quality trade demands quality groceries. You'll find it in Hekman's Baked Goods.

Hekman Biscuit Co.
Grand Rapids, Mich.



Fresh Goods Repeat

THE FRESHER they are when they reach your customer's table, the more they will please the palate, and the greater will be your opportunity for repeat sales.

Which in turn means faster turnover of your stock, increased profits and better pleased customers.

Keep the N.B.C. line well displayed; its very appearance means a ready sale.

Fresh goods build business.

NATIONAL BISCUIT
COMPANY
Uneeda Bakors

The Square Dealer Has Nothing To Fear.

Grandville, April 10—Spring is soon to open, Congress is out of the way and there is a clear field ahead for the business interests of the country, which includes, of course, the farmers. The square dealer has nothing to fear.

The man who is not on the square is never in a place of safety. His iniquities are sure to find him out, sooner or later, and then retribution.

An ex-merchant once told the writer that he quit the business because he could not go ahead and deal honestly with the public, carrying the idea that the whole business framework was wormholed with bad spots, that to succeed one must necessarily be dishonest.

That man's reasoning was away off. The fact that honesty is the best policy has been known ever since we were a boy and read this fact at the top of our copybook. It had been true myriads of years before that, so he who proclaims merchandising a business given over to cheating and over-reaching is certainly lame in the upper story.

Be honest, be cheerful, be accommodating, be pleasant with all, and play no favorites and you will come out at the top.

The farmer sometimes thinks himself the worst abused man in the bunch. This, of course, is not so. The great army of consumers are up against every problem connected with living, and are more frequently drawn and quartered to make a profiteer's holiday than any other class.

The farmer says he has no part in fixing the price of an article. Now, every farmer with whom I have had any deal always fixed the price, and as the consumer I, of course, had nothing to say.

Look at the coal problem.

It is a puzzle and a problem all right enough. With coal around \$4 at the mine and \$12.50 at the consumer's bin, where are we at? Isn't there a screw loose somewhere? Who profiteers? Not the mine owner, but someone between the mine and the point of sale to the consumer. There's no use kicking; there's no use grumbling, you pay the price or freeze and very few have frozen yet.

"Man's inhumanity to man makes countless thousands mourn."

True enough. With the price of coal higher than in the red days of war, how can one help wondering the why and wherefore of it all. Is not somebody robbing his neighbor at the expense of honesty?

We may well be thankful that spring is so near at hand. The coal expense will be cut out in large measure and peace and plenty again rule in the land. The price of sugar is soaring. Another symptom of un-square dealing somewhere. It seems hard, however, to put one's finger on the right party—on the robber who is lining his pockets at the expense of honesty and square dealing.

The farmers have thrown their troubles into Congress, and if there is any virtue in class legislation, the agriculturist may get the benefit.

Nevertheless it is the firm belief of the writer that the Government can not legislate prosperity to any class, and that the more we dabble in such efforts to get prices raised or lowered, as the case may be, we put our foot in and make a bad matter worse.

There was an effort in Michigan to regulate the price of coal by the State government. You all know how successful that was in filling the pockets of the profiteer while robbing the consumer.

With Congress home for a long stay legislation for this, that and the other in business will take a rest. Business must trundle ahead under its own initiative and we believe times will improve. The stimulus of vast building projects is sure to keep labor at work. When labor is fully employed the country prospers.

The outlook for business is certainly good. The business man who believes that honesty is the best policy is about to have his innings. There are more ways than one to gain the confidence of the buying public.

In war days, when sugar had to be doled out by the single pound to a customer, some ladies entered a grocery enquiring for sugar. The grocer turned them down. After their departure he remarked that he could have sold them the sugar, but "they don't trade here anyhow, so let them get their sugar where they do the rest of their trading."

Honest, perhaps, but unfortunate and certainly not tactful. Each one of those ladies might have become a customer later on had the grocer sold them sugar. Not one but distrusted his statement that he was all out and certainly received no incentive to bring them back for another trial.

One prosperous grocer told the writer that he often held sales in

which he made a specialty of some one article, to be sold at a remarkably low price on a certain day and hour. In one hour he sold over 100 dishpans at several cents below cost. Was that foolish tradesmanship? Not in his case, since he sold many other goods on the same day at a fair profit and these sales drew attention to his store. He considered the expense and selling below cost as so much for advertising, and he certainly made such methods pay well.

A square deal day in and day out, will always prove profitable.

Old Timer.

Prospects I Have Met.

"Is the office boy on duty to keep people away from me?"

"Yes, sir."

"Is there a bench in the hall on which busy men may sit while waiting to see me?"

"Yes, sir."

"Is there a hidden lock on the gate that leads into the outer office?"

"Yes, sir."

"Has the telephone girl been instructed to ask all who call for me their name and business?"

"Oh, yes, our telephone girl knows all about that."

"And to consult me before permitting anyone to talk to me?"

"Yes, sir."

"Is everything arranged here to make it as difficult as possible for people to transact business with this firm?"

"It is."

"Good. Then I'll go into my office and begin plans for our salesman selling other people."



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

**A.R. WALKER CANDY
CORPORATION**
MUSKEGON MICHIGAN

Changes in Hat Styles.

Much of the present vogue for the short-backed hat which is in high favor this season, is attributed by the current bulletin of the Retail Millinery Association of America to the prevailing style in hairdressing. It adds that, oddly enough, though the Watteau and Victorian niche or turned-up backs and raised bandeaux lines are newer, they are either chosen by the more dignified woman or by the more cheaply dressed shopgirl.

"The little poke, so long in favor with its deep, face-shading bowl shape and little or no back," the bulletin continues, "is worn by the fashionable miss regardless of what change comes in style of embroidery, trimming, color or material."

"There has been a remarkable revival of the cuff brim, all-around shape lately, in spite of the fact that Summer hats for Summer wear are just beginning to involve the floppy garden type of hat. This large, droopy mushroom is considered the sports hat of the season, where heretofore it has been the 'dressy occasion' hat for afternoon and formal wear. Now these types are banded and edgebound or are weighted with a spray of flowers, to give an added droop, and are dubbed 'sports' by their makers. The cuff shape that usually spelled 'sports' to the hatmakers is becoming more of a tailor, and is getting away from the athletic occasions it was first destined for. Even the strip styles are crushable and collapsible."

Fall and the Silk Trade.

There is said to be no disposition on the part of leading silk manufacturers to rush ahead and hastily take Fall business. The situation in which the entire industry finds itself, particularly with regard to the price of raw silk and the labor question is declared to be such that prominent concerns see no advantage in definitely taking a market position for the next season now. Added to these considerations are the style factors involved and also the fact that only a restricted number of the broad silk weaves enjoyed strong demand. It is true that some firms have already taken some business at the higher price levels recently established, but, generally speaking, they are in the minority. From now on, however, it is said that the Fall will concern the trade to a larger degree. It will not be surprising if some of the big mills get under way for the next season by the end of the current month. An official of one of the foremost houses said yesterday that his concern would probably show its lines about that time.

How to Preserve a Soft Hat.

To men who are used to regarding soft hats merely as something to be worn, it may come as a bit of a surprise to learn that one of the leading makers of men's hats has issued an attractive booklet containing a number

of suggestions regarding the way to preserve a soft hat, especially as to its appearance. The proper way to brush a soft hat is illustrated and described, as is the right way to crease one. The right way to place the hat upon the head is also shown, and there is instruction, too, in the right way to lay a hat down. The reader is also told how properly to lift his hat to a woman. The rest of the booklet, which is distributed through retailers by whom the hats are sold, is given over to illustrations and descriptions of the various hats offered by the manufacturer.

How the Game is Worked.

A concrete example of the methods used by a certain hosiery concern in the South to "steal" employes from a competitor is contained in the current bulletin of the National Association of Hosiery Manufacturers. The trick was tried by mail, the first letter saying in part: "We thought you would like to come to our town if you could get work looping. Some of our loopers earn nearly \$45 per week. If you are a good looper and want to make good money, let us know if you want to come and how soon you can come. We have a bunch of new machines coming in and, besides, we have looper cutters on all our machines." This missive failing to bring a reply from the girl to whom it was forwarded, a follow-up letter was sent.

Sales of House Furnishings.

Spring renovation of homes has had the usual effect of stimulating activity in the house furnishings field. Wholesalers here, however, say that they believe that current orders reflect more than the usual seasonal increase. There is an added volume of business that is coming, it is said, from the increased industrial and agricultural activity throughout the country. The buying is not restricted to a narrow range as was the case last Spring, but it covers a broader assortment of merchandise. Many of the retailers are offering these goods at close prices, capitalizing the increased demand, with a view to attracting attention to other departments.

Is there such a thing as luck in business? I don't know, but I do know a business man is a fool to wait for luck to do anything for him.

**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.**

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.

Indications Point to Higher Prices

A few of our Specials for one week:

27 inch Swan Bleached Flannel	14 3/4
27 inch Twill Bleached Flannel	16 1/2
27 inch Twill Bleached Flannel, Short Pieces	16
36 inch Hope Bleached Muslin	16 3/4
36 inch Hill Bleached Muslin	19
36 inch Bellwood Cambric	18 1/2
36 inch Flying Cloud Brown Muslin	12 1/2
36 inch Michigan Brown Muslin	14 1/2
36 inch Pepperell Brown Muslin	16 1/2
72 inch White Damask	65
27 inch Printed Plisse Crepe, Bundles	18 1/2
36 inch No. 200 Black Sateen	31 1/2
42 inch Quinebaug Tubing	31
45 inch Quinebaug Tubing	33
32 inch Madras Shirtings	35
30 inch No. 200 Bed Tick	17 1/2
32 inch Regent Tick	27 1/2
32 inch Picktwist Tick	27 1/2

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Quality Merchandise—Right Prices—Prompt Service.

Duro Belle

Human Hair Nets

A Product of Unsurpassed Quality—with Greater Profit for You

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

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

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

Buy Duro Belle Human Hair Nets from your jobber.

NATIONAL TRADING COMPANY

630 SO. WABASH AVE.

CHICAGO, ILL.

A FEW SPECIALS To Stimulate Your Spring Trade

4/4 Durable Bleached Muslin	14 1/2
4/4 Velvet Brown Cotton	15
42 inch Cabott & Pepperell Tubing	30
45 inch Cabott & Pepperell Tubing	32
9/4 Bleached Lockwood Sheeting	53
383 22x44 Bleached Turk Towels	3.67 1/2 dz.
81x90 Pepperell Sheets	15.25 dz.
42x36 Pepperell Cases	3.50 dz.
36 inch Tico Black Satine	32 1/2 yd.
29 inch Swift River Straw Ticking	15 1/4 yd.
32 inch Gingham Shorts 10/20 yd. pcs., 75 yd. bundles, mostly checks	19 1/2 yd.
36 inch Barred Curtain Swiss	13 1/2 yd.

GRAND RAPIDS DRY GOODS CO.

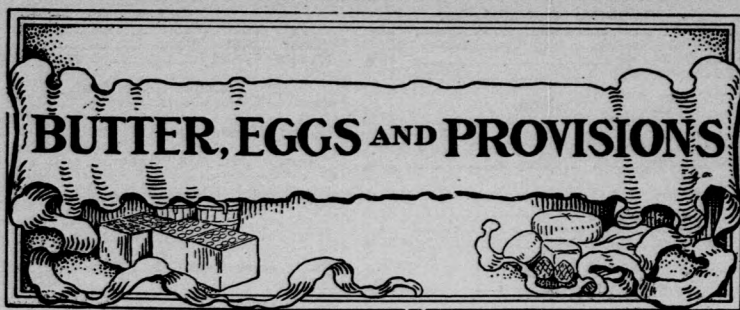
Wholesale Only

PRICES CURRENT ON STAPLE DRY GOODS.

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

Dress Goods.		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	66x80 Comfortables	3 10
44 in. All Wool Storm Serge	97 1/2	72x80 Comfortables	3 25
50 in. All Wool Storm Serge	1 20	64x78 Comfortables	3 00
French Serges proportionately,		66x80 Comfortables	3 50
Danish Poplar Cloth	42 1/2	68x84 Two in one	3 50
Juilliards Novelty Checks & Plaids	1 85	72x90 Bath Robe Blankets with	3 50
64 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 Scallop	77 1/2
36 in. Percale	16 1/2	36x50 Stitched	1 00
Windsor Cambril	12	36x50 Scallop	1 10
36 in. Radiant Charmeuse	52 1/2	36x50 Bound	1 40
White Goods.		Camp Blankets.	
Indian Head.		Camp Blankets	2 50
33 in. Soft Finish	23	Auto Robes.	
36 in. Soft Finish	26	Auto Robes.	
44 in. Soft Finish	32	Auto Robes.	
54 in. Soft Finish	39 1/2	Auto Robes.	
All Linen Finish 1/2 yard more.		Auto Robes.	
Ginghams and Wash Goods.		Wool Blankets.	
27 in. Plain Colors	15@17 1/2	66x80 Wool Mixed	5 75@6 25
27 in. Checks & Plaids	19	66x80 All Wool	7 50@8 50
32 in. Checks & Plaids	19 1/2	70x80 Wool Mixed	6 50@7 50
32 in. Checks & Plaids, better		70x80 All Wool	8 50@12 00
quality from	23 1/2@32 1/2	Comforts.	
32 in. Tissues	35@45	Small sizes cheap Grades	22 50
32/40 in. Voiles	18 1/2@37 1/2	Larger sizes, better grades	24 00@43 00
40 in. Organdies, all colors	42 1/2	Sheets.	
32 in. Romper Cloth	22 1/2	63x90 Pequot	17 65
27 in. Apron Ginghams	14 1/2	63x99 Pequot	18 67
27 in. Cheviots	17 1/2	72x90 Pequot	18 75
Plisse & Serp. Crepe	20@27 1/2	72x99 Pequot	20 65
36 in. Challies	15 1/2	81x90 Pequot	20 65
32 in. Madras	25	81x99 Pequot	22 63
32 in. Suitings, from	27 1/2@35	63x90 Pepperell	13 45
36 in. Chiffon, from	32 1/2@42 1/2	63x99 Pepperell	14 71
27 in. Poplins	32 1/2	72x90 Pepperell	14 95
36 in. Poplins, from	27 1/2@42 1/2	72x99 Pepperell	16 86
Percales.		81x90 Pepperell	16 45
36 in. 64x60	Lights 16 1/2, Darks 17 1/2	72x90 Lockwood	15 25
36 in. 68x72	Lights 16 1/2, Darks 17 1/2	72x99 Lockwood	16 69
36 in. 80x80	Lights 21 1/2, Darks 22 1/2	81x90 Lockwood	16 75
Crashes.		81x99 Lockwood	18 34
18 in. P. Bleached	22	Cheap Seamless Sheets	15 75
18 in. P. Brown	21	Cheap Seamed Sheets	10 25
Other grades accordingly and less 5%.		Pillow Cases.	
16 in. Irish Imp. Br. Linen Crash	16 1/2	42x36 Pequot	4 68
15 in. Bleached Toweling	9 1/2	45x36 Pequot	5 04
17 in. Glass Toweling, Red Stripe	12 1/2	42x36 Pepperell	3 90
18 in. Absorbent Toweling	16 1/2	45x36 Pepperell	4 14
16 in. Blea. Linen Crash, from 20 to 25		42x36 Lockwood	3 96
Diaper Cloth.		45x36 Lockwood	4 20
18 in. Red Star	1 35	Cheap Pillow Cases	2 25
20 in. Red Star	1 45	Bedspreads.	
22 in. Red Star	1 55	72x84 Bedspreads	1 75
24 in. Red Star	1 70	Better qualities and larger sizes up	5 00
27 in. Red Star	1 85	Carpet Warp.	
Damask.		White Peerless	56
64 in. Mercerized	62 1/2	Colors Peerless	62
72 in. Mercerized	72 1/2	Oilcloth.	
58 in. Mercerized	45	5-4 White	3 40
58 in. Bates or Imp. Hol. Red Dmk.	75	5-4 Meritas White	3 85
Pattern Cloth.		5-4 Meritas Fancy	3 75
58x72 Mercerized	1 25	6-4 Meritas White	4 85
Larger sizes, good qual. from 2 50@3 00		6-4 Meritas Fancy	4 75
Towels & Wash Cloths.		Batts.	
Turkish Towels from \$2.25@9.00 depending on size and quality, and whether plain or fancy.		3 lb. Quilted Cot. Batts	1 00 per batt
Huck Towels from 62 1/2c@\$.60 per doz. depending on size and quality and whether part linen, hemstitched, etc.		3 lb. Plain Cotton Batt	97 per batt
Wash Cloths from 45c per doz. to \$1.50 depending on size and quality and whether plain or fancy.		8 oz. Small Cotton Batt	16 per batt
Bath Sets from 75c@1.30 each.		10 oz. Small Cotton Batt	23 per batt
Draperies.		12 oz. Small Cotton Batt	32 per batt
32 in. Cretonne	16 1/2	1 lb. Wool Batts	1 45 per batt
Harmony Act Cretonne	25	2 lb. Wool Batts	2 60 per batt
Normandy Silkline	19 1/2	Wide Sheetings.	
36 in. Better Grades Cretonnes from 25c @62c, depending on quality.		7-4 Pequot Bleached	54
Scrims & Etamines, from 10 1/2@19 1/2		8-4 Pequot Bleached	60
36 in. Plain & Fancy Marquisettes from 16 1/2c@32 1/2c, depending on quality.		9-4 Pequot Bleached	66
Curtain Nets from 25c@62 1/2c, depending on width and quality.		10-4 Pequot Bleached	72
Blankets.		7-4 Pequot Brown	47
45x72 Cotton Felted Blankets	1 07 1/2	8-4 Pequot Brown	54
50x72 Cotton Felted Blankets	1 20	9-4 Pequot Brown	60
54x74 Cotton Felted Blankets	1 55	10-4 Pequot Brown	66
60x76 Cotton Felted Blankets	1 75	7-4 Pepperell Bleached	42
64x76 Cotton Felted Blankets	1 85	8-4 Pepperell Bleached	47
68x80 Cotton Felted Blankets	2 30	9-4 Pepperell Bleached	52
72x80 Cotton Felted Blankets	2 50	10-4 Pepperell Bleached	56
Seconds about 5 to 10% less.		8-4 Pepperell Brown	42
Singles and Single 2nds proportionately.		9-4 Pepperell Brown	47
64x76 Barian Heather Plaid	2 30	10-4 Pepperell Brown	52
72x80 Barian Heather Plaid	2 90	7-4 Lockwood Bleached	43
Seconds about 5 to 10% less.		8-4 Lockwood Bleached	48
Singles and Single 2nds proportionately.		9-4 Lockwood Bleached	53
60x76 Plain Woolnaps	2 30	10-4 Lockwood Bleached	58
64x76 Plain Woolnaps	2 55	8-4 Lockwood Brown	43
66x80 Woolnap Plains	3 35	9-4 Lockwood Brown	48
72x84 Woolnap Plains	3 70	10-4 Lockwood Brown	53
Seconds about 5 to 10% less.		Tubings.	
Singles and Single 2nds proportionately.		42 in. Pepperell	31 1/2
60x76 Woolnap Plaids	2 50	45 in. Pepperell	33 1/2
60x80 Woolnap Plaids	2 65	42 in. Pequot	37
66x84 Woolnap Plaids	3 70	45 in. Pequot	39
72x84 Woolnap Plaids	4 15	42 in. Cabot	31 1/2
Seconds about 5 to 10% less.		45 in. Cabot	33 1/2
Singles and Single 2nds proportionately.		4-4 Bleached Cottons.	
4-4 Brown Cottons.		Lonsdale	20
Black Rock	17	Hope	17 1/2
Velvet	15 1/2	Cabot	17 1/2
Cheaper Cottons	10 1/2@12 1/2	Fruit of the Loom	21
Lockwood B.	17	Auto	17 1/2
		Big Injun	15

Cambrics & 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		
Tickling.		Boys' Underwear.	
Straw Tickling	17 1/2	Fleece Union Suits, Heavy	7 50/2
Feather Ticklings from	23 1/2@30	Egypt Ribbed Union Suits	Rise .75
Fancy Satine Ticklings from	29 1/2@35	"Hanes" No. 958 Ribbed U. S.	6 37 1/2/20
36 in. Imp. Hol. Tickling	37 1/2	Part Wool Union Suits, all sizes	Rise .62 1/2
		50% Wool Union Suits	14 50/20
Denim.		Heavy Fleece Vests & Pants	Rise 1 00
220	25	Part Wool Vests & Pants	Rise .37 1/2
240	23	Boys' 72x80 pin check Ath. Stan. S.	4 75
260	21 1/2	"Hanes" 756 & 856 72x80 pin check	Athletic Suit 6 12 1/2
Prints.		Spring.	
In Various colors	14 1/2	Misses' Underwear.	
Cheese Cloth.		Velvet Vests & Pants	3 25/16
36 in. Bleached Curly Gauze	07 1/2	Velvet Fleece Union Suits	Rise .37 1/2
Better Grades	8 1/2@10	Med. Weight Fleece Union Suits	Rise .62 1/2
Flags.		Part Wool Union Suits	13 50/2
Small Spearheads, doz.	1 90	Velvet Fleece Union Suits	Rise 1 00
Larger sizes from 4x6 ft. to 10x15 ft.			Rise .75
ranging from, each	\$2.00@8.00	Spring.	
Napped Goods.		Misses Gauze 12 cut Union Suits	4 25
27 in. White & Twill Shaker	4 1/2@17	LSSI "Sealpak" Athletic Suits	8 50
Cashmere Twill	18	Ladies' Underwear.	
27 in. Light Outings	13 1/2@14 1/2	7 lb. Brush Back Vest & Pants, Reg.	7 75
27 in. Dark Outings	14 1/2@15 1/2	Heavy Fleece Vest & Pants, Reg.	8 50
36 in. Light Outings	16 1/2@17 1/2	Wool Vests & Pants	Ex. 9 00
36 in. Dark Outings	17 1/2@18 1/2	Med. Wt. 8 lb. Ribbed U. S.	Reg. 8 75
Notions.		11 lb. Brush Back Union Suits, Reg.	13 50
Star Snaps, gro.	60	Silkateen & Wool U. S.	Ex. 23 00
Kohinoor Snaps, gro.	70	Mer. & Wool Union Suits	Reg. 23 00
Wilsnaps, gro.	75		Ex. 25 00
Satin Pad S G Garters, doz.	2 00	Spring.	
Sampson fly swatters, doz.	75	1x1 rib, 12 cut Vests, Dou. extra	3 25
Roberts needles, per M.	2 50	1x1 rib Bodice Top Vests	Reg. 2 25
Stork needles, per M.	1 00	1x1 rib Tu. V. N. vests, lace tr. Reg.	2 25
Self Threading Needles, paper	06 1/2	12 cut, lace & cuff knee Union	Ex. 2 50
Steel Pins S. C., 300, per box	43	Suit, Double Ex.	6 25
Steel Pins M. C., 300, per box	45	1x1 rib, band & bodice top lace	Reg. 5 00
Brass Pins S. S., 160, per box	43	union suits	Ex. 6 00
Brass Pins M. C., 300, per box	75	Men's Underwear.	
Brass Pins M. C., 300, per box	80	Red Label Shirts & Drawers	10 25
Coats Thread, doz.	59	Red Label Fleece Union Suits	18 00
Clarks M. E. Thread, doz.	59	Black Label Shirts & Drawers	9 25
J. J. Clarks Thread, doz.	68	Black Label Fleece Union Suits	17 00
Belding Silk, 50 yd., doz.	90	1658 Hanes U. S. 16 lb. cot. ribbed	16 75
Cobro Silk net with elastic, gro.	4 50	San. Fleece Shirts & Drawers	7 50
Gainsborough Hair Nets		"Hanes" rib. shirts & Drawers	9 00
Single Strand	80	Wool Shirts & Drawers	14 00
Double Strand	1 00	San. Fleece Union Suits	12 50
Wolverine nets, gro.	9 00	Heavy Ribbed Union Suits	13 50
Arrow Net, gross	9 00	Part Wool Union Suits	36 00
Duro Belle, doz.	90	Mer. & Wool Union Suits	24 50
R. M. C. Crochet Cotton, per box	75	100% Wool Union Suits	54 00@57 00
B-4 O. N. T. Cro. Cotton, per box	90	Spring.	
Silkene Crochet Cotton, per box	90	Lawrence Shirts & Drawers	7 00@7 50
Sansilk Crochet Cotton, per box	55	Bal vigan Shirts & Drawers	4 25
M & K or Dexters Knit. Cot., white,		Balbriggan Ecu Union Suits	8 00
per box	1 50	Ribbed, Ecu Union Suits	8 75
Black and colors	1 75	64x60 pin check nainsook, Ath. S.	5 37 1/2
Alles Yarn, bundle	7 50	72x80 pin check nains. Ath. Suits	6 25
Fleishers Knitting Worsted Skeins	2 30	Fancy striped nainsook	8 00
Fleishers Spanish worsted balls	2 60	B. V. D. Athletic Suits	12 50
Fleishers German'n Zepher Balls	3 70	Fancy Strip Madras	9 00
Fleishers Saxony Balls	3 70	Bathing Suits for Spring Delivery.	
Fleishers Knitting Worsted Balls	2 60	Men's all pure worsted, plain	22 50
Fleishers Scotch & Heather Balls	2 90	All pure worsted with chest stripes	27 00@32 00
Excello Suspenders, doz.	4 50	Ladies pure worsted plain	25 00
President Suspenders, doz.	4 50	Ladies all pure worsted striped and	27 00 up
President Suspenders, Ex. Heavy	6 00	color combinations	
Infants' Hosiery.		Men's Dress Furnishings.	
Cotton 1x1 Rib Hose	1 00	Slidewell Collars, linen	1 60
Combed Yarn 1x1 Rib Hose	1 85	Flannel Night Shirts	10 50@13 50
Mercerized Lisle Hose, Cashmere		"Lining" Collars, per box	35
Silk Hl. & toe, 60% Wool Hose	4 00	"Challenge" cleanable, doz.	2 75
Silk & Wool Hose	6 12 1/2	64x60 percale dress shirts	8 00
Children's Hosiery.		68x72 percale dress shirts	9 50
BS No. 1 Cotton Hose	2 35	Fancy Madras Dress Shirts	13 50@21 00
2 Thread 200 Needle, 3 lbs. on 9	2 50/8	Silk & Satin Str. on good gr.	22 50@36 00
Misses 300 Needle Combed Yarn	R. 10 F. .05	Men's Work Furnishings.	
Hose	2 25/7	No. 220 Overalls or Jackets	16 50@19 50
Misses Cot. 28 oz. Dou. card. Hose	R. 10 F. .05	No. 240 Overalls or Jackets	15 00
Misses Merc. 344 Needle Hose	R. 10 F. .05	No. 260 Overalls or Jackets	13 50
Ladies' Cotton & Silk Hosiery.		Stiefels, 285, rope stripe, Wabash	
176 Needle Cotton Hose	1 35	stripe Club or Spade overall or	
220 Needle Cotton Hose	1 50	jacket, 2 seam triple stitched	16 50
220 Nee. Co. Yarn, seam back Hose	2 50	Black sateen work shirts	10 50@12 00
232 "Burson" rib top	4 25	Golden Rule work shirts	8 00
232 "Burson" rib top, out size Hose	4 50	Piece dyed work shirts	7 62 1/2
520 "Burson" split sole Hose	4 25	Best Quality work shirts	9 00@10 50
220 Needle Mercerized	4 00	Boys' Furnishings.	
Pmt. 100, lisle, hem top	4 00	Knickerbockers	6 00@15 00
460 Needle Top full Mercerized	4 75	Mackinaws, each	4 25@8 50
Fibre Silk Hose	4 62 1/2	Overalls, Brownies, etc.	6 50@9 00
12 Strand Pure Silk Hose	12 00	Youths' overall, 265 Weight	10 25
Pmt. 110 Silk & Fibre	8 50	Coverall Heavy Khaki	12 00@16 50
260 N'die 18 in fibre boot mock sm.	6 75	68x72 Dress Shirts	8 50
10 Strand 18 in. Boot Silk	9 00	"Honor Bright" Stiefels Wabash	
Ladies' Full Fash., 42 Gauge, all		Stripe Romper, red trim	9 00
Silk Hose	19 50	"Honor Bright" Khaki Romper,	
Ladies' Fleece & Wool.		Red trim	8 50
220 needle, 2 lb. combed yarn	2 25	"Honor Bright" Plain Blue Romper,	
200 needle, 2 1/2 lb. comb. yarn hose	3 00	Red trim	8 50
200 n'die, 2 1/2 lb. O.S. comb. yn. hose	3 25	Ladies' Furnishings.	
176 needle out size Hose	2 50	Middy Blouses, red, green or navy,	
Men's Hose.		Parker & Wilder, wool flan., each	4 00
E. & F. Hose Cotton	1 50	Tricollotte Overblouses, each	3 25
Record, med. weight Cotton	2 00	64x60 Percale aprons, Lights	8 50
R. & D. Heavy Cotton Hose	1 60	64x60 Percale aprons, Indigo	9 50
176 Needle Cotton Hose	1 35		
200 Needle Combed Yarn Hose	2 15		
200 needle full mercerized Hose	3 00		
240 needle fibre plated Hose	4 75		
Pure Thread Silk Hose	6 00		
Nelson's Rockford socks, bdl.	1 50		
Nelson's Rockford socks, bdl.	1 70		
Nelson's Rockford socks, bdl.	1 90		
2 1/2 lb. Wool Sox	2 25		
3 lb. Wool Sox	3 50@3 75		



Proper Container For the Transportation of Eggs.*

I don't believe there is a more important subject before us today, and don't mind telling you that I am tackling it with no little hesitancy. I am sure you all recognize that transportation is fundamental to the success of the egg industry. Therefore, we want to be most fair with the carriers on all their propositions in the handling of our product from the producer to the consumer. I think it must be admitted, that the shipper has already done more than his part to insure the safe transportation of this high-classed food product, in an effort to overcome the increased hazards of the carrier.

Going back about thirty years, when I was a shipper of eggs. At first, we packed practically all our eggs in barrels. This method of packing was succeeded largely by a pine case, holding thirty-six dozen eggs, using almost exclusively No. 2 fillers. The thirty dozen case soon succeeded the thirty-six dozen package, but was made of most any kind of material, without thought to strength of the case or how made, and used just as long as they could be made to hold together, like the chicken-coop of today; and little or no complaint was made of these containers, either the case or the filler.

In those days, in many of the Western territories, the concentration or local assembling rate was low. In some instances, no charge was made at all. Carload rates from interior points to the large consuming centers were low, and heavy rebates were paid by the Eastern lines for the business, on the theory that it was "found" business to them, having been produced on a connecting line.

I remember one year, one of the large trunk lines between St. Louis and New York City, entered into an agreement with our company, to handle eggs, carloads, at \$100 per car, regardless of the tonnage carried therein, but since those old days, there have come many changes to the business, which the shippers have tried to meet by adopting better cases and better fillers, until today, the carriers require in their tariffs that cases must be made of hardwood, specifying the dimensions, not less than two piece sides, bottoms, tops, etc. with 18 nails on each side, 21 on the bottom and 8 on the top.

Shippers have been forced to agree to these changes, advancement from the No. 2 filler to the old medium three pound filler, and now to the three and one-half pound filler, yet they are not satisfied and to-day are taking advantage of their opportunity, demanding a stronger and better package made of hardwood with one piece sides and tops, in addition to the compulsory use of six excelsior pads per case, weighing not less than 3½ ounces each, calling it standard, and proposing to penalize all cases that do not come up to those specifications and requirements.

It is only natural that this new

*Address of B. W. Redfearn, general manager of Live Poultry and Dairy Shippers Traffic Association before annual meeting of National Association of Egg Case and Filler Manufacturers at Memphis.

proposition of carriers is creating more or less excitement among shippers, because it means greatly increasing the cost in the marketing of their product, which has resulted in many conferences. Some of them public, others private, composed of members of committees and representatives of larger shipping interests, many of whom have come out boldly and said, "we have gone just as far as we are going; at least for the present," giving as their reasons:

First and most important: that at no time during these several years, have the carriers ever offered to co-operate in any manner, in participating in this increased burden of transportation.

It is true, that during the past few years, claim losses have mounted to very high figures, attracting attention of their higher officials, who created the Department of "Freight Claim Prevention" appointing Mr. A. L. Green, who has had long experience in this line of work, chief of that department. It is my pleasure to know Mr. Green very well indeed, and to recognize his ability; he started out to locate the cause and find a remedy, if possible, for these losses. Just what he found at home, we of course, don't know but all parts of our containers were criticised with result that the manufacturer felt it necessary, in self-preservation, to conduct public tests, which was done cheerfully, because they had nothing to conceal, being convinced themselves, and I believe have convinced the carrier, that the package in general use today, properly constructed and handled by all parties interested in its transportation, is capable of performing the service for which it is intended, and as a further evidence of their good faith, which I assure you gentlemen, is appreciated both by the leading shippers and dealers, they have agreed, if required, to put their stamp on these containers, thereby guaranteeing their product. What more could be required of them?

About the time these tests were made, I was invited into a meeting with several of the leading representatives of carriers, attended several meetings prior to and about that time and also since, but at this meeting, mention was made of these tests, which seemed to be very gratifying to them. Then I asked the direct question, "what are you doing to help in saving this big loss, both in food and money, which you seem to want to lay at the door of the shipper?" Considerable was said about improved service, personal attention in terminals, in transit, etc., when I said, "Now that these tests have been made, how much shock do you consider a case must stand?" "Have you made any tests, that you might know what the strength of the container must be, to stand your shocks of to-day?"

I was told that no tests had been

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made that would apply to most equipment in general use. Here I think we must go back again for a few years and review the progress of the carriers.

When I began shipping eggs in carloads thirty years ago, the average fast train consisted of from eighteen to twenty cars, measured largely by the motive power. These trains have been increased from year to year, until today, many of them consist of from seventy-five to 100 cars. The slack in such trains today is equal to or more than a whole car length. This, coupled with the heavy power, air brakes, etc., surely means that the cars, especially on the end of train, receive very heavy shocks. During this time, most carriers have constructed what is known as "Hump" tracks in their terminals where trains are broken up, and I am confident where a great many of these eggs are broken up, regardless of the fact that they say they have issued instructions that eggs must not be switched over Hump tracks. Few of these instructions have ever come to our notice and we know from our experience almost daily, that this is done by practically all railroads.

Notwithstanding these and other increased hazards that we might mention, the shippers are forced to load their product in all kinds and sizes of refrigerator cars, regardless of the fact that the Commission has said that the carriers must furnish suitable and adequate equipment to take care of all the loading produced along their lines.

A shipper's cost of transportation is not measured by the freight itself, but must cover all other costs, such as the container, labor in packing, loading, unloading, etc., etc. A few of the railroads, if I remember correctly only two, have built some cars especially for the loading of eggs, in which they fit snugly, and the general agent of one of these lines said to me only yesterday, that eggs loaded in these cars generally move to destination without any loss at all. Of course, there are not enough of those cars to go around on those lines; therefore in many instances, they, like all other carriers, must use various classes of refrigerator equipment for this loading, such as meat, fruit and miscellaneous equipment, in which it is impossible to load snugly, without the use of heavy bracing, or hay and straw for buffing.

Here again the carrier takes advantage of the shipper. First, a car might be painted nicely, but be an old car, with one ply or no insulation; therefore, not capable of properly protecting from elements, either heat or cold, in transit, regardless of ice or heat used.

Second, in the using of such car, he must furnish the bracing, or the hay or straw for buffing, in an effort to conserve the revenue of the carrier at his own expense, their rules being so strict that if there is a slight shift, and this hay or straw is used in order that there might be some "give," they deny responsibility and thus defeat many small claims, because they will only pay negotiated settlement or in full, at the end of a suit. In other words, they have surrounded themselves with agents, thoroughly schooled in the ethics of defeating the owner out of a great deal of money that is properly chargeable to them on account of poor and improper transportation.

I am referring to the shortcomings of the carrier that you may recognize

that there are two sides to this big question. The shippers feel that they have a right to ask the carrier to co-operate with them, if he is going to measure their container, both case and filler, as well as the pad, by strength test; they feel they have a right to ask what strength of case the normal shocks of his train will require; they have a right to ask that equipment, suitable to the handling of their product, and in more sufficient quantity, be provided; that there be some standard of insulation necessary to its protection in transit, as well as shock absorbers capable of taking care of at least a large part of the shocks of these heavy trains. In fact, it is possible to construct such cars. All of the necessary parts are obtainable and the carriers know this. Why shouldn't they furnish such cars? Why should all the sin for the loss of this valuable food and all the burden of increased cost caused by such loss, be charged to the shipper?

There is another very important point in this controversy that I have come near overlooking. In fact, it is really the foundation of the present trouble, and here, again, the shipper, largely on account of patriotism, has been called upon to carry a very heavy load that he should have never undertaken, and in many instances this has been his ruin. I refer to the late war period, when transportation came near breaking down, chargeable principally to inefficiency and poor management, on account of many of those best educated in the transportation service, being called to serve our country. Without going further into detail, I think it is fair to say that these conditions, together with the high value of the product handled, were largely responsible for the heavy losses that the carriers were asked to pay, properly chargeable to this service, which they contracted to perform and were paid for by the shipper, and the claims paid by the owners of the railroads and by the Government during these years, did not nearly cover the losses suffered by the industry.

I refer to the appeals of the Food Administration to conserve equipment, to load it to the roof, to the shortage of transportation, inability to secure at all times new cases and fillers, forcing the shipper to go out into the highways and byways to secure any kind of equipment to move his product.

Slowly but surely, since the close of the war, our transportation companies are returning to normal. I have been told that claims on our products for the year of 1922, will probably not be more than 33 1/3 per cent. of those in 1919 and 1920. The shipper has been trying to do his part all of this time and it is the carriers that are just getting back to normal, but they still have a long way to go. During the past years, great losses were suffered because of slow service, poor equipment, and in many instances, it was almost impossible to secure sufficient equipment in which to load. This situation in some sections, prevails today. One of our members only last week, was compelled to ship a carload of eggs in a box car from Arkansas to Chicago.

These are some of the reasons why shippers object to the carriers specifying the exclusive use of any kind of container until they establish a fair and reasonable rate for its transportation, and until they provide themselves with suitable equipment, ade-

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quate to take care of all of their wants, and further, until they recognize the efforts on part of the shipper in the overcoming of these losses by establishing a fair and reasonable rate for the transportation of their products, then and not until then, are they ready and willing to agree to these new propositions of the carriers.

I wouldn't want you gentlemen to understand for one moment, that the shipper does not appreciate the value of improved case and filler, also the importance of excelsior pads in the transportation of this high-class fragile commodity, and as said before, I have agreed in several conferences with agents of the carriers, to go on record for a better package; in fact, make it stronger if it is thought wise to do so, providing the carrier showed a willingness to make some concession in his rate of transportation, in keeping with his saving, at the expense of the shipper.

We recognize that there is a difference in strength in the present container in general use and that possibly we have come to the place where strength must be taken into consideration as standard, but until the carrier can intelligently say that the container now in general use, as covered by classification, is not capable of protecting our product, the shipper can see no good reason for change.

However, it must be borne in mind that the classification provides for hardwood; therefore, some of the cases now in use and accepted by the carrier, are in conflict with the tariff and could be eliminated, by proper policing upon part of their agents.

Regarding excelsior pad. Many conferences have been held with shipping members of this Association, as well as receivers. By a large majority, they were opposed to their compulsory use. The National has said that they never would agree to the compulsory use of excelsior pads. I learned in the first few conferences, that the carriers would never be able to carry the six pad proposition through. One of the large packers, who were the biggest objectors to the compulsory use of six pads, in one of the meetings, did say that they might agree to the compulsory use of four pads, but from experiments they had carried on, they hesitated to approve of the exclusive use of excelsior pads.

I soon recognized that to insist upon the exclusive use of any number of pads now, was a waste of time, but that we could get together and eliminate all other methods of packing or cushions, except excelsior, either loose or in pad form, which I think is a big step in the right direction, both in the saving of food and claim loss.

Many shippers are now using four and six pads and claim they have found it profitable to do so. This information is going to spread and I am inclined to think that if the carrier properly co-operates with the shipper, in providing for a fair and reasonable trade for the distribution of pads, throughout the packing sections, that it is only a matter of time until they will be used almost, if not exclusively.

Much has been said about new patent fillers, dividing boards, etc., some of which it was thought, had considerable merit and at least, worthy of careful consideration on part of both shipper and carrier, before any standard was specifically provided as the only container to be used in the transportation of eggs.

Gentlemen, this big question rests here, and is one to be considered during the coming year. However, I believe that if the railroads will "clean their own house," so to speak, that they are going to find the shipper ready and willing to go to the fullest extent in perfecting a package that will meet any reasonable requirement of the carrier.

On To St. Paul.

Kansas City, April 10—The annual convention of the National Association of Retail Grocers is attracting unusual interest this year on account of the many important subjects which will come before the delegates, that vitally concern, not only the retailer of foods, but the manufacturer and wholesaler as well.

No convention of business men scheduled to meet in 1923 is receiving the Nationwide attention which is being accorded the coming annual meeting of retail grocers in St. Paul, Minnesota, during the week of June 25. Not only are the retailers themselves waking up to the importance of this gathering and forming "On-to-St. Paul" clubs, and arranging for special trains, but the other trade factors are taking notice and it now looks as though the high record of 1,000 at Cleveland last year will be exceeded at St. Paul.

No detail in the plans for this big convention of food distributors is being overlooked. A business program of unusual distinctiveness and character is being prepared. The men who are to speak are the recognized leaders in food manufacture and distribution. Light will be shed on many vexing problems.

The constructive efforts of the National Association will be presented in the definite launching of the Better Grocers Bureau. There will be the report of the findings of Cost Accounting for Retail Grocers by the Harvard Bureau, and further arrangements for continuing the work during the next two years.

Some resolutions of far-reaching character are being prepared for presentation, discussion and adoption by the convention. This meeting in St. Paul gives promise of being the most comprehensive and constructive effort ever made by a group of retail merchants to inform and improve themselves in matters pertaining to the conduct of their business. No retail grocer who has a desire to learn more and become more efficient, should miss this convention. It will be recreation, pleasure, education and business combined—a four-in-one proposition, carrying an appeal that should bring many who have never attended.

H. C. Balsinger,
Sec'y National Association of Retail Grocers.

Corporations Wound Up.

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

Kastlite Company, Detroit.
Shantz & Sullivan Co., Grand Rapids.
Montgomery Chemical Works, Hamtramck.
Taxicab Service Co., Detroit.
Yellow Taxicab Company, Detroit.
Saginaw Pure Ice Co., Saginaw.
Hackmuth Pure Food Co., Comstock Park.
North Woodward Realty Co., Detroit.
National Body Co., Bay City.
Thompson Airplane Co., Detroit.
Plywood Products Co., Detroit.
Pressnail Furniture Co., Detroit.
Barnwell Manufacturing Co., Jackson.
O. J. McQuiston, Inc., Detroit.
Grace Harbor Land Co., Flint N. P. T. Oct., 1922.
Saginaw Oldsmobile Co., Saginaw.
Paul Auto Combination Lock Co., Detroit.
Darling Corporation, Kansas City, Mo.-Detroit.
Greek-American Trading Co., Detroit.
Cass Park Building Co., Detroit.

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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.

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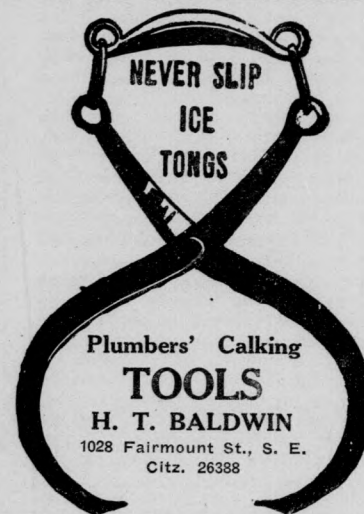
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The Straw That Broke the Camel's Back.

All stores are alike in one respect at least. They all have certain customers who display specially prominent characteristics. Talk with any merchant and he will tell you of big buyers, cautious buyers and tight-wads. He will call to mind cranky customers, arrogant customers and customers who never seem able to make up their own minds. He will also pick out several whom he designates as easy customers.

In a store conducted by a certain merchant there was one particularly disagreeable female who kept all the clerks on edge. One could tell when she entered the door by the rush of clerks to the rear. Every man who could dodge her without being caught did so. However, the peculiar part of it all was that she always got the best price and the maximum of service. Fear of her sharp tongue put a premium on disagreeableness.

In direct contrast to this customer was a lady who came in regularly every day for her table requirements. If the clerks were busy she waited patiently until they were through, then gave her order in a pleasant manner and paid cash for her purchases. Both merchant and clerks got to taking her trade for granted, and while they never did anything in particular to slight her, she didn't always get the immediate attention or careful service to which she was entitled. It is a natural thing to presume on good nature. One day she came in while one of the boys was busy marking goods. He didn't mean a thing out of the way, but he just kept on with his marking until he had finished the lot. He then started over to take her order, but she was gone. And that was not all—she never came back. Naturally, the manager noticed her absence and commented on it as a strange thing. Later the true story of it all seeped back to the merchant. She had noticed an apparent lack of promptness and service and that last visit was the straw that broke the camel's back.

That night the grocer held his first store meeting. What he told his clerks will linger long in their memories. "We make our money from our friends," he said. "Our enemies don't trade with us. We hold our business by handling good merchandise at right prices and by giving courtesy and service. Our customers can buy the same goods we sell in a hundred different places and at the same prices. Our advantage then must lie in courtesy and service. We are going to pay more attention to the easy customers. From now on I want you to treat every customer who comes in with the same courtesy, attention and consideration you give to a wealthy prospect the first time he enters the store. I don't want you to take anything or any one for granted. Remember our easy customers will be just as easy for some one else if the right opportunity presents itself. What we want is not easy customers, but satisfied ones—customers who like us and our service so well that they are glad to buy our goods in order to meet us and get the

service. The next man I see neglecting an easy customer will be out of a job. I mean it boys. The meeting is adjourned."

There isn't much more to tell. Business increased 25 per cent. that year and profits were good.

Just a little tip as a clincher. If you really want to know how your store stands on the treatment of easy customers, check up on the people who have been trading with you for a year or more. Then get a list of all the customers for that year. The percentage of loss will answer your question.

Arctic Ice Hits Japan Rice.

Abnormally heavy ice in the Bering Sea may cause a famine in Northern Japan, says the Weather Bureau at Washington. Winter scarcity or abundance of ice formation on rivers or large bodies of water concerns the American people chiefly from the viewpoint of personal or commercial convenience. To the people of Japan, however, the formation of ice in winter in the Bering Sea and neighboring waters has an entirely different and deeper significance. Its presence appears indirectly to control their food supply to a large extent by the bearing it has on rice production.

Rice is the principal food crop of Japan, normally occupying nearly half of the total cultivated land with a value of about twice that of any other crop. The per capita production is about 170 pounds. When the mean temperature during the four months of the active growing season is less than 75 degrees the crop is seldom successfully grown. Great rice failure with resultant famines have occurred in years when the summers have been unusually cool.

Japanese meteorologists have given much attention to the causes for variation in the temperature of Northern Japan. The relation between Alaska and Siberian weather conditions and the temperature was discovered. It now appears that the summer temperature in Northern Japan depends largely on the temperature of an ocean current flowing Southwestward from the Bering Sea and neighboring waters.

It is sad but true that the easy going chap enjoys the good dinner and the fat cigar more than the hustler, but he gets fewer of them.

The last pitch on the hill is oftentimes the steepest; don't stop pushing just because you are in sight of the top.

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Grand Rapids Michigan



Interesting Facts About Hotels and Hotel Patrons.

Hartford, April 10—An item given you two weeks ago, to the effect that M. P. Mowatt, formerly manager of the Hotel Durant, Flint, had assumed the same position with the Hotel Tuller, Detroit, proved to be erroneous. Mr. Mowatt was appointed as assistant to the manager, Mr. Froman, but after acting in that capacity for a short time only, decided to go elsewhere.

Just at present many Michigan hotel men are interested in perfecting the organization of the Great Lakes Travel Bureau, which will devote its energies toward inducing tourists from all parts of the country to try the advantages of Michigan for their summer vacation.

The State of Michigan sands out as having probably more natural advantages that appeal to the comfort and pleasure of people during the summer months than any state in the Union. The tourist demands well defined and marked lines of travel, as well as good roads, and Michigan certainly provides these advantages. Without good roads, no matter how attractive the scenery or how alluring the playgrounds, resort hotel interests would most certainly suffer, because of inaccessibility.

For the purpose of overcoming the element of ignorance which prevails concerning these attractions, in many localities, this bureau has been organized and the following officers elected:

President—Fred Z. Pantlind, Pantlind Hotel, Grand Rapids.

Secretary—Edward R. Swett, Occidental Hotel, Muskegon.

Treasurer—C. H. Montgomery, Post Tavern, Battle Creek.

Tod Lunsford, Muskegon, who will act as publicity manager of the Association, has this to say of the program for the coming year: "This year between fifty and sixty thousand dollars will be raised for the purpose of advertising Michigan territory. In addition to advertising in various newspapers and magazines in various sections of the West and Southwest, the bureau intends to supply intending visitors with detailed information concerning road conditions as well as particulars concerning boat and rail transportation."

When the investigator is looking up the possibilities of Michigan for his vacation, he will be provided with lists of hotels, maps showing auto routes and given any special detailed information that may assist him in arriving at a decision as to just what he will do, and he will not be directed to any locality in particular, but will be given knowledge of general features. So often the question is asked: "Why do not hotels and restaurants provide real home cooking?"

This question has been asked of many chefs and the universal reply is that "home-cooking must be done in the home for home requirements, where it is definitely known just how many will be present at a meal at a stated time."

With all these conditions so arranged in its favor, the meats and vegetables retain their flavors and fine tastes. Also, at the family table, we are not so particular about the thickness of slices or the service in general. With the roast, especially in a res-

taurant, it is usually prepared and ready an hour or so before meal time, and by allowing it to stand, it makes it easier to carve, and generally gives the advantage of extra cuts.

Some times a chef has numerous articles on his bill of fare which could be cooked at the last minute, and even cooked to order, but to do this would require more help. As a consequence, the food must be prepared and ready to serve at a certain time when the rush comes and the chef is naturally too busy dishing up orders without attempting to prepare fresh food.

The difference in the flavor of foods is usually noticeable at banquets or where a meal has been ordered for a smaller special party, when the exact number of guests is known in advance and an exact hour arranged for serving the meal.

Smaller hotels which make a specialty of serving home-cooked meals have abbreviated dining hours and are more nearly operated on the home plan in other particulars, hence the possibility of serving the real article.

When you enter a large establishment which advertises this specialty, you are quite likely to be disappointed, and for the reasons given.

"Uncle Ben" Branham, who edits the Hotel Bulletin, is everywhere regarded as the real philosopher of the profession, and among those who enjoy his acquaintance, a visit with him is sure to be fruitful of much sound advice. A recent editorial emanating from his pen, may be read with advantage by such of the hotel profession of Michigan, who are conversant with the information he is constantly providing.

"It has been said that the judgment of a nation or of a city rests surprisingly on its hotels. Certain cities and towns are designated good or bad, as the case may be and oftentimes if asked why this or that town is good or bad, the hotel will be the basic rule for the decision. A hotel does do a lot for a community. It either elevates or lowers it. Sometimes the entire life of a community is to be found in a certain hotel, because it is a good place to eat, a good place to dance, a good place to meet one's friends, a good place to be connected with and when a hotel proprietor or manager knows this and realizes what it means, he is a poor executive indeed if he does not play up to this point."

If a man goes to a town, takes a room in a certain hotel and stays awake all night because of noise in the hall, a poor bed or a faulty bath tub, his day is ruined and nine times out of ten he will go away and knock the town because of the hotel. It is a well-known fact that a miserable night in a hotel will cause almost any individual to feel very unkindly towards the house at least and many times against the whole town in general.

The running of a hotel is an art and the landlord must, of necessity, be a diplomat if he would please and give comfort to his guests. The basic principles of hotel keeping are service, a cordial welcome and the proper entertainment of the traveler. It used to be that to be a good hotel man was a gift. It is not necessarily considered so now; almost anyone can be a good hotel man now if he will study the ins and outs carefully. It is real-

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.



EUROPE

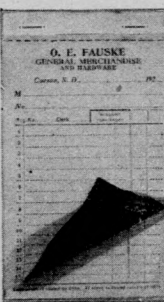
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Cafeteria in Connection.

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Rates \$1.25 to \$2.50 per day

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European Plan

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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.

Stop and see George, HOTEL MUSKEGON Muskegon, Mich.

Rates \$1.50 and up.

GEO. W. WOODCOCK, Prop.

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.



CODY HOTEL

GRAND RAPIDS

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

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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

HOTEL ROWE

GRAND RAPIDS NEWEST HOTEL

350 Rooms—350 Servitors—250 Baths

Rates \$2 with Lavatory and Toilet

\$2.50 with Private Bath

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

The Center of Social and Business Activities

THE PANTLIND HOTEL

Everything that a Modern Hotel should be.

Rooms \$2.00 and up.

With Bath \$2.50 and up.

ly a science, a carefully thought out business, studied in every particular and this is why so many of the training schools are adding departments for hotel education which will be able to turn out first class executives and putting them in high positions years before they could have secured them by the old methods—monotonous experience. Of course practical hotel experience is no drawback, but it is not as essential as it was in the old days, and if one possesses the spirit of geniality he has a great advantage when he adds to that technical training.

Nowadays, hotels are run in such a way that the traveler can usually find about everything he wants without leaving the house. The up-to-date landlord sees to it that every reasonable wish of the guest is granted and that nothing is left undone for his personal comfort. Children of tourists are no longer considered an incumbrance, where in the old days many doors were closed to them. Certainly in the abstract the hotel of today is a vast improvement over those of the past, even if we like to reminisce over the old time host who was so popular with his patrons and yet, when he demised left nothing for posterity but pleasant memories.

New York, Chicago and Detroit hotels are the peer of any similar institutions on the face of the globe. Nothing in foreign lands is comparable with them in point of elegance, convenience and comfort, and yet they are all operated on a scientific basis, with the injection of a sufficient leavening of the milk of human kindness, to make them homelike and reasonable. From every standpoint they operate their institutions on a scientific basis and the broad, common sense of the really big landlords has added the rest.

The country hotel man, of course, has not all the opportunities for obtaining this scientific instruction at technical schools, but he certainly can acquire a great measure of it by studiousness, and these studies may be most easily assisted by a careful perusal of journals which make a specialty of hotel news and information relating to the profession.

There are to-day, in Michigan, about half a hundred operators of really deserving hotels who do not belong to the Michigan State Hotel Association, and while they have been importuned to join, they have, through pure neglect, failed to do so. One would naturally suppose that fraternal relations would certainly exist between this class of business men, but carelessness is responsible for laxity in this particular.

The next State hotel convention will be held at the Hotel Durant, Flint, in September. The Durant is one of the finest hotels in the country and the entertainment given visiting landlords will be absolutely without cost. It will be worth a hundred dollars to anyone who is fortunate to be on the roster of the hotel association. Why not get into the band wagon at once and be "seasoned" by the time of the September meeting? R. C. Pinkerton, Hotel Normandie, Detroit, is the Secretary. Talk it over with him.

The Arends Hotel, at Saugatuck, has been purchased by E. G. Crow, a former traveling man, who will proceed to improve the property at once in order to make it an attractive stopping place for commercial travelers. This hotel will be conducted on the American plan and will make a specialty of its dining room service. Occasionally I hear of some traveling man who is breaking into the hotel game and, as a rule, they make a success of the business, for who but a traveling man knows the exact requirements of the profession, which knowledge is essential in hotel operation. Mr. Crow has a genial personality and will undoubtedly succeed.

Mr. and Mrs. Roy Hinckley, of the Hartford House, here, who have been spending the winter in Honolulu, will embark at that port for their return

trip on April 21. They will come back via Canadian Pacific, taking in various points of interest en route. Mr. Hinckley sends me the luncheon bill for the Kilauea Volcano House, Hawaii, which I reproduce for the benefit of his brother hotel men:

Spring Onions	Pineapple	Pickles
Radishes	Dill Pickles	
Clam Chowder		
Smoked Tongue	Chinese Cabbage	
Lamb Stew		
Cucumber and Green Pepper Salad		
French Dressing		
COLD MEATS		
Home-made Head Cheese		
Bologna Sausage		
Mutton	Beef	Pork
Steamed Potatoes		
Yellow Turnips in Cream		
Pork and Beans		
Oh elo Berry Pie	Poha Berry Pie	
Peach Pie	Apples	
California Cheese		
Beverages		
F. S. Verbech.		
Frank S. Verbech.		

Gabby Gleanings From Grand Rapids

Grand Rapids, April 10.—The meeting of Grand Rapids Council 131, the first meeting since the annual and really the first meeting for the new officers to occupy their chairs, proved a very successful meeting. It was with much regret that the resignation of Harry Behrman as conductor was accepted. Harry's business for the next year is going to keep him out of the city so much of the time that he feels he could not do justice to the office. This leaving a vacancy, the Executive Committee appointed August Kaser, who was elected Page at the March meeting to the office of Conductor and Dan Viergever was appointed Page and R. J. Zoet was appointed Sentinel. Under the order of business applications received, there was a god big handful of applications voted upon and the word from the outer door reported four out there ready for initiation and the following were brought in and duly initiated into the order of United Commercial Travelers, and members of No. 131: Bernard M. Dowd, H. W. Parish, Henry W. Lightner, Wayne P. Miller.

At the March meeting a resolution was passed that the delegates from Grand Rapids Council, No. 131, to the Grand Council meeting in Flint, June 1 and 2, be instructed to extend an invitation for the meeting of the Grand Council in Grand Rapids in 1924. Now, in view of the fact that at the 1922 meeting in Muskegon, Saginaw declared themselves that they were going after the Grand Council meeting for 1924 and have been working toward that end ever since, Senior Councilor Perry E. Larrabee appointed a committee, consisting of John D. Martin, Wilber S. Burns and Walter S. Lawton. This committee's duties from now on until the close of the meeting of the Grand Council in Flint will be to constantly work and talk for the Grand Council meeting in 1924 and we are ready to wager a bet that this committee, backed up by the different organizations of the city of Grand Rapids, will not fail in their mission of bringing the Grand Council meeting to Grand Rapids in 1924.

The annual memorial services of Grand Rapids Council were held Sunday, April 8, with all of the officers robed and at their respective stations. It is always a sad day with the boys at this meeting and when the names of the following departed members—George D. Kardux, L. E. Phillips, M. L. Potts and Ray D. Swartz—were read and no answer came, the lily was placed in the vase. This service was conducted by Past Senior Councilor D. E. Keyes, assisted by his little grand daughter. There were many moist eyes in the room and the memory of some of these departed brothers will linger long in the minds of many of the members of Grand Rapids Council.

B. F. Wilson writes Gabby Gleanings as follows from Central Lake:

The We-Go-Ta, a new two-story brick and tile hotel, was opened to the public April 2. Central Lake has been without a good hotel for about five years, so the people of this thriving town got together and built a hotel which would do honor to a much larger place. The hotel is modern. It has running water and rooms with bath. It has a dining room large enough to seat 100 guests without crowding and has large windows which open on the East front, where a wide porch runs the entire length of the hotel. This will furnish an ideal place in the summer, as it will be shady in the afternoon. From the porch one gets a view of Intermediate Lake, one of a chain of lakes which is very popular in Antrim county. The lake affords excellent bathing, boating and fishing. The hotel will be open the year round, but is big enough to take care of a good summer trade.

Jacob Dykema, who acquired the interest of W. S. Denison in the Denison-Dykema Co., some time ago, is undergoing treatment at the Mayo hospital, Rochester, Minn. Denison & Dykema were associated nearly forty years, first as employees of W. S. Gunn and later as partners in the sale of hardware and as plumbing contractors.

A lawyer of Holland has been retained by a group of holders of common stock of the American Public Utilities Co. to commence an action in court to compel the company to pay back dividends to stockholders holding common certificates.

J. Hampton Hoult, who returned from Miami, Fla., last week, says the new Hotel Morton, in which he is largely interested, will be open for the reception of guests on September 1.

A. D. Kendall, the Millbrook merchant, who had the flu and serious complications, is slowly getting better.

The entertainment part of the You-See-Tee luncheon Saturday, April 7, was pronounced by some of the members as the best yet given by the entertainment committee. J. C. Wheeler outlined his work with a brief, but very interesting talk, and he then said he would be pleased to give readings of any wished to have same. Usually with such an event there is a good deal of hesitancy in getting started and one member, John D. Martin, who is always game and ready to do anything in the interest of the Club, upon being earnestly solicited, submitted to the first reading. This was followed by a reading of Walter M. Burgess and several others. There was a good attendance. The lunch and service, as usual, was very good and the announcement before the close of the meeting made by the entertainment committee was that W. Millard Palmer would be the guest Saturday, April 14. In connection with this meeting the ladies' committee are acting as boosters and it goes without saying that nobody will be missed on being called up by the ladies' committee and there is only one excuse they will accept for your not being present. In fact, we might say two—that you are either out of the city or lack of the requisite 75c to pay for your lunch. Being forewarned is forearmed and it behooves every member of the You-See-Tee Club to be present at the luncheon Saturday, April 14.

Clarence Tapert, who has been associated with the Cornwell Co., Sault Ste. Marie, for the past three years, spent Monday and Tuesday in Grand Rapids as the guest of friends and relatives. Mr. Tapert's father has been manager of the company for many years and, incidentally, Upper Peninsula correspondent of the Tradesman for the past dozen years. Clarence is a young man of delightful personality, which probably accounts for his popularity with the trade of the Upper Peninsula.

Items From the Cloverland of Michigan.

Sault Ste. Marie, April 10.—The F. W. Woolworth Co., has taken a twenty-five year lease on the Gowan block, on Ashmun street, now occupied by S. A. Marks, the clothier. The removal from the present location will be made next spring. Their lease on the present store does not expire until 1925.

We are somewhat dissatisfied to hear that the pea factory for the Soo is all off, for the present at least, unless the promoters can furnish the capital they promised when they decided to locate in the Soo. The Civic and Commercial Club acted in good faith, got all of the acreage from the farmers asked for and when everything was ready they sprung a surprise in asking the local folks to put up all the cash. The Civic and Commercial Club is now looking for another factory to locate here, as this seems like an ideal place for a pea factory. Chippewa county is famous for its fine quality of seed peas and for many years supplied D. M. Ferry and other seed houses with their best seeds.

As long as fortune smiles on you it isn't difficult to smile at misfortune.

Our aggressive police department discovered the most sanitary still and outfit for making moonshine in one of our meat markets last week. The butcher is still in the meat market, but minus the still.

Some men get stage fright in their knees every time they see a policeman.

Our City Commission is considering the purchase of the present camp site, which is one of our city's best assets.

W. E. Webber, our popular flourist, made a decided hit with our business houses on Ashmun street last week when he distributed upwards of 5,000 daffodils to practically every merchant on the street, which made the Soo take on a gay aspect. Mr. Webber had the flowers ordered for Easter, but through the railroad block up they did not arrive in time for his Easter business. Rather than see them go to waste he took this opportunity to brighten up the city.

E. T. Crisp, of the Crisp laundry, accompanied by Mrs. Crisp, returned last week after spending the winter in California. He was still in time to see his home town buried in the snow—some contrast, he says, after picking flowers all winter to get home to shovel snow.

We are told that the U. S. ships are now shipping a large quantity of shoe polish to Africa, where they use it for cold cream.

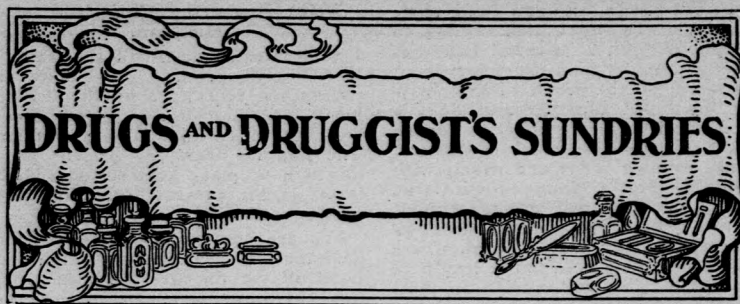
Clarence Tapert, traveling salesman for the Cornwell Co., made a business trip to Grand Rapids this week.

It is reported that oil has been discovered in Luce county by Ara Markkonan on the lands of the Lake Superior forrest reserve. He made the discovery some months ago, but kept the secret, as he wanted to satisfy himself on the purity and permanence of the pool. He has been granted the first leases for drilling purposes by the State. Nothing surprises us in this North country any more, not even the severe winter, but would it not make us all feel good to see a big rush fill up the North?

The Soo Times appears this week with a large cut of the famous Albany Island summer resort and a picture of the proprietors. Mr. and Mrs. Spencer Hill, telling about all the good things in store for the guest's next summer, which makes us long for the good old summer time and the fish dinners again.

The overworked business man who keeps putting off from year to year the "good long rest" he knows he needs finds himself a permanent rest before he knows it.

William G. Tapert.



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.

Uncle Sam Says You Must Keep Books.

"Every taxpayer carrying on the business of producing, manufacturing, purchasing, or selling any commodities or merchandise, except the business of growing and selling products of the soil, shall for the purpose of determining the amount of income under the Revenue Act of 1921, keep such permanent books of account or records, including inventories, as are necessary to establish the amount of gross income and deductions, credits and other information required by an income tax return.

"The taxpayer shall produce such books of account or records for the inspection of revenue officers duly authorized by law to inspect the same, in such time and in the manner provided by the law."—Order issued by U. S. Internal Revenue Commissioner. Approved Nov. 7, 1922, by U. S. Secretary of Treasury.

The above quotation from one of the trade journals is possibly just a little late for publication in this issue, but its context is quite apropos when considered by merchants throughout our country. The time limit for making settlements as to income tax, etc., was March 15, 1923.

If there is one particular thing which has been taught by the income tax department during the last ten or twelve years it is that every man in business of whatever name or nature should keep an accurate set of books as applying to his business. We are all aware that it has been the custom and practice of many merchants not to keep an accurate account of purchases, sales, expenses, personal accounts, etc. The requirements as to the income tax brings in a startling way to the attention of every merchant the absolute necessity of not only keeping, but having at hand full detail as to business covering each calendar year and from year to year.

The object of this message is not that of correction for reports which may have been made previous to March 15 just passed, but to suggest to all of our readers what is now known to be a necessity as far as making income tax reports is concerned. In the larger cities and towns

there is constantly a large force of inspectors who present themselves to mercantile institutions, banks, etc., and by authority granted by the Federal Government take possession of the books and accounts of these institutions and check them not only for accuracy, but for explanation wherever necessity requires.

There has been a prevalent belief for a long time that when a report was once accepted for any calendar year and money paid that that closed the scene. The facts are that the Government has now a large force of workers going from city to city, town to town individual to individual checking reports which have been made during the last five years. It may not be generally known but the income tax department has a right to go to each and every person whose income is more than \$1,000 and do so at any time within a period of five years. Within that period the department has a right to call upon any individual or institution to make good any error whether wilful or otherwise and to do so upon the immediate notice of the department. If the department checks up an individual or an institution more than five years previous to the date of assessing, the department can only collect by lawsuit.

The object of this message is principally to accentuate two facts; first, the absolute necessity of keeping books of accounts, and by that we mean books covering actual inventory once each year, as to expenses, purchases, sales, and a balance made showing the profit or loss of each business. It will not do to make an estimate or to guess upon any such items because if the Government sees fit it can make its own report from what is found, and then the dealer has no way to change it or of proving that it is not correct. The next point we desire to make is that the necessity of doing the above affords many a dealer both large and small with knowledge as regards his business which in past years he has not sought in many instances to ascertain, and the knowledge of a business as to whether it is prosperous or not prosperous often is the salvation of the business. We, therefore, recommend accurate books of account, also, that they be preserved for a period of five years or more, because during that time the business man may be called upon for all the necessary items covering his business for any one of those years.

Lee M. Hutchins.

When you advertise some leader at a cut price, don't get in wrong with consumers by trying to induce them to buy something in its place when they come in.

Why Not Cook By Sun's Rays?

The time may yet arrive when on clear days, even in winter, the housewife will forsake her range and, stepping out into an attached "sunshine kitchen," roofed with glass, do her cooking by the heat of the sun. It is no mere dream. Indeed, the idea promises literal fulfillment in the near future, a number of inventions having already gone far toward proving it practicable.

Cooking by sun's rays has several obvious advantages. It means no dirt, no ashes and no cost for fuel.

It is a method especially desirable in regions where there is scarcity of fuel. Thus in Egypt and the African Karroo solar cookers of a simple pattern are even now in common use, the device employed for the purpose being an insulated box of teakwood blackened inside and fitted with a glass top. It makes a highly efficient oven for baking, and may be utilized in the preparation of soups and stews, the temperature inside the box running up to 275 degrees Fahrenheit in the middle of the day. With the help of a mirror it can be raised much higher than that.

We all know what a glass cover will do to hold the sun's heat—as illustrated by so familiar a thing as the "cold frame" used for raising early vegetables. The solar rays pass through the glass, contributing to the air beneath a warmth which does not easily escape even in the winter time.

Upon this principle most of the "sun ovens" are based. One of them is the invention of a Chicago man. Ebenezer Sperry, and may be described as a large box covered with glass and lined with metal painted black to absorb heat. When it is exposed to the sun enough heat is generated to boil water and make steam, the latter passing into a cooking chamber above.

An apparatus of this kind is a real fireless cooker, requiring no fuel to furnish heat to start with. You can make one for yourself, of more simple pattern, very easily. Take a wooden box, paint it black inside, and cover it with two sheets of glass separated by an inch of air space. The inch of dead air is a capital insulator. Put the box in the sun and soon the temperature of its interior will rise above boiling. You can cook eggs or meat in it. If you will make the box double—putting one box, that is to say, inside of a box slightly larger—and fill the space between with sawdust or other insulating material, you can get a tremendous heat.

How, it may be asked, shall you place in your sun oven the things you want to cook? That can be managed in various ways; but a very practical suggestion on this point is offered by another inventor, who proposes to rest the box on one of its edges—the upper two of its four sides covered with double glass, and the lower two sides lined with black felt for insulation. Shelves inside are arranged so as always to adjust themselves horizontally, no matter how the box is tilted, to receive the solar rays, and upon them pans of bread or other food receptacles are put.

A British army officer in India some years ago devised what he called a

"cooking box," a most ingenious affair, of wood lined with mirror glass, conical in shape and eight-sided. At the bottom was a small copper boiler, with a cover of plain glass to retain the heat concentrated by the mirrors upon the boiler. By this means steam was generated when the box was exposed to the sun. If the steam was retained the result was a stew or boil; if allowed to escape, the food placed in the receptacle was baked. In an apparatus of this kind rations for seven men, including meats, were prepared in two hours. It was obvious that by increasing the diameter of the box the heat could be augmented indefinitely.

In Egypt, the Sudan and Algeria, where water fit for drinking is apt to be scarce, there is to-day in common use a portable solar distilling outfit which is the invention of a Frenchman named Mouchon. It is a simple arrangement of boiler and concave mirror, the latter serving to focus the sun's rays upon the former, while a coil of tubing in a water-jacket does duty as a condenser. The machine, which a man can carry on his back, will boil a quart of water and keep it boiling, the ordinary output being two gallons of pure drink per day.

One Old-Time Store Left in New York.

There is a store on Eighth avenue which has been in the same building for forty years, and in the same neighborhood for fifty years, and nothing is sold in it except coffee, tea, cocoa and sugar. In these days of department stores and drug stores, which carry everything from a hair net to kodaks, one is surprised to find that so specialized a shop still exists.

The sign outside tells you that the fragrance of the coffee and tea is unsurpassed. The windows have in them some huge Chinese jars of old blue and the inside of the store is just as satisfactory. Rows of bright red boxes with sliding covers, bearing in gold letters such familiar names as Formosa and Gunpowder, piles of matting boxes containing packages of tea and large red bins of coffee, each a gold letter to designate its contents, make the store cheerful and interesting.

The men who wait on you are not young, and you wonder which of them may have served your grandmother when she went out to purchase her supplies for the week. They are courteous and it is plain that they love the store and their work and have a great pride in its age. This store is no young upstart, but has the dignity and air of an old timer who is sure of his position in life.

The cocoa is 20 cents per pound. The tea, of course, varies in price according to kind, and the coffee ranges from 35 to 40 cents per pound. The shiny electric coffee mill looks almost out of place in this store, but the freshly ground coffee comes out of it fine and fragrant.

This is a store in which you like to linger reading the labels and asking questions about the contents of the packages. You are reluctant to step out again on the busy avenue.

The Facts As To Alcohol.

Canton, Ohio, April 9—So much has been written on Prohibition that I believe the time has arrived when physicians can express an opinion of the effects of the enforcement of the Eighteenth Amendment without receiving too much criticism. The medical profession are divided in their views on many great questions and have honest reasons for a diversity of opinion. So far we have not been consulted, nor have we had any recognition in determining the effect of alcohol upon the human system. From my observation of medical literature I have been unable to discover positive authority as to the benefit of alcohol in any disease, nor have I been able to find recognized authority to prove that alcohol is harmful to individuals suffering from all forms of common disease. Many diseases are ascribed to use of alcohol; but nothing has been proven pathologically to demonstrate the truth of these assertions. The same diseases pathologically have occurred in individuals who have never used alcohol.

The suggestion that I have to offer for the benefit of the medical profession is that our Government conduct scientific investigation of the effect of alcohol in diseases such as pneumonia, influenza, typhoid fever, Bright's disease, heart disease, anemia, arteriosclerosis, and also as to the effect of beer and wine as a tonic and as a food. These investigations can be made through some department of our Government, such as the Surgeon General's office, and in our great institutions of medical education, such as Harvard, Yale, Johns Hopkins and Rockefeller Institute. With laboratory investigation it could be ascertained with certainty the amount and the percentage of beer or wine necessary for intoxication and the benefit or damage done to our various organs from the use of these beverages.

I can assure you there would be no dearth of voluntary subjects for experimentation along this line. Furthermore, a bulletin could be issued to the public giving the results of this investigation. Our Congress could then have some concrete basis for fixing the intoxicating percentage of alcohol.

The medical profession would be enlightened as to the advice to give to

patients. The public would read these bulletins and believe in them. The Eighteenth Amendment would uphold the dignity of the Constitution of the United States by providing us with substantial evidence for the betterment of health and the good of mankind.

J. P. DeWitt, M. D.

Rapid Enactment of Barnard Bill.

Lansing, April 6—The Barnard bill, repealing Act 270, Public Acts of 1911, an act to regulate the sale of poisons and poisonous substances in this State, commonly known as the "Bottle Alarm Law," passed the House of Representatives a week or so ago with roll call attached, meaning, of course, that it received the unanimous favorable consideration of the House. Yesterday it passed the Senate without a dissenting vote. This, I believe, is a record that has never been equalled before on a repeal bill and is a high compliment of the confidence that the Legislature reposes in our friend Hon. George S. Barnard.

While this law has never been enforced, the penalty that could be imposed for non-compliance was a fine of \$300 and imprisonment for one year. It was a very obnoxious law and I know of no more important legislation that could be enacted in the interests of the pharmacists of Michigan than the repeal of this act. The druggists of this State should be very grateful to Mr. Barnard for his successful endeavor to have this bill repealed.

H. H. Hoffman,
Director of Drugs and Drug Stores.

Self-Help.

Saginaw, April 10—It is seldom that we find out how great our resources are until we are thrown upon them. It is the faith in one's own power. The energy and perseverance of the man himself is invariably invigorating, stimulating and at all times effectual. The writer has found in his many years of experience that opposition is what mankind needs and must have to be good for anything. Let no one discourage self-reliance; it is the greatest quality one can possess and it is the builder and maker of true manliness.

George Wilson Jennings.

Suggestions for Spring Soda Fountains and Store Fixtures

Remember we are state distributors, outside of Detroit, for the

Guarantee Iceless Soda Fountains
Grand Haven, Michigan

AND THE

Wilmarth Show Case Co.
Grand Rapids

Our Mr. Olds will be pleased to call on you with specifications and prices.

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

WHOLESALE DRUG PRICE CURRENT

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

Acids		Almonds, Sweet,		Tinctures	
Boric (Powd.)	17½@ 25	Imitation	60@1 00	Aconite	1 80
Borix (Xtal.)	17½@ 25	Amber, crude	2 00@2 25	Aloe	1 45
Carbolic	65@ 70	Amber, rectified	2 25@2 50	Arnica	1 10
Citric	62@ 70	Anise	1 25@1 50	Asafoetida	2 40
Muriatic	3½@ 8	Bergamont	5 00@5 25	Belladonna	1 35
Nitric	9@ 15	Cajuput	1 50@1 75	Benzoin	2 10
Oxalic	20½@ 30	Cassia	3 25@3 50	Benzoin Comp'd	2 65
Sulphuric	3½@ 8	Castor	1 50@1 75	Buchu	2 55
Tartaric	42@ 50	Cedar Leaf	1 50@1 75	Cantharides	2 85
Ammonia		Citronella	1 20@1 45	Capsicum	2 20
Water, 26 deg.	10@ 13	Cloves	3 25@3 50	Catechu	1 75
Water, 18 deg.	8½@ 13	Cocaoanut	25@ 35	Cinchona	2 10
Water, 14 deg.	6½@ 12	Cod Liver	1 30@1 40	Colchicum	2 20
Carbonate	20@ 25	Croton	2 00@2 25	Cubebs	2 30
Chloride (Gran.)	10@ 20	Cotton Seed	1 25@1 35	Digitalis	1 80
Balsams		Cubeb	8 50@8 75	Gentian	1 35
Copaiba	60@1 00	Eigerson	3 00@3 25	Ginger, D. S.	1 80
Fir (Canada)	2 50@2 75	Eucalyptus	90@1 20	Gualac	2 20
Fir (Oregon)	30@1 00	Hemlock, pure	2 00@2 25	Gualac, Ammon.	2 00
Peru	3 50@3 75	Juniper Berries	2 00@2 25	Iodine	95
Tolu	1 35@1 60	Juniper Wood	1 50@1 75	Iodine, Colorless	2 10
Barks		Lard, extra	1 35@1 45	Iron, clo.	1 35
Cassia (ordinary)	25@ 30	Lard, No. 1	1 25@1 35	Kino	1 40
Cassia (Saigon)	50@ 60	Lavendar Flow	5 25@5 50	Myrrh	2 50
Sassafras (pw. 40c)	40@ 40	Lavendar Gar'n	1 75@2 00	Nux Vomica	2 50
Soap Cut (powd.)	15@ 20	Lemon	1 50@1 75	Opium	3 50
30c	15@ 20	Linseed Boiled bbl.	1 23	Opium, Camp.	85
Berries		Linseed bld. less	1 30@1 38	Opium, Deodor'd	3 50
Cubeb	1 50@1 75	Linseed, raw, bbl.	1 21	Rhubarb	2 10
Fish	25@ 30	Linseed, ra. less	1 28@1 36	Paints.	
Juniper	7@ 15	Mustard, artifl. oz.	60	Lead, red dry	14½@ 15
Pricky Ash	40@ 30	Neatsfoot	1 25@1 35	Lead, white dry	14½@ 15
Extracts		Olive, pure	3 75@4 50	Lead, white oil	14½@ 15
Licorice	60@ 65	Olive, Malaga,	2 75@3 00	Ochre, yellow bbl.	2
Licorice powd.	70@ 80	green	2 75@3 00	Ochre, yellow less	2½@ 6
Flowers		Orange, Sweet	4 50@4 75	Putty	5@ 8
Arnica	25@ 30	Origanum, pure	2 50@2 75	Red Venet'n Am.	3½@ 7
Chamomile (Ger.)	40@ 50	Origanum, com'l	1 00@1 20	Red Venet'n Eng.	4@ 8
Chamomile Rom	1 75@2 00	Pennyroyal	2 50@2 75	Whiting, bbl.	4½@ 10
Gums		Peppermint	4 75@5 00	Whiting	5½@ 10
Acacia, 1st	50@ 55	Rose, pure	12 00@15 00	L. H. P. Prep.	2 80@3 00
Acacia, 2nd	45@ 50	Rosemary Flows	1 25@1 50	Rogers Prep.	2 80@3 00
Acacia, Sorts	30@ 35	Sandalwood, E.	11 00@11 25	Miscellaneous	
Acacia, powdered	35@ 40	Sassafras, true	1 50@1 80	Acetanalid	47½@ 54
Aloes (Barb Pow)	25@ 35	Sassafras, art'l	1 00@1 25	Alum	13@ 12
Aloes (Cape Pow)	25@ 35	Spearment	4 00@4 25	Alum, powd. and	09@ 18
Aloes (Soc. Pow.)	70@ 75	Sperm	1 80@2 05	ground	09@ 18
Asafoetida	65@ 75	Tansy	12 00@12 25	Bismuth, Subni-	3 85@4 00
Pow.	1 00@1 25	Tar, USP	50@ 65	trate	3 85@4 00
Camphor	1 20@1 30	Turpentine, bbl.	1 73	Borax xtal or	07@ 13
Gualac	90	Turpentine, less	1 80@1 88	powdered	1 75@5 00
Gualac, pow'd	1 00	Wintergreen,	6 75@7 00	Cantharades, po	1 75@1 95
Kino	75	leaf	6 75@7 00	Calomel	1 48@ 45
Kino, powdered	85	Wintergreen, sweet	3 75@4 00	Capsicum, pow'd	6 00@6 60
Myrrh	80	Birch	1 00@1 25	Carmine	25@ 30
Myrrh, powdered	85	Wintergreen, art	1 00@1 25	Cassia Buds	25@ 30
Opium, powd.	11 00@11 20	Wormseed	6 00@6 25	Cloves	47@ 50
Opium, gran.	11 00@11 20	Wormwood	12 50@12 75	Chalk Prepared	14@ 16
Shellac	1 05@1 20	Potassium		Chloroform	57@ 64
Shellac Bleached	1 10@1 25	Bicarbonate	35@ 40	Chloral Hydrate	1 35@1 81
Tragacanth, pw.	2 25@2 50	Bromide	15@ 25	Cocaine	11 60@12 25
Tragacanth	2 50@3 00	Carbonate	30@ 35	Cocoa Butter	55@ 75
Turpentine	25@ 30	Chlorate, gran'r	23@ 30	Corks, list, less	40@50%
Insecticides		Chlorate, powd.	16@ 25	Coppers	2½@ 10
Arsenic	18½@ 30	Cyanide	35@ 50	Coppers, Powd.	4@ 10
Blue Vitriol, bbl.	7½	Iodide	4 61@4 84	Corrosive Sublim	1 43@1 63
Blue Vitriol, less	8½@ 15	Permanganate	65@ 75	Cream Tartar	55@ 75
Bordeaux Mix Dry	14@ 29	Prussiate, yellow	65@ 75	Cuttle bone	55@ 75
Hellebore, White	20@ 30	Prussiate, red	1 45@1 50	Dextrine	4½@ 15
powdered	20@ 30	Sulphate	35@ 40	Dover's Powder	3 50@4 00
Insect Powder	70@1 00	Roots		Emery, All Nos.	10@ 15
Lead Arsenate Po.	28@ 41	Alkanet	25@ 30	Emery, Powdered	8@ 10
Lime and Sulphur	17@ 25	Blood, powdered	30@ 40	Epsom Salts, bbls.	3
Dry	09½@24½	Calamus	35@ 75	Epsom Salts, less	3½@ 10
Paris Green	38@ 52	Elecampane, powd	25@ 30	Ergot, powdered	1 50
Leaves		Gentian, powd.	20@ 30	Flake, White	15@ 20
Buchu	1 75@1 90	Ginger, African,	25@ 30	Formaldehyde, lb.	21@ 30
Buchu, powdered	2 00	powdered	25@ 30	Gelatine	1 25@1 50
Sage, Bulk	25@ 30	Ginger, Jamaica	60@ 65	Glassware, less 55%	
Sage, ¼ loose	40	powdered	42@ 50	Glassware, full case	60%
Sage, powdered	45	Golden Seal, pow.	5 50@6 00	Glauber Salts, bbl.	03½
Senna, Alex.	75@ 80	Ipecac, powd.	3 00	Glauber Salts less	04@ 10
Senna, Tinn.	30@ 35	Licorice, powd.	40@ 45	Glue, Brown	21@ 30
Senna, Tinn. pow.	25@ 35	Licorice, bbl.	20@ 30	Glue, Brown Grd	12½@ 20
Uva Ural	20@ 25	Opis, powdered	30@ 40	Glue, White	27½@ 35
Oils		Poke, powdered	30@ 40	Glue, White Grd.	25@ 35
Almonds, Bitter,		Rhubarb, powd.	85@1 00	Glycerine	24@ 32
true	7 50@7 75	Rosinwood, powd.	30@ 35	Hops	65@ 75
Almonds, Bitter,		Sarsaparilla, Hond.	30@ 35	Iodine	6 30@6 75
artificial	4 00@4 25	ground	1 00	Iodoform	7 60@7 85
Almonds, Sweet,		Sarsaparilla Mexican,	1 00	Lead Acetate	18@ 25
true	30@1 30	ground	50	Lycopodium	75@1 00
Seeds		Squills	35@ 40	Mace	75@ 80
Anise	35@ 40	Squills, powdered	60@ 70	Mace, powdered	95@1 00
Anise, powdered	38@ 45	Tumeric, powd.	17@ 25	Menthol	11 00@11 25
Bird, ls	13@ 15	Valeran, powd.	40@ 50	Morphine	8 70@9 60
Canary	10@ 15	Seeds		Nux Vomica	30
Caraway, Po.	55	Anise	35@ 40	Nux Vomica, pow.	17@ 25
Cardamon	2 00	Anise, powdered	38@ 45	Pepper black pow.	32@ 35
Celery, powd.	45	Bird, ls	13@ 15	Pepper, White	40@ 45
Coriander pow.	35	Canary	10@ 15	Pitch, Burgundy	10@ 15
Dill	10@ 20	Caraway, Po.	55	Quassia	12@ 15
Fennell	25@ 30	Cardamon	2 00	Quinine	72@1 33
Flax	08@ 13	Celery, powd.	45	Rochelle Salts	30@ 40
Flax, ground	08@ 13	Coriander pow.	35	Saccharine	30@ 40
Foenugreek pow.	15@ 25	Dill	10@ 20	Salt Peter	11@ 22
Hemp	8@ 15	Fennell	25@ 30	Seidlitz Mixture	30@ 40
Lobelia, powd.	25	Flax	08@ 13	Soap, green	15@ 30
Mustard, yellow	15@ 25	Flax, ground	08@ 13	Soap mott cast.	22½@ 25
Mustard, black	15@ 20	Foenugreek pow.	15@ 25	Soap, white castle	case 011 50
Poppy	30@ 40	Hemp	8@ 15	Soap, white castle	less, per bar 01 25
Quince	2 00@2 25	Lobelia, powd.	25	Soda Ash	3½@ 10
Rape	15@ 20	Mustard, yellow	15@ 25	Soda Bicarbonate	3½@ 10
Sabadilla	23@ 30	Mustard, black	15@ 20	Soda Sal	06@ 08
Sunflower	11½@ 15	Poppy	30@ 40	Spirits Camphor	01 35
Worm, American	30@ 40	Quince	2 00@2 25	Sulphur, roll	3½@ 10
Worm Levant	04 50	Rape	15@ 20	Sulphur, Subl.	04@ 10
Tinctures		Sabadilla	23@ 30	Tamarinds	20@ 25
Aconite	1 80	Sunflower	11½@ 15	Tartar Emetic	70@ 75
Aloe	1 45	Worm, American	30@ 40	Turpentine, Ven.	50@2 25
Arnica	1 10	Worm Levant	04 50	Vanilla Ex. pure	1 75@2 25
Asafoetida	2 40	Zinc Sulphate		Witch Hazel	1 47@2 00
Belladonna	1 35			Zinc Sulphate	06@ 15
Benzoin	2 10				
Benzoin Comp'd	2 65				
Buchu	2 55				
Cantharides	2 85				
Capsicum	2 20				
Catechu	1 75				
Cinchona	2 10				
Colchicum	2 20				
Cubebs	2 30				
Digitalis	1 80				
Gentian	1 35				
Ginger, D. S.	1 80				
Gualac	2 20				
Gualac, Ammon.	2 00				
Iodine	95				
Iodine, Colorless	2 10				
Iron, clo.	1 35				
Kino	1 40				
Myrrh	2 50				
Nux Vomica	2 50				
Opium	3 50				
Opium, Camp.	85				
Opium, Deodor'd	3 50				
Rhubarb	2 10				

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

Canned Pine Apples
Bel Car-Mo Nut Butter

DECLINED

Beech Nut Bacon
Cheese

AMMONIA

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

AXLE GREASE



48, 1 lb. 4 25
24, 3 lb. 5 50
10 lb. pails, per doz. 8 20
15 lb. pails, per doz. 11 20
25 lb. pails, per doz. 17 70

BAKING POWDERS

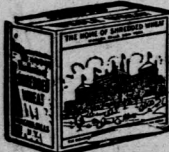
Calumet, 4 oz., doz. 95
Calumet, 8 oz., doz. 1 95
Calumet, 16 oz., doz. 3 35
Calumet, 5 lb., doz. 12 75
Calumet, 10 lb., doz. 19 00
K. C., 10c doz. 92 1/2
K. C., 15c doz. 1 37 1/2
K. C., 20c doz. 1 80
K. C., 25c doz. 2 30
K. C., 50c doz. 4 40
K. C., 80c doz. 6 85
K. C., 10 lb. doz. 13 50
Queen Flake, 6 oz. 1 25
Queen Flake, 16 oz. 2 25
Queen Flake, 100 lb. keg 11 37 1/2
Queen Flake, 25 lb. keg 14
Royal, 10c doz. 95
Royal, 6 oz., doz. 2 70
Royal, 12 oz., doz. 5 20
Royal, 5 lb. 31 20
Rumford, 10c doz. 95
Rumford, 8 oz., doz. 1 85
Rumford, 12 oz., doz. 2 40
Rumford, 5 lb., doz. 12 50
Ryzon, 4 oz., doz. 1 35
Ryzon, 8 oz., doz. 2 25
Ryzon, 16 oz., doz. 4 05
Ryzon, 5 lb. 18 00
Rocket, 16 oz., doz. 1 25

BLUING

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

BREAKFAST FOODS

Cracked Wheat, 24-2 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 Branios 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 75
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

Rich & France Brands

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

BRUSHES

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

Stove

No. 1 1 10
No. 2 1 35

Shoe

No. 1 90
No. 2 1 25
No. 3 2 00

BUTTER COLOR

Dandelion, 25c size 2 85
Nedrow, 3 oz., doz. 2 50

BUTTER SUBSTITUTES



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
Cherries, No. 10 11 50@12 00
Loganberries, No. 2 3 00
Peaches, No. 1 1 85
Peaches, No. 1, Sliced 1 40
Peaches, No. 2 2 75
Peaches, No. 2 1/2, Mich 3 25
Peaches, 2 1/2 Cal. 3 00@3 75
Peaches, No. 10, Mich 7 75
Pineapple, 1, 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 oz. 1 35
Clam Ch., No. 3 3 00@3 40
Clams, Steamed, No. 1 1 75
Clams, Minced, No. 1 2 60
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. 1/4, Star 2 90
Shrimp, No. 1, wet 1 90
Sard's, 1/4 Oil, k. 4 25@4 75
Sardines, 1/4 Smoked 7 00
Salmon, Warrens, 1/2 2 75
Salmon, Red Alaska 2 80
Salmon, Med. Alaska 1 65
Salmon, Pink Alaska 1 50
Sardines, Im. 1/4, ea. 10 28
Sardines, Im., 1/2, ea. 25
Sardines, Cal. 1 75@2 10
Tuna, 1/2, Albocore 95
Tuna, 1/2, Nekco 1 65
Tuna, 1/2, Regent 2 25
Bacon, Med. Beechnut 2 40
Bacon, Lge. Beechnut 4 05
Beef, No. 1, Corned 2 60
Beef, No. 1, Roast 2 35

Beef, No. 1/2 Rose Sil. 1 75

Beef, No. 1/2, Qua. Sil. 2 10
Beef, No. 1, B'nut sil. 3 15
Beef, No. 1/2, B'nut sil. 2 80
Beefsteak & Onions, s 3 15
Chili Con Can., ls 1 35@1 45
Deviled Ham, 1/2s 2 20
Deviled Ham, 1/4s 3 60
Hamburg Steak & Onions, No. 1 3 15
Potted Beef, 4 oz. 1 40
Potted Meat, 1/2 Libby 50
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/2 1 35
Veal Loaf, Medium 2 30

Baked Beans

Beechnut, 16 oz. 1 40
Campbells 1 15
Climatic Gem, 18 oz. 1 00
Fremont, No. 2 1 25
Snider, No. 1 95
Snider, No. 2 1 35
Van Camp, Small 92 1/2
Van Camp, Med. 1 15

CANNED VEGETABLES

Asparagus
No. 1, Green tips 4 00
No. 2 1/2, Lge. Gr. 3 75@4 50
Wax Beans, 2s 1 35@3 75
Wax Beans, No. 10 6 00
Green Beans, 2s 1 60@2 40
Green Beans, No. 10 8 25
Lima Beans, No. 2 Gr. 2 00
Red Kid., No. 2 1 30@1 55
Beets, No. 2, cut 1 60@2 40
Beets, No. 3, cut 1 25@1 75
Beets, No. 3, cut 1 40@2 10
Corn, No. 2, St. 1 00@1 10
Corn, No. 2, Ex-Stan. 1 55
Corn, No. 2, Fan 1 60@2 25
Corn, No. 2, Fy. glass 3 25
Corn, No. 10 7 25
Hominy, No. 3 1 15@1 35
Okra, No. 2, whole 1 90
Okra, No. 2, cut 1 60
Dehydrated Veg Soup 90
Dehydrated Potatoes, lb 45
Mushrooms, Hotels 4 40
Mushrooms, Choice 48
Mushrooms, Sur Extra 70
Peas, No. 2, E.J. 1 25@1 80
Peas, No. 2, Sift. 1 60@2 10
June 1 60@2 10
Peas, No. 2, Ex. Sift. 1 90@2 10
Peas, Ex. Fine, French 29
Pumpkin, No. 3 1 45@1 75
Pumpkin, No. 10 4 00
Pimentos, 1/4, each 15@18
Pimentos, 1/2, each 27
Sw't Potatoes, No. 2 1/2 2 15
Sauerkraut, No. 3 1 60@2 35
Succotash, No. 2 1 60@2 35
Succotash, No. 2, glass 3 55
Spinach, No. 1 1 35
Spinach, No. 2 1 45@1 60
Spinach, No. 3 2 15@3 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 85
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
Camenbert, small tins 2 50
Brick 26
Wisconsin Flats 25
Wisconsin Daisy 25
Longhorn 25
Michigan Full Cream 24
New York Full Cream 33
Sap Sago 32

CHEWING GUM

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

CHOCOLATE

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

COCOA

Baker's 1/4s 40
Baker's 1/4s 36
Bunte, 1/4 lb. 43
Bunte, 1/4 lb. 35
Droste's Dutch, 1 lb. 9 00
Droste's Dutch, 1/2 lb. 4 75
Droste's Dutch, 1/4 lb. 2 00
Hersheys, 1/4s 33
Hersheys, 1/4s 28
Huyler 36
Lowney, 1/4s 40
Lowney, 1/4s 40
Lowney, 1/4s 40
Lowney, 1/4s 31
Van Houten, 1/4s 75
Van Houten, 1/4s 75

COCOANUT

1/4s, 5 lb. case Dunham 50
1/4s, 5 lb. case 48
1/4s & 1/2s, 15 lb. case 49
Bulk, barrels Shredded 20
96 2 oz. pkgs., per case 8 00
48 4 oz. pkgs., per case 7 00

CLOTHES LINE

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

COFFEE ROASTED

Bulk
Rio 18
Santos 23@25
Maracaibo 29
Guatemala 28
Java and Mocha 39
Bogota 30
Peaberry 26
Christian Coffee Co.
Amber Coffee, 1 lb. cart. 31
Crescent Coffee, 1 lb. ct. 26
Amber Tea (bulk) 47

McLaughlin's XXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.
N. Y., per 100 11
Frank's 50 pkgs. 4 25
Hummel's 50 1 lb. 10 1/2

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK



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

CIGARS

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

Garcia Master

Cafe, 100s 37 50
Swift
Wolverine, 50s 130 00
Supreme, 50s 110 00
Bostonian, 50s 95 00
Perfecto, 50s 95 00
Blunts, 50s 75 00
Cabinet, 50s 73 00

Worden Grocer Co. Brands

Harvester Line.
Kiddies, 100s 37 50
Record Breakers, 50s 75 00
Delmonico, 50s 75 00
Epicure Panetela, 50 75 00
Perfecto, 50s 95 00
The La Azora Line.
Agreement, 50s 58 00
Washington, 50s 75 00

Webster Cigar Co.

Plaza, 50s, Wood 95 00
Panetela, 50, Wood 95 00
Coronado, 50 Tin 95 00
Belmont, 50s, Wood 110 00
St. Reges, 50s, Wood 125 00
Vanderbilt, 25s, Wd. 140 00

Vanden Berge Brands

Chas. the Eighth, 50s 75 00
Whale-Back 50s 58 00
Blackstone 50s 95 00
El Producto Boquet 75 00
El Producto, Purlitano-Finos 92 00
Snuff
Copenhagen, 10c, roll 64
Seal Blandening, 10c 64
Seal Gotsberg, 10c, roll 64
Seal Swe. Rapee, 10c 64
Seal Norkopping, 10c 64
Seal Norkopping 1 lb. 85

CONFECTIONERY

Stick Candy Pails
Standard 17
Jumbo Wrapped 19
Pure Sugar Stick, 600's 4 20
Big Stick, 20 Lb. case 19

Mixed Candy Pails

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

Fancy Chocolates

5 lb. Boxes
Bittersweets, Ass'ted 1 65
Choc Marshmallow Dp 1 75
Milk Chocolate A A 1 95
Nibble Sticks 2 00
Primrose Choc. 1 35
No. 12 Choc. 1 60
Chocolate Nut Rolls 1 90
Gum Drops Pails
Anise 17
Orange Gums 17
Challenge Gums 20
Favorite 21
Superior 21
Lozenges. Pails
A. A. Pep. Lozenges 19
A. A. Pink Lozenges 19
A. A. Choc. Lozenges 20
Motto Hearts 20
Malted Milk Lozenges 22

Hard Goods

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

Cough Drops

Putnam's 1 30
Smith Bros. 1 50

Package Goods

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

Specialties

Arcadian Bon Bons 19
Walnut Fudge 23
Pineapple Fudge 21
Italian Bon Bons 18
National Cream Mints 25
Silver King M. Mallows 30
Hello, Hiram, 24s 1 50
Walnut Sundae, 24, 5c 85
Neapolitan, 24, 5c 85
Yankee Jack, 24, 5c 85
Gladiator, 24, 10c 1 60
Mich. Sugar Ca., 24, 5c 85
Pal O Mine, 24, 5c 85
COUPON BOOKS
50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1,000 Economic grade 37 50
Where 1,000 books are ordered at a time, specially print front cover is furnished without charge.

CRISCO

36s, 24s and 12s.
Less than 5 cases 21
Five cases 20 1/2
Ten cases 20
Twenty-five cases 19 1/2
36s and 48s
Less than 5 cases 20 1/2
Five cases 19 1/2
Ten cases 19 1/2
Twenty-five cases 19

CREAM OF TARTAR

6 lb. boxes 38

DRIED FRUITS

Apples
Evap'd Choice, blk. 15
Apricots
Evaporated, Choice 23
Evaporated, Fancy 33
Evaporated Slabs 25
Citron
10 lb. box 57

Currents

Package, 15 oz. 23
Boxes, Bulk, per lb. 20

Peaches

Evap. Fancy, Unpeeled 20
Evap. Fancy, Peeled 22

Peel

Lemon, American 24
Orange, American 25

Raisins

Seeded, bulk 13
Seeded, 15 oz. pkg. 14 1/2
Seedless, Thompson 12 1/2
Seedless, 15 oz. pkg. 14

California Prunes

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

FARINACEOUS GOODS

Beans
Med. Hand Picked 09 1/2
Cal. Limas 11 1/2
Brown, Swedish 08
Red Kidney 09 1/2

Farina

24 packages 2 10
Bulk, per 100 lbs. 05

Hominy

Pearl, 100 lb. sack 2 50
Macaroni

Domestic, 20 lb. box 07 1/2
Domestic, broken bbls. 06 1/2
Armours, 2 doz., 8 oz. 1 80
Fould's, 2 doz., 8 oz. 1 80
Quaker, 2 doz. 1 85

Pearl Barley

Chester 4 25
00 and 0000 6 00
Barley Grits 5 00

Peas

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 pur-
chase of a case or more.

HORSE RADISH

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

JELLY AND PRESERVES

Pure, 30 lb. pails ----- 2 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 55

Cleveland Match Co. Brands



Old Pal, 144 Boxes -- 8 00
Buddie, 144 Boxes -- 6 75

Safety Matches.

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

MINCE MEAT.

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

MOLASSES.



Gold Brer Rabbit
No. 10, 6 cans to case 5 10
No. 5, 12 cans to case 5 55
No. 2 1/2, 24 cans to cs. 5 60
No. 1 1/2, 36 cans to cs. 4 60

Green Brer Rabbit

No. 10, 6 cans to case 3 65
No. 5, 12 cans to case 3 90
No. 2 1/2, 24 cans to cs. 4 15
No. 1 1/2, 36 cans to cs. 3 00

Aunt Dinah Brand.

No. 10, 6 cans to case 2 85
No. 5, 12 cans to case 3 10
No. 2 1/2, 24 cans to cs. 3 50
No. 1 1/2, 36 cans to cs. 2 90

New Orleans

Fancy Open Kettle ----- 55
Choice ----- 42
Fair ----- 28

Half barrels 5c extra

Molasses in Cans.

Red Hen, 24, 2 lb. ----- 2 60
Red Hen, 24, 2 1/2 lb. ----- 3 25
Red Hen, 12, 5 lb. ----- 3 00
Red Hen, 6, 10 lb. ----- 2 80
Ginger Cake, 24, 2 lb. ----- 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 ----- 5 20
Dove, 24, 2 1/2 lb. Black ----- 5 20
Dove, 6, 10 lb. Blue L. ----- 4 45
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 ----- 80
Walnuts, California ----- 28
Salted Peanuts
Fancy, No. 1 ----- 17 1/2
Jumbo ----- 20

Shelled
Almonds ----- 55
Peanuts, Spanish, ----- 13 1/2
125 lb. bags ----- 50
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 30
24 1 lb. pails ----- 5 75
12 2 lb. pails ----- 5 60
5 lb. pails 6 in crate 6 20
15 lb. pails ----- 19
25 lb. pails ----- 18 1/2
50 lb. tins ----- 17 1/2

PETROLEUM PRODUCTS

Perfection Kerosine ----- 12.6
Red Crown Gasoline, -----
Tank Wagon ----- 21.3
Gas Machine Gasoline 33.8
V. M. & P. Naphtha 25.2
Capitol Cylinder ----- 42.2
Atlantic Red Engine ----- 23.2
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



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

PICKLES

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

Sweet Small

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

Dill Pickles.

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

PIPES

Cob, 3 doz. in bx 00@1 20

PLAYING CARDS

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

POTASH

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

FRESH MEATS

Beef.
Top Steers & Heif. 14@15
Good Steers & Heif. 15@14
Med. Steers & Heif. 11@12
Com. Steers & Heif. 05@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 ----- 13
Poor ----- 09

Pork.
Heavy hogs ----- 08
Medium hogs ----- 10 1/2
Light hogs ----- 10 1/2
Loins ----- 15
Butts ----- 14
Shoulders ----- 12 1/2
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 tiers ----- 13 1/2
Compound Lard ----- 14
69 lb. tubs ----- advance 1/4
50 lb. tubs ----- advance 1/4
10 lb. pails ----- advance 1/4
5 lb. pails ----- advance 1/4
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 -----
sets ----- 38 @39
California Hams 12 @13
Picnic Boiled -----
Hams ----- 30 @32
Boiled Hams ----- 32 @35
Minc'd Hams ----- 14 @15
Bacon ----- 22 @34

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
3/4 bbls. ----- 7 00
1 bbl. ----- 14 15

Tripe

Kits, 15 lbs. ----- 90
3/4 bbls., 40 lbs. ----- 1 60
1/2 bbls., 80 lbs. ----- 3 00

Hogs, per lb.

Beef, round set ----- 14@26
Beef, middles, set ----- 25@30
Sheep, a skein 1 75@2 00

RICE

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

ROLLED OATS

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

SALERATUS

Arm and Hammer ----- 3 75

SAL SODA

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

COD FISH

Middles ----- 15
Tablets, 1 lb. Pure ----- 22
Tablets, 1/2 lb. Pure, -----
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

K K K K Norway

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

Lake Herring

1/4 bbl., 100 lbs. ----- 6 00

Mackerel

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

White Fish

Med. Fancy, 100 lb. 13 00

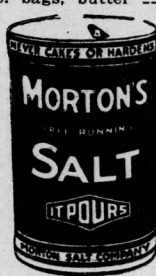
SHOE BLACKENING.

2 in 1, Paste, doz. ----- 1 35
E. Z. Combination, dz. 1 35
Dri-Foot, doz. ----- 2 00
Bixbys, Doz. ----- 1 35
Shinola, Doz. ----- 85

STOVE POLISH.

Blackene, per doz. ----- 1 35
Black Silk Liquid, dz. 1 40
Black Silk Paste, doz. 1 25
Cnamaline Paste, doz. 1 35
Fnamaline Liquid, dz. 1 35
E Z Liquid, per doz. 1 40
Radium, per doz. ----- 1 85
Rising Sun, per doz. 1 35
654 Stove Enamel, dz. 2 85
Vulcanol, No. 5, doz. 95
Vulcanol, No. 10, doz. 1 35
Stovall, per doz. ----- 3 00

SALT
Colonial 24, 2 lb. ----- 90
Med. No. 1, Bbls. ----- 2 80
Med. No. 1, 100 lb. bg. 95
Farmer Spec., 70 lb. 95
Packers Meat, 56 lb. 63
Packers for ice cream
100 lb., each ----- 95
Blocks, 50 lb. ----- 47
Baker 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 Napha, 700 box 6 00
Grdma White, Na. 100s 5 00
Rub No More White
Napha, 100 box ----- 5 50
Swift Classic, 100 box 5 25
20 Mule Borax, 100 bx 7 55
Wool, 100 box ----- 6 50
Fairy, 100 box ----- 5 50
Jap Rose, 100 box ----- 7 85
Palm Olive, 144 box 11 00
Lava, 100 box ----- 4 90
Pummo, 100 box ----- 4 85
Sweetheart, 100 box ----- 6 70
Grandpa Tar, 50 sm. 2 00
Grandpa Tar, 50 Lge 3 35
Fairbank Tar, 100 bx 4 00
Tribby, 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. ----- 10 35
Ivory, 50, 10 oz. ----- 10 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 Napha 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



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

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

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

SPICES.

Whole Spices.
Allspice, Jamaica ----- @13
Cloves, Zanzibar ----- @45
Cassia, Canton ----- @16
Cassia, 5c pkg., doz. @40
Ginger, African ----- @15
Ginger, Cochin ----- @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
Foneltz, 3 1/2 oz. ----- 3 25
Kitchen Bouquet ----- 3 25
Laurel Leaves ----- 20
Marjoram, 1 oz. ----- 90
Savory, 1 oz. ----- 90
Thyme, 1 oz. ----- 90
Turmeric, 2 1/2 oz. ----- 90

STARCH

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

Gloss

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

CORN SYRUP.

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. fr. 5 25
10 qt. Tin Dairy ----- 4 80
12 qt. Tin Dairy ----- 5 25

Traps

Mouse, wood, 4 holes ----- 60
Mouse, wood, 6 holes ----- 70
Mouse, tin, 5 holes ----- 00
Rat, wood ----- 00
Rat, spring ----- 1 00
Mouse, spring ----- 30

Tubs

Large Galvanized ----- 8 65
Medium Galvanized ----- 7 60
Small Galvanized ----- 6 75

Washboards

Banner Globe ----- 6 50
Brass, Single ----- 7 50
Glass, Single ----- 7 50
Double Peerless ----- 9 50
Single Peerless ----- 7 50
Northern Queen ----- 6 25
Universal ----- 8 25

Window Cleaners

12 in. ----- 1 65
14 in. ----- 1 85
16 in. ----- 2 30

Wood Bowls

13 in. Butter ----- 5 00
15 in. Butter ----- 9 00
17 in. Butter ----- 13 00
19 in. Butter ----- 25 00

WRAPPING PAPER

Fibre, Manila, white, 05%
No. 1 Fibre ----- 07%
Butchers Manila ----- 06%
Kraft ----- 09

YEAST CAKE

Magic, 3 doz. ----- 2 70
Sunlight, 3 doz. ----- 2 70
Sunlight, 1 1/2 doz. ----- 1 35
Yeast Foam, 3 doz. ----- 2 70
Yeast Foam, 1 1/2 doz. 1 35

YEAST-COMPRESSED

Fleischman, er doz. ----- 28

How a Drug Clerk Helped His Employer.

I was born and raised in the country, but after two years of study in the city, I grew to like its big departmental drug stores, yet, in face of this, I always pull back to the little country towns for the summer to get away from the turmoil and sweltering heat of the city.

Last summer I found myself located in Sampson, Pa., which is right in the heart of the Anthracite coal field, and I found the section to be entirely different from the city, for in the smaller towns, "your druggist is more than a merchant" and the greatest respect is bestowed upon him along with the other professional men, but in the city the butcher and baker are of more prestige than the druggist. Be this as it may, I mention it to bring out the contrast in the trend of public opinion towards the druggist in different localities: and the fact that I located in a section where competition is clean and the drug store is considered a sacred place in the community, not a "Coco Cola Emporium" for the "flappers," gave me a better chance to work out my problems unhampered, as I would have been in a large city store.

After I had been connected with my new employer for a few weeks, I noticed many things which should have been different and upon talking it over with him he gave me the unrestricted privilege of correcting some of the conditions I observed, some of which I will make mention of, such as our windows, which were receiving no attention from the publicity man at all, perhaps "Kill Em Quick" dandruff-cure display occupied the most valuable display medium for months at a time, when it should have been selling merchandise.

I also noticed our camera and film business was "nihil," for on Sunday afternoons I would notice the young couples streaming into our competitor's to have their cameras loaded and we seldom ever sold a film.

Our ice cream business was way below the amount we were entitled to for our location and facilities coupled with the quality of cream we sold.

All the girls from a nearby silk mill always passed by our place to go across the street to our neighbor's store.

The proprietor of the other store had a son who belonged to various clubs in the community and held the young men's trade, and it meant their sales of candy, toilet articles, smokes and fountain trade was going to him, for I seldom saw many young fellows in our store at night. The average man would "let it go" by saying, "I don't know why it is but you can see it for yourself."

I began to think and scheme and my first plan was to dress the windows once a week, and I mean dress in the true sense of the word, not wash them and put in a "cut and dried" corn-cure display. I made them attractive and used displays that sold goods for us. Incidentally, I may say they received cash prizes and honorable mention at various times.

We had large display windows and I said one Sunday when I reached the

limit, watching people buy their films across the way—if the people of this "burg" don't know that we sell films too by next Sunday, it won't be my fault, and the Boss said, "We have no display matter and only a few cameras and films," but there was a chance, for we bought our films from a photographer in the central part of the city, and I went to him and told him the conditions and asked for the loan of some of his advertising, but he only had that which was in his own studios and I replied, "That's all I need," and at length after showing him that an increase in our film and camera business would mean an increase in his business, he gave me everything I needed, and it made a very beautiful display, but that's nothing, you will say, we had a "camera window" in last week. Maybe so, but here's where the little "kick" comes in. I took all pictures that had been left to be developed and not called for, and spread them around in the window with a sign reading, "If you know any of these people, kindly tell them their pictures are finished." Of course every one stopped and looked and invariably they knew someone and recalling the first night, the sidewalk was crowded and some in the crowd even recognized themselves and came in for their pictures, saying they had forgotten them, but it had something novel and personal in contrast to the factory made advertising which people get accustomed to pass by. This idea held their attention to the window which had signs in it making mention of the fact that we developed and sold films and handled cameras and as a result we captured all business for the camera wants that week and thereafter, and cold figures showed our film business from that period on was greater than our competitors.

Then I began to think out a way to get those girls from the silk mill over to our side of the street and one Saturday it dawned upon me when I saw their baseball team (all girls) go in our competitor's store with a crowd of fans, following their game. It gave me an idea—the next morning I went down to the mill and asked to see the Superintendent and was granted an interview. I told him I was an embryo pharmacist trying to make good, and told him my idea and that I wanted a mailing list of all the players on the team and he instructed his social service worker to furnish me the list which I received a few days later and then mailed every player on the team the following letter:

Dear Miss: Being an enthusiastic fan of our National game of baseball, we have observed with interest the success of the Paulsburys Girls' Baseball Team of which you are an enterprising member. For the splendid efforts and the resultant success of yourself and teammates, we wish to extend to you our hearty congratulations.

As we are numbered among our loyal rooters, we desire to show our appreciation and hearty applause in a material way and not by a handshake. Feeling that way, we would be delighted to entertain you and your teammates as our honored guests at our fountain after your games each week.

Drop in, and we'll drink to your

winning of the pennant and quench your thirsts, for this is a treat on

Your loyal fan, Harry.

Each of the players received one of the above letters at her home address and took it to the mill and showed it to the hundreds of other girls, and then Saturday after the game, "they came," and brought their rooters with them, but only the players in uniform were served gratis and they came back after supper for other needs and the balance of the season too and before the summer months were over, I venture to safely say all the girls were our patrons for what we did for the team we did for them. Then to follow this up with publicity the following insertion appeared in local papers:

"The members of the Paulsburys silk mill girls' team were pleasantly entertained at the popular fountain in Harry's Pharmacy after their victorious game on Saturday.

"Harry, who is very popular with the younger element of the town sent each one on the team a personal letter of congratulation accompanied by an invitation to be his guest, which was pleasantly accepted and highly appreciated."

This, of course, also advertised our store to the community, for they were all proud of the girls' team from a civic viewpoint, and complimented us for doing something in a material way for the team.

Then I began to look over the "young men's trade," and decided the best way to win their patronage and confidence was to get acquainted with them and I observed that there were many students home for the summer, and I inserted the following notice in the paper:

"A number of young men who either have been or are now attending college have organized a club to be known as the University Club. It is the purpose of those instrumental in its formation to bring the college men together for the summer months for the purpose of enjoying numerous social functions they are to conduct and to discuss different academic problems. The first meeting will take place in the form of a smoker to be held in Terck's Hall next Tuesday night. Among points to be brought up are election of officers, and mapping out a get-acquainted meeting.

"Any college men who are interested should call H. W. Hutchins (my-

self) at Harry's Pharmacy for full details."

After this notice appeared I had phone calls and personal visits galore and brought many new faces into the store, but self satisfaction came on the night of the first meeting, for there were twenty-five young men there, and the cigars were furnished by my Boss and after the meeting I invited the crowd up to the store and we all had the "drinks" on the newly elected President of the club, who was no other than myself, an honor bestowed upon me for my activity in forming the club and strengthened by the fact that they heard I had enjoyed similar honors as President of my class in prep school and at college.

Insist Upon
Tea Table
FLOUR

Weber Flour Mills Corp. Brands.

Tea Table \$7.65
Oven Spring 7.20

For Sale by
KENT STORAGE COMPANY
Grand Rapids—Lansing—Battle Creek
Wholesale Distributors



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

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.

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.

The 25 boys went to the store after the meeting and I seized the opportunity of introducing each man personally to my employer, mentioning the fact that he had furnished the smokes and we made him an honorary member.

All during the summer months we had box parties, weekly luncheons, corn roasts and meetings at which topics of the day were discussed, but the real headquarters of the club was at the corner drug store, for they all assembled there nightly, and they were now buying their smokes, drinks, candy, etc., at our place.

About this time the real warm weather of the season set in and I took advantage of the ice cream and started in by trimming the fountain and putting in an elaborate window display, which was a prize winner among contestants from Canada and United States. The window and new dishes at a lower price started the ball rolling, which resulted in us taking two show cases down cellar and putting tables in their stead.

But the way in which we stimulated the ice cream business is a story all by itself, which perhaps some have come across, for several magazines have accepted it on its merits in hopes someone else may be able to utilize the same ideas, for we sold 900 gallons that month. This article gives only a few of the many things a drug clerk can do to help his employer besides taking pay on Saturday night.

If you are working for a man, listen when he complains and try to think out something to turn his complaining into praise.

Don't try to run his business your way, but arrive at some idea and present them to him and he will invariably permit you to try them.

Harold W. Hutchins.

Automobile Production in February.

Production of automobiles in the United States in February was equivalent to no less than 11,000 cars per working day. Notwithstanding the twenty-eight-day month with two holidays, total production was not only in excess of January, but in excess of any single month in the history of the industry, except June, 1922. One rather remarkable change is to be noted in the production figures of the automotive industry for the past year. While the building of passenger cars has increased heavily, truck production has fallen off, if comparison is made with 1920, when the volume of production was high. For the twelve months ending with February, 1923, passenger car production increased about 40 per cent. over the 1920 figures, while trucks built during the same period numbered about 20 per cent. less than the 1920 output. Complete production figures for March are not yet available, but the indications are that the month will break all records. The General Motors Corporation reports production of cars and trucks combined more than double production during March, 1922, when the recovery from the 1921 slump was already well under way.

Trying to cut store hours down to banking hours is a mistake. You can't sell goods when your store is locked.

Characteristic Portrait of the President.

Uncle Louie Winternitz was recently playing golf at St. Augustine, Florida, when President Harding and party visited the golf links to indulge in the same sport. Of course, Mr. Winternitz had his camera with him and undertook to secure a good picture of the President in costume. In a letter to the Tradesman, Mr. Winternitz describes the situation as follows:



"President Harding is sure a regular feller. I was out on the golf links here and tried to get a snap shot of him. He noticed what I wanted and, stepping forward, said: 'I will pose for you. I can improve the situation by stepping in the sunlight.' And he did."

The Tradesman takes pleasure in reproducing herewith the result of the snap shot.

Good Buying of Garments.

Reports reaching local garment wholesalers are to the effect that retailers' sales of ready-to-wear were very satisfactory during the past week. This result, it is pointed out, has amply justified the postponement by the stores of general clearance sales to a later date. In fact, there is a doubt raised by some whether there will be any extensive holding of such events this season. Manufacturers interpret these things as favorable indications of the continuance of good buying of garments by retailers for some weeks to come.

How to get a man out of an airtight bank vault, once the heavy doors have closed and the time locks have made them fast for many hours is a question receiving study from bankers all over the country. The dramatic delivery of a young clerk brought to the verge of death by another clerk's prank in closing the vault doors of a bank in Paterson, N. J., has directed National attention to the peril of these practically drill-proof repositories of wealth.

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.

READ THIS

Last Notice of the Big Sale

A Grain and Bean Elevator.
A Coal, Cement, Brick and Tile Business.

A Potato Ware House.
All fully equipped and doing business in a good "live" town located on the Penn. R. R. and surrounded by excellent farming community. Reasons for selling—we are going to dissolve the organization.

We solicit and will accept sealed bids only, on each of the business properties listed above up to and including April 20. All bids are filed with the secretary and will be opened on above date.

Someone is going to get a bargain. The Bids are rolling in. Are yours among them?

Remember April 20 is the last day. Will be pleased to have you call and look the proposition over. Full particulars, address:

RILEY COOK, Sec'y.,
The Co-Operative Association,
Sand Lake, Mich.

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. \$3,500 with fixtures, or inventory. Address No. 91, care Michigan Tradesman. 91

For Sale For Cash—Clean stock of general merchandise in Blue Earth county, about twenty-two miles from Mankato, 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 5000, with good school and creamery. No trades. W. J. Free, Box 375, Vernon Center, Minn. 114

MERCHANTS—Have just "sold out" the Chas. A. Graves stock of dry goods and ready-to-wear of Perry, 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

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.

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

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

FOR SALE—Clean stock of groceries and meats located in rapidly growing city in Central Michigan with a population of 2,500. Cash business. Stock and fixtures will inventory about \$5,500. Partner's health reason for selling. Address No. 117, care Michigan Tradesman. 117

Thoroughly experienced dry goods man, one who can handle general stores and capable of taking full charge, is open for position. What have you? Address No. 118, care Michigan Tradesman. 118

For Sale—Butter Kist pop corn machine, with peanut warmer. Cheap if sold at once. Write Variety Store, Reading, Mich. 119

Wanted—Store fixtures. What have you? Address A. L. Redman, Olney, Ill. 120

FOR SALE—\$3,500. Old established general store in good town in Manistee county. Annual business \$25,000. Small expense. Reason for selling, owner's health failing. Address No. 121, care Michigan Tradesman. 121

Drugs, Groceries, Paints—Good live town, county seat. Business good, stock clean. Prospects good. Good reasons for selling. Big bargain. By owner. Act now. Address No. 122, care Michigan Tradesman. 122

Wanted—A good 1½ ton grocery truck. Prefer Reo. Must be in good condition. State model. Box 11, Devereaux, Mich. 123

BUSINESS PROPERTY FOR SALE—Modern garage building and salesroom worth \$60,000. Will sell for \$30,000 cash, to settle estate. Also hosiery plant building and machinery complete, for less than one-third its value. AN OPPORTUNITY OF A LIFETIME. Write or call Dupont Sales Organization, Ypsilanti, Mich. 124

For Sale—Pentwater recreation park, including race track, golf links, base, basket, foot ball grounds. F. O. Gardner. 125

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 Rtry. Exchange, 327 South LaSalle St., Chicago. 107

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

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

GRAND RAPIDS SAFE CO.

Dealer in

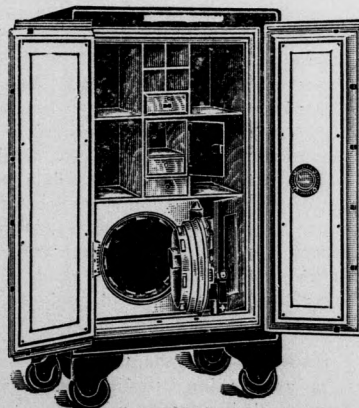
Fire and
Burglar Proof
Safes

Vault Doors and Time Locks

Largest Stock in the State.

Grand Rapids Safe Co.

Grand Rapids, Mich.



INSTRUCTING SALESMEN.

Everything, at the beginning, rests upon the example the sales manager gives to the novitiate. He must not be dictatorial or harsh. He must be firm and unwavering, for if he is uncertain in his decisions, the young salesman will lose confidence in him. The salesman should not be left to his own resources during his apprenticeship. He should spend all the time he possibly can in instructing him. The manager can serve his own interests in no better way than by training men for his staff. The new salesman must be taken through his part like an actor and become so thoroughly imbued with the new matter that he sees or hears little else. To assure this concentration, it is necessary that the instruction period be not hurried. The new man must not only know the article he is to sell, but must be at home with it. The first steps, however, should be finished as quickly as possible and should not take more than a fortnight. However, if he is to sell typewriters, instruction in typing will require more time, but should not take more than four weeks. This instruction should be varied by talks about competing machines and by instruction in the mechanism of the machine. The new man should not be given only printed matter for his instruction. At the beginning, no matter how clever he is, he will feel uncertain. He must be given new spirit and awakened thoroughly. The manager should make the new salesman believe that his machine or system is the best, for if he does not believe this, he cannot become a really successful specialty salesman.

The salesman should now be taken through his outside training. He should accompany the sales manager on his visits and thus be given the opportunity to observe the manner in which the manager approaches his prospects. He should not be given a list of possible customers and turned loose on his own resources. Because of his apparent inexperience, buyers are apt to turn him away and after he meets half a dozen refusals, he will turn away disgustedly losing heart, and asking himself "Where shall I go now?"

EFFECT OF WAGES ON PRICES.

Advances in labor cost have not been confined to any special line or lines of industry. They have been most noticed, because most spectacular, in the building trades, which, even in normal times, showed the highest wage scales. The policy of restricting the number of apprentices has produced a scarcity of this kind of labor, and employers have been bidding against one another to obtain journeymen. This has afforded the latter the opportunity of demanding and getting the highest wages ever known, excepting those during the stress of wartimes when there was practically no limit. In the textile trades, wage advances are the order of the day. During the past week, the American Woolen Company announced to its employes an increase of 12½ per cent. Although this was done voluntarily, it was pretty evident that it could not have been long delayed in view of the movement by the cotton textile work-

ers for wage advances. Naturally, other woolen concerns followed the example of the main factor. The workers in other branches of weaving and knitting are attempting similar results, as are also those in the needle trades. It is easy to overestimate the effect of these wage increases, and undue advantage is apt to be taken of them as a pretext for price advances. The average increase in a year's pay to the workers of the American Woolen Company does not exceed \$100, and it can represent only a fraction of a cent increase in the cost of a yard of woolen goods. The restraining influence on attempts at obtaining excessively high prices remains with the public. If it refrains from buying, a quick revision downward would result.

THE CANNED GOODS MARKET.

The daily orders for canned foods from the interior trade are placed with customary regularity and the city distributing channels are open, but in neither instance is there a normal movement. All classes of distributors are carefully consulting their stock sheets and if they need fifty cases they will take that quantity, but not seventy-five or 100 cases. Business is plainly for transient requirements and there is no tendency to stock ahead except where there are pronounced shortages and buying for later use of such commodities is not possible. The market is not weak in tone but it is certainly dull.

Luggage Sales Better.

Conditions in the luggage and similar leather goods field are slowly improving. At the moment retailers are said to be purchasing more freely because their stocks have been steadily reduced from the high point of some months ago. Clearance sales have been resorted to in many instances, and at one time retail prices showed small variation from the quotations of manufacturers. There are still many bargains to be had, but because of advances in the leather market many wholesalers have been recently forced to revise their prices upward. The claim is made, however, that these advances do not reflect the full increases in raw material and labor costs. A spur to current buying has been given by the necessity of retailers preparing for the travel season which is now beginning. The approach of the vacation period will also be a factor toward increased activity.

Skirt Business Said To Be Good.

While at the moment there is the natural after-Easter dullness experienced by some skirt wholesalers, the business being done is such as to indicate a big season ahead. Knife pleated models are coming to the fore very strongly and rank according to manufacturers here, as one of the leaders in point of demand. The buying of the wrap-around types is spotty some firms reporting larger sales than others. Sports materials are popular, flannels being well taken and also crepe de chine. Solid colors in novelty cloths are also in request.

Knowing it all about your business is a good thing. Acting as if you knew it all is a grand mistake.

Manufacturing Matters.

Detroit—The Red Foot Products Co., Inc., 116 Woodward avenue, has been incorporated to manufacture and sell medicinal remedies, with an authorized capital stock of \$10,000, \$1,000 of which has been subscribed and paid in in cash.

Owosso—The Owosso Baking Co. has purchased the plant of the Flint Bread Co. and will conduct it as a branch and will be under the management of Charles Ward, president of the company, who also conducts the local plant. The Manistee branch is under a local manager.

Detroit—The Mallow Delight Candy Candy Co., 9537 Gratiot avenue, has merged its wholesale and manufacturing business into a stock company under the same style, with an authorized capital stock of \$25,000, of which amount \$18,500 has been subscribed and paid in, \$7,500 in cash and \$11,000 in property.

Marysville—The St. Clair-Athol Rubber Co., with business offices at 440 East Jefferson street, Detroit, has been incorporated to manufacture and sell coated materials, rubber goods, etc., with an authorized capital stock of \$500,000, \$350,000 of which has been subscribed and paid in \$20,000 in cash and \$330,000 in property.

Detroit—The Dusenbury Detroit Co., 4210 Woodward avenue, has been incorporated to manufacture and sell textiles, etc., and to deal in auto parts, accessories, etc., with an authorized capital stock of \$9,000 common and 1,000 shares at \$1 per share, of which amount \$1,000 and 1,000 shares has been subscribed, \$360 paid in in cash and \$640 in property.

Udly—The Huron Overall Co. will manufacture khaki work trousers as well as overalls, beginning April 15. Frank L. Carrier, factory manager, is in Detroit buying machinery to make the new product. The concern, only two years old, will enlarge the plant building and hire more girls to take care of new machines. Eight hundred dozen overall suits are ordered for delivery May 1.

Detroit—The Detroit Sand Lime Brick Co., which will erect a large factory on a site purchased at the Rouge, is offering a portion of its stock to the public. The capital stock is \$350,000, all common, there being 35,000 shares of a par value of \$10 each. Officers of the company are: Reinhold Polte, president, a construction engineer with international experience; Gustave Reinhold, vice-president, director and manager of the Sebewaing Sand Stone Brick Co., Sebewaing; F. Wm. Niemann, secretary-treasurer, and formerly auditor with the Pere Marquette Railway and Grand Trunk Railway system.

Pine Lake Country Smothered With Snow.

Boyne City, April 10.—The weather conditions in this section have very nearly paralyzed all business. On this date there is more snow on the ground than at any time up to the middle of February. The past six weeks have been a continuous series of snow storms. The railroads have been in a continual fight to keep up a meager service. Freight movement has been slow and entirely uncertain. The country roads are blocked and farmers have the utmost difficulty in

getting such products as they have to market and their stock is suffering because of exhausted supply of feed. Pine Lake, which froze over three weeks earlier than usual last fall, has over 30 inches of perfectly solid ice at a time when usually it is clear and open to navigation. The ice is so heavy that the fishermen have quit fishing, as the fishing holes cannot be kept open. All this at a time when usually the ground has been clear for three weeks or a month and spring work on the farms and on the roads in full swing.

The Tradesman should take this matter up at once with the Legislature. It is an intolerable condition and a committee should be appointed at once to abate the wrong done the taxpayers of this part of the State to report in 1925 along with the one appointed to investigate the Normal school site proposition.

We note that one of our merchants has a nifty sign in his window, advertising nifty straw hats. Ye gods! He ought to be mobbed. If he had a full line of Alaskan parkas, he could clean out. Maxy.

Gibbs Transfers Himself to Missouri.

The notorious Colfax Gibbs, having been ostracised by every decent man in Michigan and having been refused a license to practice his peculiar methods in Illinois by the Illinois Securities Department, has moved himself over into Missouri and located at the Jefferson Hotel, St. Louis, where he is undertaking to secure a license for an alleged \$10,000,000 oil company from the Securities Commission of that State. It is understood that he has secured the co-operation of Mr. Stix, head of the wholesale house of the Stix, Baer & Fuller Dry Goods Co. If Mr. Stix permits his name to be used in connection with the aggressive and questionable propaganda employed by Colfax Gibbs, he may have occasion to eat the bread of bitterness many times during the remainder of his life.

More Call For Sporting Goods.

Wholesalers of sporting goods will be much disappointed if sales of this merchandise do not set new records this Spring and Summer. For some time retailers have carried comparatively light stocks of these goods and it is only recently that they have begun to fill out their assortments. This purchasing has stimulated wholesale activity to a notable extent. Added to this is the fact that more and more men and women are "going in" for outdoor sports, which means they not only have to purchase suitable clothing but must be equipped with the "implements." In discussing this point yesterday a leading local manufacturer said that Americans were changing from a nation of lookers on at sports to active participants. This movement, he asserted would gain as time went on.

Right Way—and Wrong.

Two men were selling peanuts at a circus.

One called out "Peanuts, peanuts, peanuts!"

The other shouted: "Peanuts. Red hot peanuts!"

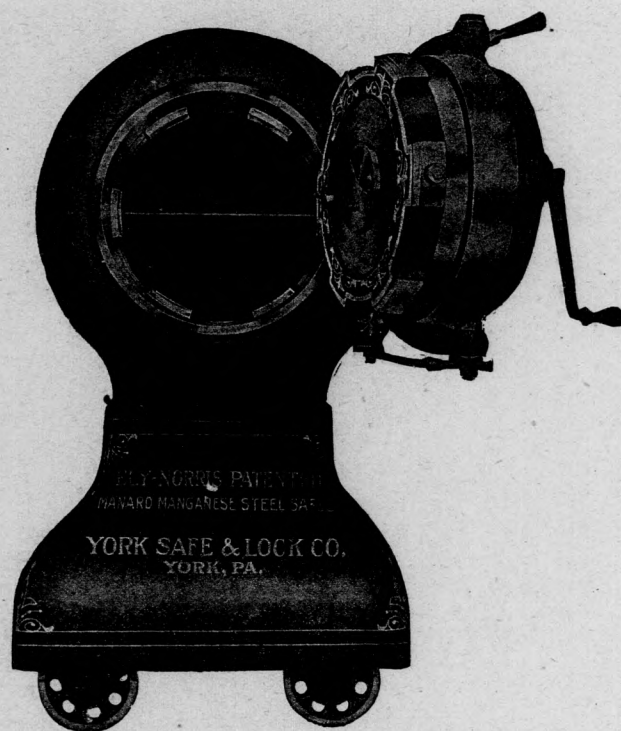
"Everybody eats peanuts at a circus. It isn't a circus without peanuts!"

I watched the two men for three minutes by my watch. The first sold five bags. The second sold fourteen.

**THE STRONGEST
SAFE IN THE WORLD**

**Manufactured
Exclusively by**

**YORK SAFE
AND LOCK CO.**



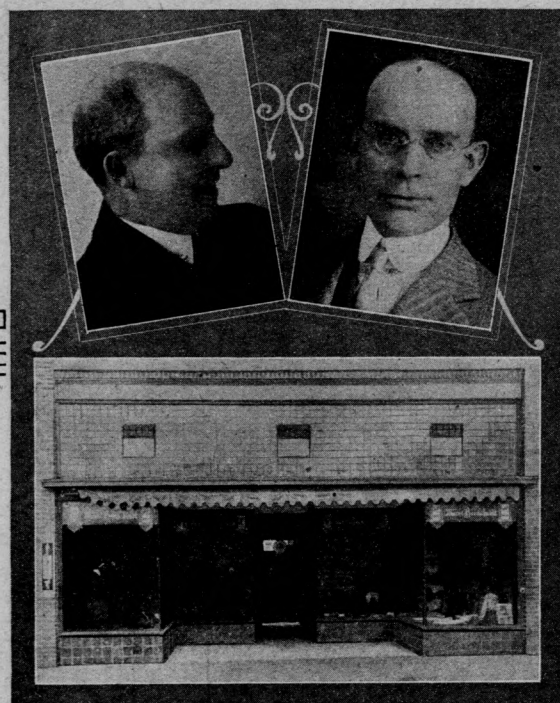
Sale in Western Michigan controlled exclusively by

GRAND RAPIDS SAFE CO.

**Tradesman Building
GRAND RAPIDS**

Visitin' Round

WITH
KELLY CLIENTS



A THOROUGHLY American community is Great Bend, Kansas.

ITS history, its progress, its occasional differences, and its constant strive for civic and community betterment, all help to mark it characteristically American.

YET its wide-awake business people, the trim metropolitan appearing stores help in no small degree to give it the air of busy progress that has grown to be considered typically American.

AND of all the concerns in Great Bend, none present a neater and more attractive store than that of Marx & Berscheidt, one of the oldest established clothing firms in Great Bend.

MARX & Berscheidt have long enjoyed a splendid business, drawn not only from the town of Great Bend and its immediate trade territory, but from many surrounding towns as well, for the reputation of Marx & Berscheidt as good clothiers is widespread.

GREAT Bend, as all agricultural communities of the Middlewest, suffered very severely through the drop in prices on farm products that came with the financial depression starting in some two and a half years ago.

THE first of the two selling campaigns that have been conducted by Kelly Service for Marx & Berscheidt was for the purpose of securing volume when normal conditions made volume most difficult to obtain.

THIS selling drive was successful in every sense of the word, and because of its success Marx & Berscheidt immediately called on Kelly Service when they decided that a selling campaign as a definite bid for a volume of business consistent with better conditions in their district, would be a paying proposition.

THIS campaign like the first one, measured up fully to the requirements of Marx & Berscheidt, and they are now more than ever endorsers of Kelly Service.

THE results of their campaign are in full accordance with the typical Kelly return for its clients.

SUCH results are easily within reach of your store, and the manner in which Kelly Service would go about securing them for you can be learned simply by requesting the Kelly Service plans in detail, and accompanying the request with a statement as to the size of your stock.

The **T.K.KELLY**
SALES SYSTEM
MINNEAPOLIS