

SPRING BUYERS EDITION

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Fortieth Year

GRAND RAPIDS, WEDNESDAY, APRIL 18, 1923

Number 2065

## REMEMBER JIM?

Remember Jim? Remember him—  
Well, I should say I do.  
Remember—yes, a great success  
Jim made in business, too.  
Yet I'm afraid the wealth he made  
Some folks misunderstand;  
It wasn't stocks and city blocks  
And bank accounts and land.

Folks used to say Jim made things pay  
No other fellow could.  
Jim made a lot, yet never what  
Some people understood.  
For all the while Jim used to smile;  
He knew the worth of gold;  
And when he died I'm satisfied  
His wealth was never told.

He tried to hide his wealth, he tried  
To hide it day by day;  
'Twas not the gold from what he sold  
But what he gave away.  
Remember him? Yes, I knew Jim,  
I knew him thru and thru;  
And richer he, Jim, used to be,  
Than people ever knew.

And richer now; because, somehow,  
I know that, over there  
Where Jim has gone, the Lord looked on  
When Jim came up the stair.  
For, in his way, Jim day by day  
In life remembered Him;  
Now, when alone before the throne,  
Now Christ remembered Jim.



## NEW PROFITS FROM AN OLD STAPLE

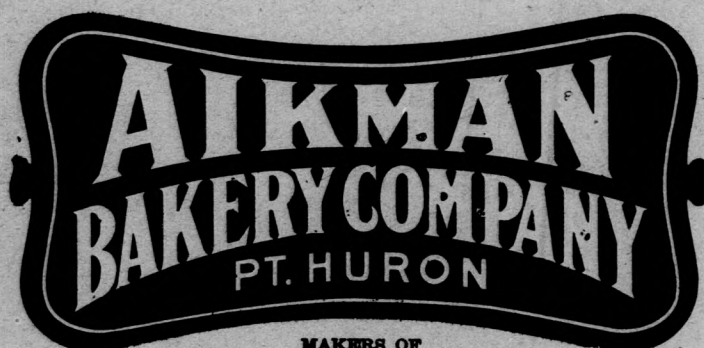
The new appeal, Yeast for constipation, is sending literally thousands of people to the grocery stores, and a large proportion are new customers.

Of course penny profits on yeast cakes do not in themselves spell riches; but nowadays the really live grocer asks only that prospects enter his store. The rest is comparatively easy. A cake of yeast leads to a loaf of Bread, a pound of butter, a dozen eggs. Be ready for the yeast-buyers we are sending your way. Among them you will find many new customers. Make them regular customers.

### THE FLEISCHMANN COMPANY

Fleischmann's Yeast

Fleischmann's Service



LONG ISLAND SANDWICH—Our Specialty  
Samples sent on request. Detroit Branch  
Phone—Melrose 6929 3705 St. Aubin Ave.  
Distributors and Salesmen wanted in open territory.

## 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

### 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.

# WHITE HOUSE COFFEE

1-3-5 lb CARTONS ONLY

The best high grade coffee  
sold by anybody-anywhere.

NEVER DISAPPOINTS

BOSTON DWINELL~WRIGHT CO. CHICAGO

## LEE & CADY—Detroit

Wholesale Distributors of  
Dwinell-Wright Co.'s Products

## When You Sell Shredded Wheat

you are supplying a demand we have created for  
you through advertising. We don't ask you to make  
new customers for

## Shredded Wheat Biscuit

Just keep a fresh stock in a nice, clean, dry place  
in your store and hand it out to those who ask for it.  
Shredded Wheat has survived all the ups and downs  
of public fancy and remains to-day the one great  
staple breakfast cereal, with a steady sale all the  
year round, at a good profit.

MADE ONLY BY

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





# MICHIGAN TRADESMAN

Fortieth Year

GRAND RAPIDS, WEDNESDAY, APRIL 18, 1923

Number 2065

## 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.

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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.

### SURPLUS NOT WANTED.

The returns from the income tax and the customs duties are running so much ahead of earlier estimates that it is quite probable that the Federal Treasury will be able to show a balanced budget at the end of the fiscal year on June 30. It is even predicted that at the end of the succeeding fiscal year the Treasury will have a comfortable surplus. All this, in so far as it reflects the return of prosperity to the country, is good news. Whether the Government's sources of revenue will prove as productive next year as they have during the past twelve months will depend, of course, on the degree to which the present favorable business conditions are maintained.

That they will do so is a consummation devoutly to be wished, but whether a Treasury surplus is desirable under existing conditions is another question. Surplus Government revenues represent moneys taken out of legitimate business channels where they are badly needed and either held as idle funds for a considerable period or else soon appropriated for more or less useless purposes, by a Congress which is tempted to extravagance as soon as it sees that the Government has more money than it knows what to do with. By the time that the next Congress convenes it will be possible to estimate pretty accurately whether present taxes are bringing in more revenue than the Government really needs. If this is found to be the case, business should be relieved of some of its present tax burdens.

### HIGH COLOR HOSIERY.

Jobbers who a week or so ago were content to pass up the high color end of the hosiery business in favor of sales direct from mills to retailer are now beginning to place some substantial orders for prompt delivery, sellers report. So far the volume of

this business is not large, but jobbers state that they now expect that the coming season will develop a high color market instead of a staple or novelty market. It is explained that by a novelty market is meant a market in which unusual constructions or striped or figured patterns are featured. These tendencies are not discernible to any extent in the present demand, which is for solid colors.

Although the manufacturers generally carry bright colored hosiery in their lines as staple numbers, it is expected that the situation will offer them an opportunity to cover losses sustained through the winter in silk goods. The mills are not prepared for any great rush of high color business, and, if the demand develops as predicted, it is believed that the necessary price advances can be put through without jeopardizing the market.

### KNITTED OUTERWEAR TRADE

There is little activity in the knitted outerwear market now. Jobbers have finished their fall buying for the present, and there is nothing about the present weather that would tend to induce replacements for spring. The retailers have not started to move out their early purchases yet, so they are naturally not yet ready to take in more, and the jobbers do not feel inclined to stock up beyond their present holdings until they see a turnover developing.

Mills are busy now working on bathing suits for 1924. It is expected that bathing suits lines will be opened in advance of the general outerwear market, advance showings for next season probably taking place some time late in May or early in June, depending upon the outlook for a large or small volume. Other outerwear lines for next spring will be opened in July, the sellers state. One of the factors of importance in the new lines is the price of raw materials.

### WANT WHEAT PRICES FIXED.

Reports from the Northwestern States indicate that numerous politicians are actively engaged in agitation among their farmer constituencies for the Government fixing of wheat prices. The unpropitious market outlook causes such a programme to have a wide appeal among the grain growers, especially among the smaller producers, who for several years have been exhibiting a fondness for radical agrarian movements of one sort and another. There is something in the recent decision of the Supreme Court in the District of Columbia minimum wage case that should give pause to the advocates of Government price fixing, but it will hardly do so. Regardless of one's views of merits or demerits of minimum wage legislation, the fact was very clearly brought out

in its recent decision that the Supreme Court does not favor anything that smacks of Government fixing of prices and may be counted on to hold such legislation by Congress unconstitutional.

### Standard Peas in Excessive Demand.

The demand for future standard grade peas of the 1923 pack has been far out of proportion to the demand for other grades. The larger canners have not sold their prospective output of the better grades or the extra standard and fancy qualities, and do not want any orders for standard grade unless accompanied by a fair proportion of extra standards and fancy qualities. However, straight cars of future standards still can be bought from some of the smaller canneries, but they are firmly holding at \$1.05 f. o. b. canneries for straight standards and will not sell for less.

The reason for this situation is that standard grades of peas is now selling for \$1.25 immediate delivery, and are hard to find even at that price. This price and this scarcity of spot standard peas is creating an abnormal demand for the grade for future delivery. This is the situation as to Wisconsin especially but is, I understand, applicable to New York state and other localities. Spot peas for prompt shipment are hard to find in Wisconsin for car lots and must be bought of the canners in less than carloads.

Spot canned corn is rapidly disappearing from first hands. Iowa reports that the supply in that state is reduced to 229,227 cases and Ohio reports that the supply in first hands is less than 250,000 cases as contrasted with more than double that quantity at this date last year.

The Iowa-Nebraska Canners' Association reports sales of the future or 1923 pack of canned corn aggregating 975,250 cases up to April 12, 1923. This is a much larger sale of futures than was recorded at this date last year.

The reduction obtained on canned foods to the Pacific Coast from Iowa, Illinois, Wisconsin and Central Western points, which recently went into effect, will bring back the patronage of the Pacific Coast to Western corn and pea canners, which had been diverted to Maryland and Eastern canners by the cheap water rate via Atlantic steamers and the Panama Canal, and buyers of the Western packed products should take that into consideration, both as to spot and future canned foods. John A. Lee.

Grand Rapids—The Paragon Basket Co., 1-3 Ionia avenue, South, has been incorporated to manufacture and sell at wholesale and retail, baskets, specialties, etc., with an authorized capital stock of \$50,000, all of which has been subscribed and paid in, \$875.04 in cash and \$49,124.96 in property.

### Lessons From Birthday Anniversaries.

Written for the Tradesman.

As we approach the 101st birthday anniversary of General U. S. Grant on April 27, we are confident that from current publications we shall learn new facts about him or obtain a clearer perception of his character and a greater appreciation of his services. It seems strange that as the time increases since the passing away of renowned men we should be able to learn more and more about them. Yet it is true. Their lives have ended here, but it will be a long time before it will be correct to write "finis" to their published history.

We have no fear that the future shall reveal anything to lessen our admiration for Ulysses S. Grant. Would we could say the same of all those whose names occupy honored places in history. But in the revelations which come, even after scores or hundreds of years, we discover that some have never been accorded the honors due them. Others have been credited for what these did. The disappointment we realize when we must revise our former estimation of certain ones is more than compensated by the added luster given the names of those who so long have failed to receive proper recognition.

In one of his brief speeches Gen. Grant disclaimed so great a share of credit for the success of the Union arms as was being accorded him. On May 17, 1877, the day he started on his trip around the world, to the distinguished men who gathered to bid him good bye, he said:

"I feel that the compliments you have showered upon me were not altogether deserved. As a general, your praises do not belong to me; as the executive of the nation they were not due to me. I selected my lieutenants when I was in both positions and they were men, I believe, who could have filled my place often better than I did. General Sherman could have taken my place as a soldier or in the civil office, and so could Sheridan and others I might name. I am sure if the country ever comes to this need again there will be men for the work; there will be men born for every emergency."

This modest attitude of Grant is all the more pleasing when contrasted with other presidents or generals who seemed not wise in selecting their "lieutenants" and who wanted all the honor for any good accomplished.

Contemplation of the character of good and great men and women as their birthday anniversaries recur reveal the debt we owe for much we now enjoy. We can make payments on that debt only by emulating their examples and striving to serve our fellows to the fullest extent of our ability.

E. E. Whitney.





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

### Barney says—

*I notice more mail orders going through the house every week until now we have a very large business on orders received direct from the customers by mail, and*

*By Golly—I guess this proves the consumers like our brands of goods.*

## WORDEN GROCER COMPANY

GRAND RAPIDS  
KALAMAZOO—LANSING—BATTLE CREEK

THE PROMPT SHIPPERS

## Unusual Developments of interest to The Merchandise Shipper, Jobber or Broker

We rent and lease storage space in the finest warehouse in the State

1st. Fireproof—Steel and cement construction—low fire rates.

2nd. Location—Within 3 blocks of center of town.

3rd. Haulage—Trucks at your disposal.

We can arrange any size space the jobber may desire—part carload or 25 carloads. Elevator service in all buildings, which total nearly a quarter of a million square feet of surface.

Negotiable warehouse receipts are offered to our tenants on merchandise stored, which is a very valuable adjunct.

### RICHARDS STORAGE CO.

Ionia, Michigan and Ottawa

Grand Rapids, Mich.

Telephone—Citizens 66178—Bell Main 119

## Grocers, Attention!

### If you are not selling Best Ever Laundry Tablets

you are neglecting one of the best and most profitable sellers. They hold their customers well. The merit of this product is unquestioned. "You can tell the world they are the Best Ever" is what your customers will tell you.

We are planning an immediate extensive advertising campaign that will bring you results.

We have recently standardized on the 25c package, two dozen to a case. Get in touch with your jobber for a supply. We guarantee your money back if they do not turn over satisfactorily.

Eventually every jobber and dealer will handle "Best Ever." Why not now?

### BEST EVER PRODUCTS CO.

GRAND RAPIDS,

MICHIGAN



# Make Your Windows Pay You Cash!



## Heddon Window Display Contest

### The Heddon Chart of Scientific Bait Selection

WITHOUT doubt or question, the most active sales-builder ever put behind a fishing tackle stock.

Nothing ever before devised to equal its interest and helpful information to your angling trade.

Shows for the first time absolutely authentic pictures in full life colors of principal species of fish taken by bait casting, with their correct scientific and local names and positive marks of identification.

Also displays in actual colors the first choice baits for most effective fishing—this choice backed by the authority of the Heddon factory's twenty years of specialized observation and study of bait casting science.

Sends the angler into your store with his mind ripe, not for one bait, but a selection. Makes your sale bigger and easier—and sends the buyer out with confidence in his purchase and in you.

*Opens May 1—Closes Midnight, Sept. 30*

USE the coupon below (or write a letter) as an informal entry into this fairest and widest open of contests. There's nothing to buy, no string of annoying restrictions, no obligations. The coupon brings you full detailed suggestions and the wonderful Heddon Free Display Charts of Fish and Scientific Bait Selection. Just build up the most effective tackle display that you can devise around these charts. That's the only condition.

Your window display centered around these charts should net the biggest return in direct sales ever realized from a tackle display and your originality and taste in presentation run a big

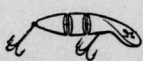
chance of winning you welcome extra cash and publicity besides.

Make up your mind to go into it—for the direct sales results, for the prize and for the credit of winning. Try as many times as you like.

**Sporting Goods Journal of Chicago will be sole judge and will publish photographs of best windows as well as prize winners.**

Prizes can go to store or to individual, and size of store makes no difference. Winners will be judged on attractiveness, sales-force, originality. Get your thinking cap on and while waiting for the coupon to bring the details, suggestions and free Heddon Displays, plan out a novel, striking window effect that will put your store in the spotlight—nationally as well as locally.

No risk—so send the coupon on its way today.



How about samples and stock orders on the Heddon Game Fisher, the flexible, triple-acting miracle of action baits, and the wonderful Heddon-Stanley Weedless Pork-Rind Minnow? Ready now.



James Heddon's Sons, 212 West St., Dowagiac, Mich.  
**Heddon Fishing Tackle**  
 "Heddon Made—Well Made"

Wm. Croft & Sons, Ltd., Toronto, Can., Sole Canadian Representatives

James Heddon's Sons, Dowagiac, Mich. N. H. B.  
 Please enter this store in your Free Cash Prize Window Contest. Forward free displays and details.  
 Firm Name .....  
 Street .....  
 City and State .....  
 Name of Window Dresser .....

Saw your ad in the Michigan Tradesman.



**MOVEMENT OF MERCHANTS.**

Ida—The Robert Hixon Lumber Co. succeeds the Ida Lumber Co.

Olivet—J. W. Cambell succeeds Newland & Campbell in the grocery business.

New Era—J. Vander Wall & Co. succeeds John Westing & Co. in general trade.

Cadillac—The J. B. Wagner Lumber Co. succeeds Abbott & Wagner in business.

Adrian—The Robert Hixon Lumber Co. succeeds the Adrian Lumber & Supply Co.

Sheridan—C. W. DeHart has opened a meat market in connection with his grocery store.

Ovid—The State Savings Bank has moved into its new bank building and is now open for business.

Bay City—Malcolm W. McLeod, grocer here for many years, died at his home April 11, aged 63 years.

Jasper—The Robert Hixon Lumber Co. has purchased the business and stock of the Jasper Lumber & Supply Co.

Croswell—R. A. Turill, formerly engaged in the drug business at Coleman, has engaged in the same line of business here.

Cambria—George Coffman has sold his grocery stock and meat market to George Zeiter Jr., of Reading, who has taken possession.

Freeport—Fire damaged the store building and grocery stock of Fred E. Brunner, April 13, causing an estimated loss of about \$1,000.

Battle Creek—Edward Cassidy, grocer at 327 North Kendall street, is closing out his stock at special sale and will retire from trade.

Yale—D. M. Davis has sold his furniture and undertaking stock to E. S. Bankert, recently of Willington, who will continue the business.

Howell—Hennessey & Burden have sold their drug stock and store fixtures to P. J. Baldwin, recently of Durand, who will continue the business.

Gwinn—Matt Kampainen, recently of Chatham, is arranging to erect a store building in which he will open a co-operative store about July 20.

Belding—Frank D. Lincoln, dealer in women's ready-to-wear garments, dry goods, etc., died at his home as the result of a stroke of paralysis.

Athens—A lamp in the general store of I. N. Cobb, at Pine Creek, exploded, setting fire to the building and destroying it and the contents.

Seney—P. M. Stillman & Co., dealers in general merchandise, are remodeling their store building adding considerable much needed floor space.

Lansing—Lee Redmond has purchased Mack's restaurant, 124 East Allegan street and will continue the business under the style of the Allegan.

Detroit—The Raymour Lumber Co., has been incorporated with an authorized capital stock of \$60,000, \$1,000 of which has been subscribed and paid in in cash.

Middleville—Frank Fabiano and John Spagnola, recently of Hastings, have opened a confectionery, ice cream, fruit and cigar store in the Davis building.

Nashville—Harry G. Hale, pioneer druggist of this place and Mrs. Flor-

ence Jurgensen, of Woodland, were married April 9, at the home of E. A. Hannemann.

L'Anse—Thomas Boivin has remodeled the Smith residence into a hotel and leased it to Andrew Wilson, of Iron Mountain, who will open it to the public May 1.

Freesoil—J. W. Bennett & Son have taken over the general stock of H. O. Howard and consolidated it with their stock of general merchandise, hardware, implements, etc.

Detroit—The Orion Shoppe Brick Co., 2436 14th Avenue, has been incorporated with an authorized capital stock of \$50,000, \$10,000 of which has been subscribed and paid in in cash.

Riverside—Tucker Bros. have installed a large refrigerator in their store which will enable them to save many dollars worth of butter, milk, fruit, etc., during the summer months.

Lake Odessa—The Lake Odessa Silver Black Fox Co. has been incorporated with an authorized capital stock of \$30,000, \$20,000 of which has been subscribed and paid in in property.

Somerset Center—Bernard Phillips has purchased the general merchandise stock of Somerset Center Co-Operative Association and will continue the business under his own name.

Alto—Otto D. Dygert is remodeling the upper floor of his store building and will occupy it with his stock of wall paper, paints, etc., thus giving more floor space to his drug stock on the first floor.

Grand Rapids—The Schulte Co., Ltd., of New York, N. Y., conducting a chain of cigar stores in the leading cities of the United States, has opened a store at the corner of Monroe and Michigan streets.

Kalamazoo—John F. Muffley, shoe dealer for the past 35 years, has sold his stock, store fixtures and lease at 132 South Burdick street to Fred A. Appeldoorn's Sons & Co., who has taken possession.

Nashville—E. Smead & Son have leased the Hurd store and will occupy it with their stock of bazaar goods which they have removed from Bellevue, where they conducted a bazaar store for some time.

Grand Rapids—The G. S. H. Specialty Company, 253 Houseman building, has been incorporated with an authorized capital stock of \$15,000, of which amount \$9,000 has been subscribed and paid in in cash.

Hillsdale—E. V. Veeder and Carl May have severed their connection with the Hillsdale Merchandise Co. and purchased the interest of Mrs. C. S. Veeder in the Veeder Broom Co. and will continue the business under the same style.

Kalamazoo—C. O. Towles and Harold Henshaw have formed a co-partnership and engaged in the camera, photographic supplies, stationery, picture frames, art goods, etc., business at 318 West Main street under the style of the Kalamazoo Camera & Art Shop.

Detroit—The Wm. P. Ternes Co., 12th and Henkel streets, has merged its lumber, fuel, builders' supplies, etc., business into a stock company under the same style, with an authorized

capital stock of \$500,000, all of which has been subscribed and paid in, \$9,696.22 in cash and \$490,303.78 in property.

Dublin—Robert J. Fuchs has sold his store building and stock of general merchandise, shoes, etc., to W. A. Seaman, superintendent for the R. G. Peters Lumber Co., for the past 18 years, who will continue the business under his own name.

Jackson—The Schulte Co., Ltd., of New York City, conducting a chain of cigar stores in many cities, has opened a similar store here at the corner of Main and Mechanic streets, under the management of W. F. Schultz and G. V. Finkell.

Lansing—G. Harrison, new proprietor of the Koffee Kup restaurant, 104 North Washington avenue, is remodeling and enlarging the exterior and interior, installing new modern fixtures, redecorating, etc., as well as installing a complete ventilating system.

Tecumseh—R. S. Moore, local fuel and lumber dealer, has purchased the fuel and lumber business of W. C. Eldred, of Britton, and will continue the business as a branch, under the management of Charles Brown, who has acted in that capacity a long time.

Detroit—The W. J. Jones Auto Co., 7420 Woodward avenue, has been incorporated to deal in autos, auto accessories, supplies and parts, with an authorized capital stock of \$3,000, all of which has been subscribed and paid in, \$800 in cash and \$2,200 in property.

Dowagiac—Burget L. Dewey, one of the founders of the store bearing his name, is this month celebrating his fiftieth anniversary in business here. The firm was established Dewey, Defendorf & Lyle. Daniel Lyle is dead and Mr. Dewey purchased the interests of Marvin Defendorf in 1896.

Detroit—C. N. Grandstaff & Son, 2501-3 Grand River avenue, West, have merged their clothing, men's furnishings, etc., business into a stock company under the style of the C. N. Grandstaff & Sons Co., with an authorized capital stock of \$100,000, of which amount \$30,000 has been subscribed and paid in, \$3,064.31 in cash and \$26,935.69 in property.

Ionia—Rudolph Johnson, grocer, was called from behind his counter to look into the muzzle of a revolver and while his hands were up the thug took the contents of the cash drawer and made his escape. About \$25 in cash and about \$70 in checks was taken.

Evart—The J. W. Produce Co. has changed its name to the Evart Produce Co. and increased its capitalization. J. W. Davis will continue as active manager of the business.

Albion—George VerValin, 88 years old, resident of Albion many years, is dead after being confined to his bed for six weeks. He was born in New York state and came to Michigan in 1854, settling in Jackson county. For a number of years he ran a stage from Jackson to Hillsdale before the Fort Wayne branch of the New York Central Railroad was built. Later he became connected with the Albion Milling Co., for which he was a grain buyer twenty years. For the last two years he had been deaf and blind.

Albion—Nearly 250 farmers, stockholders of the Albion Farmers' Elevator Co. have ratified the action of the board of directors to turn the assets of the company over to the creditors. It was decided, however, first to try to raise \$30,000 worth of new stock to tide the company over its final crisis. The State Farm Bureau will send expert solicitors to help raise the amount. Should the scheme prove unsuccessful the business will be sold or will be operated by the trustees. Charles W. Dart and Herbert G. Bliss, of this city, and C. H. Billings, of Marshall.

Bridgeport—The general store of James P. Kelemen has been closed on a circuit court order following an execution against Charles E. Allgeo obtained by the Schust Co. and other creditors of Mr. Allgeo, who sold out a year ago to Mr. Kelemen. The creditors were unable to obtain satisfaction from Allgeo, who has left the state, it is claimed, so asked a levy on the stock he formerly owned. Kelemen, it is said, will fight the case, holding that the stock he purchased from Allgeo has long since been disposed of and that he cannot be held liable for Allgeo's debts.

**Manufacturing Matters.**

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

Galien—The Galien Concrete Tile Co. has increased its capital stock from \$5,000 to \$20,000.

Grand Rapids—The Furniture Studios, Inc., has increased its capital stock from \$150,000 to \$300,000.

Benton Harbor—The Riverside Fruit Package Co. has increased its capital stock from \$7,000 to \$25,000.

Saginaw—The Lund Furniture Co., Park and Atwater streets, has changed its name to the Saginaw Furniture Shops.

Flint—Fire damaged the bakery of Frank Jordan, 1602 Industrial street, to the extent of several thousand dollars.

Detroit—The Auto Safety Signal Co., 5043 Allendale avenue, has increased its capital stock from \$3,000 to \$50,000.

Fowler—Bernard N. Martin has sold his bakery to D. W. Ford, recently of Elsie, who has taken possession.

Detroit—The Duplex Machine & Tool Co., 6316 Jefferson avenue, has increased its capital stock from \$20,000 to \$100,000.

Litchfield—The Litchfield Dairy Association has increased its capital stock and is erecting a modern creamery at an estimated cost of \$25,000.

Pittsford—Ray Huff and Elmer Raymond, proprietors of the Pittsford Milling Co., have sold it to a stock company who will continue the business under the same style. Ray Huff will continue as manager.

Howell—Ford Johnson, son of E. K. Johnson, Howell druggist and formerly associated with his father in business here, has leased the H. L. Williams building on Michigan avenue, now occupied by the Filkins & Moon electric shop and will move his creamery business from Lansing to Howell.



## Essential Features of the Grocery Staples.

Stiffening prices continue the rule in the grocery field, the advances of the past sixty days having been comprehensive as regards item affected and pronounced as to degree in many instances. Whereas the year opened with a condition akin to weakness in quotations in many parts of the food products field this has at this time been almost entirely dissipated.

The volume of business continues to increase, although the peak has not been reached as yet. Backward weather with its retarding influence upon farm operations has been one factor in producing the delay and it is but a question of a few days at most before the full swing of spring food business will be felt.

With the warm weather will naturally come demand for many kinds of merchandise the sale of which is either limited or non-existent during the cooler portion of the year. It is none too early for grocers to be looking ahead to the demand for such things as fly paper and swatters, summer drinks, luncheon and picnic wares, fruit jars, Paris green, olives and dozens of other goods the call for which comes with the appearance of warm weather.

**Sugar**—The market is excited and higher. Local jobbers hold cane granulated at 9.90c and beet granulated at 9.80c.

**Tea**—The demand during the week has been about as usual for the season. A steady trade is doing every day, all orders being small and moderate, however. Ceylons, Indias and Javas are still quite strong and showing an upward tendency. The balance of the list shows no change, but strong undertone.

**Coffee**—The market for all grades of Rio and Santos has shown a still further decline during the week. It probably amounts to  $\frac{1}{2}$ c on coffee sold green and in a large way, but on the jobbing market for roasted coffee there is practically no change, as the jobbers are working on their previously bought supplies. The cause of the slump in this country is the weak condition of the market in Brazil. Milds are also somewhat weak and soft on account of the light demand. The market on green milds sold in a large way is a substantial fraction lower than last week. The mild coffee market is to-day a buyer's market.

**Canned Fruits**—Jobbing calls for spot and Coast standard peaches are not numerous nor for large blocks. Complete enough assortments are held to take care of local wants and there is no disposition to average down early purchases nor to take goods now for future use on the prospect of a higher replacement later on with new packs. Choice and extras are firm but quiet. Apricots are without any especial demand. Pears are firm and not freely offered. Pineapple would sell much more freely if it could be had but it is scarce in all grades. Apples are steady but are in only routine demand.

**Canned Vegetables**—As the year progresses a more defined sentiment is developing in the canned food dis-

tributing trade that the canning season is one which requires extreme caution in contracting ahead on the basis of prices as outlined by canners figured upon what now appears to be narrow margins of profit for the packers. Distributors do not question but what canners in most instances are figuring as close as they can to actual costs but latitude for doubt is created by the possibility that canning crops at time of production may be considerably cheaper than the contract prices now being made. A surplus of raw material, lower prices and numerous canneries in all producing sections may lead to greatly increased production over 1922. That sentiment, prevailing locally as well as in other markets, has been a heavy handicap to future trading. Canners have shown no weakness in their future offerings in order to start buying and frequently point out examples of what has been done in the way of trading so far. California asparagus, for instance, despite the high opening range, was well taken. California spinach which was figured as a big pack which did not warrant early prices has proved to be a much shorter yield than anticipated and already predictions are made that premiums will be paid by the tardy buyers. Southern spinach in sympathy is firmer also. A third example are peas. The large part of the coming Wisconsin and New York crops is under contract and the outlook now is favorable to both canner and buyer. Old crop is well cleaned up and will likely be a thing of the past when new goods arrive. Other instances might be cited but these three items are most frequently mentioned. Canners regard them as typical of the way the season will work out but the buying element thinks that it takes more than one swallow to make a summer. Vegetables as a class were dull on the spot all of last week. Stocks are being gradually reduced but there is a lack of the usual jobbing demand for future use. Tomatoes are steady for old packs at going prices with only fair business passing. Futures are not selling freely. Corn is quiet in both spot and future standards. Cut string beans and asparagus tips are wanted.

**Canned Fish**—Sardines of all types are taken as they are needed in jobbing lots for immediate resale. Maine offerings are broken as to assortments and are either entirely out or scarce in most packs. California fish is no more than steady. Pink salmon sells better than any other grade of Alaska fish. There is little competition in that field as chums are almost out and medium reds are neglected. Reds drag heavily and are in buyers' favor. Chinooks of the better grades are offered in small blocks in a resale way. Lobster prices may not be named for another month. A \$4.25 basis at least is expected owing to the scarcity of stock and the wide demand from domestic and export traders. Spot lobster is scarce as is crab meat. Many packers of the latter product are delaying their opening prices so as to get a line on what lobster canners will do. Large sized shrimp are scarce but smaller runs

are plentiful as they are not wanted in large blocks.

**Dried Fruit**—Retail distribution in prunes is not extensive enough to counteract the dullness in jobbing circles and Coast conditions ruled unchanged. Some export buying was reported in California for the larger sizes. Future prunes so far have been ignored. Raisins have held steady but have not been spectacular. Jobbing stocks necessitate fair trading but there is no speculative demand for Coast goods. Postings indicate the prospect of a similar flurry in Muscats to that in Thompsons. Full standard Muscate are held with more confidence in the West. Sultanias in California are not freely offered. Apricots are uncertain on average packs. There is a desire to sell, but buying interest is moderate. Future apricots are offered by a few factors but are as unfavorably regarded as prunes. Lake county pears are in buyers' favor but are neglected. Peaches are also easy in tone. No improvement in currants has occurred. Citron is firm here in sympathy with the market abroad.

**Syrup and Molasses**—The demand for good grocery grades of molasses is quite good for the season. Prices show no change for the week. Sugar syrups are in fair demand for export, as well as for home trade. Prices are steady, without change. Compound syrup has advanced somewhat and is steady to firm at the advance, which is only fractional. The demand is fair.

**Beans and Peas**—The demand for practically all varieties of white beans is very dull and this is having its effect on prices. Values have been unsettled on account of dullness. Marrows, however, are fairly steady at unchanged prices, but pea beans are considerably weaker and are offered largely at declined price. Red kidneys are also weak and draggy and so are white kidneys. California limas are also no more than steady, if they are that. Green and Scotch peas are also very dull, with the market in buyer's favor.

**Cheese**—The consumptive demand for old cheese is fair. Stocks of fancy old cheese are very light and the market is firm on the present basis of quotations. Fresh-made cheese is very plentiful and stocks are accumulating at prices ruling considerably under the price of old cheese.

**Rice**—While supplies on the spot are less than normal and while conditions at primary point are favorable there is no disposition among any class of distributors to trade freely. The demand in the South from domestic and export outlets is also moderate. Foreign rice is firm and in light supply for immediate delivery or for arrival in the near future.

**Provisions**—Everything in the smoked meat line remains steady at unchanged prices, with a very light consumptive demand. Both pure lard and lard substitutes are very quiet. Canned meats, barreled pork and dried beef are in slow sale at prices ranging about the same as last week.

**Salt Fish**—The demand for mackerel is very quiet, but this has not resulted in any appreciable slump in prices, although if the present dullness

continues, undoubtedly there will be concessions a little later. Prices are now about unchanged.

## Advisable To Amply Cover Trade Requirements.

Written for the Tradesman.

Some very pessimistic crop reports are being sent out from various sections of the country concerning the outlook for the 1923 crop of wheat, both spring and winter.

Advices from many districts in the Northwest are rather alarming. Wheat seeding, for instance, in North Dakota should have been underway by the 10th of April. Instead, they had snow and freezing weather and conditions out there are still very unsatisfactory. The same condition applies to the Canadian Northwest and to Minnesota.

Late sown wheat, as a general thing, has not proven a good yielder, and many statisticians are predicting a smaller crop than was harvested last year, suggesting that higher prices are almost a certainty.

A report from Grand Island, Nebraska, reads as follows: "Covered lot of dry territory in Kansas and Nebraska and must say have never seen a similar condition in all the years that I have been making this territory. In Kansas there are five million acres that are perfectly bare, and don't think this bare territory will make much wheat. It looks like one hundred million bushels for Kansas would be outside figures. Western Nebraska exactly in the same condition."

Of course, the trade must bear in mind we always have more or less of these reports. Nevertheless, indications are that a smaller crop of wheat from the West will be harvested this year than last.

Conditions in Ohio, Indiana and Illinois have not been any too favorable. Wheat has had very little protection and they have a great deal of thawing and freezing weather. The Michigan situation is somewhat different; have had considerable snow and the growing wheat has been pretty well protected; indications are for as good a crop as last year.

With the high price of mill feed and the probability of a decline—in fact, this is almost a certainty—flour appears to be excellent property, and we believe it is advisable to amply cover trade requirements.

Lloyd E. Smith.

## Now Located in Grand Rapids.

Jay A. Worden, who has been manufacturing and marketing laundry tablets at Petoskey for the past year under the style of the Best Ever Products Co., has removed to this city and located at the corner of Wealthy street and South Division avenue. The goods will be manufactured at another location in the city. Mr. Worden will market his product through the jobbing trade.

**Bangor**—The Bangor Packing Corporation has been incorporated with an authorized capital stock of \$235,000 common and \$115,000 preferred, of which amount \$156,000 has been subscribed and \$66,300 paid in property.





### Marking Time With Well Shod Feet.

Women at this season of the year are filled with impatience, the winter wardrobe is passe and on days which offer no little hope and hint of a swiftly approaching spring, they look somber, even shabby. Still it is a little early for a complete spring costume so the clever woman arranges a compromise in the form of a hat, new gloves and new shoes.

Styles are offered by the merchant, but established by the public and the pre-Easter sales are watched with an eagle eye, as they indicate much and enable the skillful retail buyer to go ahead on novelties or re-orders with an easier mind.

Several models thought highly radical a month ago have already gained popular favor, among them being the colored leather shoe, usually fashioned on a sandal last, the heels being high or low as the case may be. It was thought that these shoes might be worn in town, but even the best readers of the future did not think that they would appear in such numbers on the avenue before the Easter parade.

During the past two weeks there has been a falling off in the oxford shoe showing a slashed top, but novelties adapted from this model are offered and are apparently well liked.

The patent shoe trimmed with row upon row of soutache braid is still in demand, but the model showing merely the toe piped with several rows of the braid, which appears again on the heel, the shank section being of a contrasting leather, is a newer effect.

Simple slender vamp pumps with intricate strappings which remain pumps and do not in any way follow sandal lines are particularly pleasing models for early spring and the model which shows a cut-out saddle and front strap in a color contrasting to the shoe itself is excellent.

Shades of brown were in big demand during the months of January and February, but with the coming of March popular taste swung to effects in gray, the shades ranging from a pearl to regulation London smoke or taupe. Both suede and kid are used and many of the smartest models are decorated with dashing touches of black, a trimming which makes either a gray or a sheer black stocking good taste.

The so-called Egyptian sandals are perfectly possible smart shoes for general town wear, particularly when they are developed in tan, gray or patent leather, the black satin models are truly charming and we shall soon know if these new sandals will be as generally popular as the "Sally" and its variations.

Perhaps the leader among the Egyptian sandals is the effect which

is fashioned with a round toe, a wide cut-out strap set across the vamp and a wide front strap ending in a point and slipping through the ankle strap. The heel is usually of the box type and the whole shoe is substantially built even if entirely cut away in the shank.

A very graceful and slender sandal which appeared this week is a more conservative affair. The vamp shows three cut-outs, one at each side and one directly below the vamp throat. The shoe is cut to the sole on the sides and a particularly slender front strap slips through that, encircling the ankle. The heel is a full Spanish model and the shoe has an air of sophistication which is decidedly deliberate and modern.

No little popularity is coming the way of the pump which shows a broad saddle strap in a contrasting leather decorated with an ornate buckle in cut steel. The heel is a full Spanish and the model is an excellent one to offer the woman who wishes a novel form of footgear that is not cut out.

It is interesting to observe how slender and youthful in appearance all the models for spring are in spite of the fact that they are highly colored, have decidedly decorative values and are elaborately strapped and trimmed.

This means that the basic plan is good, the last well shaped and balanced; when these have been accomplished trimming may be applied with no uncertain hand for the lines of the shoes are artistic, they are built to fit the foot to perfection and will ensure a long life for the shoe, for they will not run over, stretch out or generally become less shapely in a short time.

If the tomb of a young Egyptian had not been opened would we perhaps have reverted to styles slightly Mid-Victorian? It is thought that this might have been the case because many of the designers were eager for just such a revolt in dress and had already offered styles on this order. For those who will wear them this season in preference to the Egyptian effects there are artfully planned one-strap pumps, pumps cut out on the sides in almost childish effect, which when fashioned of satin make a perfect finish to the Victorian frock with a full round skirt.

Colors reign supreme and black with a touch of scarlet or emerald green is immensely smart. This week brings into prominence, beside the new sandals, many new models of the highly practical sort, given a style flip by being fashioned in unusual or contrasting colors.

Andrew Alexander is featuring a splendid walking pump in a gray buckskin decorated with a broad saddle strap of black patent leather and with

## Herold-Bertsch Shoes

Michigan  Made



### Style for Spring

In this Men's good-looking Mahogany Stitched Oxford, H-B Kangaroo upper, single sole, Wingfoot heel, Broguish style No. 952 should be in your stock and in your windows.

ORDER NOW.

### Feature H-B Oxfords for \$5 to \$6 Leaders

Herold-Bertsch black and brown oxfords for men and boys include the latest styles made in the standard H-B workmanship of all good leather. You can feature these oxfords at \$5 to \$6 at a fine profit.

Write us TODAY.

HEROLD-BERTSCH SHOE CO., GRAND RAPIDS

## Corduroy Cords



The FIRST BIG IMPROVEMENT IN TIRE CONSTRUCTION IN TEN YEARS  
**SIDEWALL PROTECTION**

Made in Grand Rapids

Sold Everywhere

**CORDUROY TIRE CO.**  
GRAND RAPIDS, MICH.



a buckle of gray. The heel is a military.

J. & T. Cousins call the shade of red they use for a new sandal pump "Sheba." A shoe in this color with a full Spanish heel shows an open work saddle strap effect and a particularly narrow front strap slipped through and encircling the ankle. A pump in black satin shows a double ankle strap slipped through the front strap, and a cut-out vamp.

Andrew Geller offers a real novelty in media if not in cut: for his Egyptian sandal of the sort fashioned with a box heel, round toe, wide vamp and front strap now appears in shining emerald green patent leather bound with self colored gros grain silk. This is indeed an artistic departure and the shop reports that it is already popular.

A pump in black patent leather shows the vamp and heel section trimmed with rows of fawn colored soutache braid the quarter being of fawn colored suede cut out and equipped with ankle strap. This shop has done an excellent business in models trimmed with soutache which they were among the first to show.

Few more graceful and pleasing models have been offered than a new Parfait pump featured by Franklin Simon & Co. It is shown in such high shades as scarlet and green and in beige, gray or black with applique in contrasting colors. The last is a slender one, the vamp showing four triangular cut-outs. The slender front strap separates into three at the throat vamp and is overlaid. Three triangular cut-outs decorate the sides and here we find the three over-lay straps repeated running into a slip-through ankle strap buckled on one side.

A smart and novel cut-out pump shows a vamp of black patent leather with gray suede forming a saddle-strap effect running up in five short straps to form a front cut-out section; the last one buckles on the side where it joins the gray suede quarter.

In the matter of shoes and how they shall be worn and when, it may be said that man proposes and woman disposes. The demand for the colored leather shoes was promoted by the interest in costumes in prints and vivid colors; perhaps this will come later, but at present it is the all black costume which is given a decidedly dashing air by the wearing of colored shoes, Cardinal scarlet being the favorite color, with royal blue next.

While lunching at the Plaza this week I saw an exceptionally smart costume which consisted of a black flat crepe gown and wrap, a great black hat and cut-out box heel sandals in scarlet worn over extremely sheer black silk stockings. The effect was charming and one at once realized the good judgment shown by choosing black stockings. Naturally, red would be too showy for town and a contrast would have thrown the entire color scheme out of harmony.

Another woman also wearing an all black frock repeated the color note of her scarlet flower turban with cut-out pumps of leather in the same shade. The pump was the model now being shown by Lord & Taylor; it has a cutout vamp, a particularly nar-

row front strap and high Spanish heel.  
Lenore McDougall.

#### New Hotel Needed in Bangor.

Bangor, April 17—The Bangor Chamber of Commerce has requested me to write you concerning our hotel situation, in hopes that you can give it some publicity through the Tradesman, and possibly assist us out of our dilemma.

We are about to lose our hotel, the old Sebring House which has been in operation more than fifty years. An oil company has purchased the building and site and the building will be wrecked in May. An oil station will be erected on the site.

We have a good, live business town of 1,250 population, situated on the main line of the Chicago-Grand Rapids division of the P. M. Railway.

We must have a new hotel and we want to interest some good responsible man who will build and operate the hotel in Bangor. The hotel business in this town has always paid well, even though conducted for so many years in an old fire-trap.

Bangor has a live Chamber of Commerce and it is anxious to get back of a new hotel proposition and assist in its development. Several excellent sites are available.

We write you in hopes that you can spread information of our wants about and possibly interest the right party in our behalf.

Lynn J. Lewis,  
President Chamber of Commerce.

#### Daylight Saving and Farmers.

Marshall, April 17—If moving the city clocks ahead in the Summer months was a thing that affected only city people, it would be a harmless fad, and nobody could do much more than laugh at the idea that we must hypnotize ourselves in order to get up an hour earlier these beautiful Spring and Summer days by moving the hands of our clocks ahead. There is, however, a very serious side to the subject. Probably this "daytime saving" fad has such a hold that it will be difficult to dislodge it. It is creating conditions in agriculture in this State that are very discouraging. Farm labor is almost impossible to secure at prices lower than city labor, and paying a dollar an hour for labor is impossible for a farmer at present prices for his products. Added to this, he must give an hour more time to city people's food service without pay. He will not do it. I look for a growing scarcity of food products from farms as long as this fool idea holds on.

Mark G. Dubois.

#### Lansing Grocers To Entertain Other Dealers.

Lansing, April 17—Members of the Lansing Retail Grocers' and Meat Dealers' Association will be hosts to all the retail grocers and meat dealers of the city at a big get-together meeting which will probably be held April 24, the date of the next regular meeting, it was decided at the semi-monthly meeting of the organization.

The members who were present Tuesday are to act as a committee of the whole to complete details for the big meeting which will probably be held at the Chamber of Commerce dining room.

The Association adopted a resolution commending those shops and other business men's clubs of the city for the stand taken in expressing themselves in favor of adopting Eastern standard time for the summer months. It was agreed, however, that the organization would not petition the city council to declare for it.

A store does not acquire popularity by being insistent that customers buy whether they are suited or not, whether they want to buy or not.

J. D. Erskine, dealer in general merchandise at Allenville, has renewed his subscription to the Tradesman for the 24th year.

## Rouge Rex More Mileage Shoes



Double Tanned  
Double Wear

### The Plow Boy

High enough to keep  
out the dirt and low  
enough for coolness.

Wears 1,000 Miles  
and Stays Soft  
Rain or Shine

Good farmers everywhere  
know this shoe and  
demand it.

Over thirty inquiries in two days on  
this one shoe.

NOW

Mr. Shoe Merchant, cash in on

## Rouge Rex Shoes

They are Go Getters.

### Read This Letter:

Hirth-Krause Co.,  
16-20 Ionia Ave., S. W.,  
Grand Rapids, Michigan.

Gentlemen:

I am enclosing check for \$100.00. Sales have started, and it sure does me good to hear them praise your shoes. The man who just left with a pair of No. 446 said, "I know of about six fellows who have this same shoe and have worn them almost a year."

Tuesday, Mr. Mc Curdy got his second pair of No. 401. Two years this June he bought the ones he had on. I had half-soled them four times. Mr. Caldwell came in and pulled off his rubbers and said, "Look at those. Bought them last summer and they are good for this, and not a cent put into them either." They are No. 446.

Ray, who had a pair of them, had me put on a sole while new. Three weeks ago I put on a new pair of taps. He got them last haying time, and wore them all winter. Wouldn't that make a man feel good.

An agent for a Milwaukee Manufacturer came in and tried to interest me. For every pair he brought out, I pulled a like shoe down. I told him that Hirth-Krause shoes could not be beat. He seemed peeved. I have also had letters from other manufacturers, but I cannot see where they can beat our line for the money.

As to the wearing qualities of 6404 and 6504, I have had several parents speak of them lately; and that is the kind of shoes I want. One or two complaints or knocks does lots of harm, but the ones that repeat and send in their neighbors are the ones I want.

Will probably send another check in a week or ten days.

Signed, F. E. BALDWIN.

We have many more such letters.

We are the largest tanners of horsehides for work shoes in the country.

We make a Rouge Rex work shoe for every purpose.

They are Grief Defying.

We will have a flyer out in a few days. Look it over carefully.

We are this day replying to the above inquiries, so get in your order that you may NOT lose sales on shoes that our ads have already sold for you.

## HIRTH-KRAUSE CO.

From Hide to you.

Shoe Mfgs. and Tanners

Grand Rapids, Mich.



## IN NORMAL CHANNELS AGAIN

There are always those who try to study existing conditions by the light of experience. Such persons are now finding certain circumstances which parallel those attending the inflation period that followed so soon after the slump succeeding the armistice. The rise in the prices of raw materials and the general advances of wages, accompanied by corresponding increases in the prices of finished products, are only the more obvious of these. Nor should it be forgotten that the bases from which advances are now being made were higher than those at which the former boom started, and that the slump did not affect all things. Rents and certain necessary foodstuffs more than held their own through the deflation period, and they have certainly shown no recession since. Another feature that marked the inflation of a few years ago is also beginning to show itself, and that is the swelling of the capital account of concerns in order to provide against higher levels of value and for betterments. While these higher levels promise to be merely temporary, the stock increases are a permanent addition to the amount on which interest charges are to be figured, which charges, in turn, must be reflected in the higher prices of the finished products. While it has not been uncommon for concerns to capitalize on the basis of their most prosperous years, it cannot be said to be commendable either from the standpoint of prudence or that of experience.

But the period of inflation now under way fails to be a complete parallel to the former one. It lacks especially the great element of speculation which was the principal factor in the prior boom. Then it was possible "to begin with a shoe string and end in a failure for a million dollars." In silk and fur and many other lines such things happened. Dealers forced prices up by bidding against one another, fearing they would not be able to get enough to supply a demand which never came. The spirit of exaggeration was everywhere. Orders put in were for quantities many times what were required or what producers could supply. Intermediaries without experience took profits on goods they never saw or handled and, in instances, which they would not have been able to recognize if they saw them. The consumer upon whom finally, the whole business structure rests, was never considered. When the orgy ended by a boycott of buying on the part of the general public there was a rush to cover by the speculative contingent and by others who had been misled by the furore. Stocks of goods were thrown on the market for what they would bring and were found to realize less than the loans which had been placed on them. In the case of many long-established houses it was found necessary to turn them over to trustees in order to secure time in which, by slow marketing, to get some kind of an adequate return to creditors.

No such contingency is likely to arise from the present conditions. In the basic industries just now it is not

a matter of predicting or hoping for a demand that will take care of production. The demand exists and is exigent in many directions, particularly with everything relating to construction, from automobiles to railroads and buildings. The country is trying to catch up with its actual and pressing needs that have been postponed as long as it was possible to do so. These have to be attended to now, no matter what the cost, and they are providing occupation and increased incomes to a section of the population which figures largely in the purchasing group. Better prices for farm products of different kinds are also contributing to increased buying. On the other hand, mills and factories are confining themselves to manufacturing on real orders and not for stock, and both wholesalers and retailers are wary in the matter of commitments. They are feeling their way and taking no unnecessary risks. While speculation in certain classes of fabrics has not been altogether eliminated, there is not enough of it to be much of a factor in the general situation. At the first warning of danger, all those in the lines of manufacture and distribution are prepared to draw in their horns. The experience of 1920 is too recent to be ignored.

Better weather here and elsewhere throughout the country during the past week has been a pronounced stimulus to the buying at retail. The stores and specialty shops have been thronged with customers whose orders have been fairly adequate in scope and amount. There is no splurge about this buying. Plenty of shopping around is in evidence, indicating a purpose to get the worth of one's money. But this does not mean that cheapness is what is most sought. On the contrary, the experience in most cases is that there is a decided bent toward obtaining article of quality, and serviceable ones. Price enters, of course, as a factor, but it is not always the controlling one. The offerings in the large stores here and elsewhere have been made attractive in point of price, but there is almost an utter absence of any attempt at sacrificing values for the sake of sales. This is only natural in view of the season and of the fact that retail figures are still, in many instances, below replacement cost. Buyers who have been on the lookout for job lots have not been meeting with much success, except in the lines of dollar merchandise and of broken lots. Fall requirements are being looked after as well as those for the season ahead, and there is shown more confidence in making forward commitments than was the case only a short time ago.

## WHEAT ACREAGE REDUCTION.

Gov. Preus, of Minnesota, held a conference in Chicago last week with farm leaders, who have suggested that he call the governors of the wheat-producing states to consider a restriction of the 1924 acreage. He returned home shaking his head and saying that "it would be a mighty big job for the governors to tackle." It would. For several years Wallace's

Farmer and a number of agricultural experts have campaigned vigorously for a 15 per cent. reduction of the corn acreage of the Middle West. Their efforts have been totally fruitless. In the last three years more than 100,000,000 acres have been planted each season, and in 1921 and 1922 the acreage was decidedly above 1920. The farmer is an individualist, and many farmers, if they heard that a reduction was likely, would increase their planting in anticipation of higher prices. Wheat is now selling in Chicago for about \$1.20, and it is asserted that the average farmer would have to get \$1.50 to keep even with the rise of the price index since 1913. But \$1.20 is an attractive figure for many who obtained their land in a day of low prices, while there is always the hope of more.

The total uncertainty of two factors—the weather and the foreign market—would make any drastic reduction of acreage a gamble. The conjunction of a bad crop season and an urgent world demand for wheat might render it not only bad business for the farmers but a disaster for consumers. Doubtless grain growing, stimulated by the war, has been overdone since 1916. But the most potent force for a reduction will be simple economic pressure manifesting itself in a more tempting outlook for other products. Farmers in some sections—as long ago in Wisconsin—may begin to perceive that dairying and stock raising offer better returns than wheat. Meanwhile they will wrong themselves if they do not take a keen interest in the restoration of the European market.

## HIGHER PRICES FOR WHEAT.

After lagging considerably behind other grains wheat has begun to show greater market strength, and during the past week its price soared to a "new high" for the season. For some weeks past the outlook for wheat was unpromising, but the Government estimate showing a condition for winter wheat of 75.5 per cent. compared with a previous ten-year average of 84.1, brought an upturn of about four cents a bushel within a week. This does not tell the whole story, for the Government report had been partly discounted by traders, and prices had consequently advanced somewhat before its appearance.

The past winter proved unfavorable for the crop, and it is estimated that approximately 3,000,000 acres in winter wheat will be abandoned. Conditions likewise, are not especially promising for spring wheat. The backward spring has delayed planting, and the low prices of past months may encourage a voluntary curtailment of acreage. A late planting, however, does not necessarily mean a poor crop. The weather during the growing season is the real determining factor, and in many instances a late start has been followed by excellent yields. At any rate, the statistical position of wheat has improved, and the price of this commodity, which has been badly "out of line," as compared with cotton and corn, is undergoing an upward readjustment that will prove of no little benefit to the Middle West and Northwest.

## COL. JACOBS A MINUTE MAN.

In every business community there are certain men who stand in the relation to the public that was occupied by the minute men at the time of the Revolution. They are sometimes the direct descendants of those citizen soldiers of more than 100 years ago and often possess hereditary characteristics of their ancestors.

In the history of nations there is no more conspicuous and inspiring figure than the minute man of the American Revolution. He was an individual type, having no parallel in any of the other great conflicts of the past. There have been other rebellions, when the people sprang to arms to resist unjust taxation and oppressive measures, but no other rebellion or revolution has brought forth the type of man whose purity of purpose and steadfastness of intent were so evident. The minute man was a man of peace made a man of war by necessity, yet he stood as self-sacrificing and as willing to do his duty as the man inflamed by patriotic passion.

The minute man appeared not in the role of an aggressor so much as in the part of a defender. He had no intention of firing the first shot or striking the first blow; but when that shot had been fired and that blow had been struck he was as steadfast in defending himself and his home and his sturdy principles as he would have been had he been the first to make assault.

To be a minute man means to be a dependence and a defense in time of sudden need—to be a conservative and yet steadfast and to be ever ready to protect the public good and to preserve life and property. The minute man in business possesses the same characteristics: In times of business peace he is merely a part of the people; in times of business turmoil he springs into view as sprang his ancestors of old at Lexington and Concord. When necessity arises he is found a live, active factor in the midst of the turmoil hastening the return of peace.

## REACHED CAPACITY POINT.

The recent remark of a prominent steel manufacturer that production in his industry had about reached the physical limit directs attention again to a situation that requires careful consideration by all business men, and especially by bankers. The demand for steel products, automobiles, building materials, and other commodities continues to run ahead of output. Their production, meanwhile, is not only at the peak, but in many cases, as in that indicated above, it has about reached the country's capacity. This means short supplies in relation to demand and continued advance in prices. The rise in prices in turn will prove conducive to speculative buying, and speculative buying means a demand for credit. The extension of credit under such conditions cannot mean additional production of useful commodities but only a further increase in prices. Obviously with output at a maximum, the further extension of credit is a matter that calls for much caution.





## There is a special significance attached to these three letters —D-A-C—that you should know

The automotive industry keenly realizes their importance to-day. The world at large will, in the near future, pay the same merited respect to what they **represent** that it does to other great enterprises whose **policies, products, and prominences** have symbolized themselves in a brief, concrete **trade mark** that has become an agreeable household word in every land.

**D-A-C** motor cars embody many original, superior, and patented features that not only place them in a class entirely and **permanently their own**, but assure a great and ever-increasing popularity, preference, and sale that should so strongly appeal to the **investor** that he at once should seek complete information regarding the enterprise—its **product, progress, and prospective profits**.

Investors, this **IS** your opportunity.

### 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  $\frac{1}{2}$ -ton lighter in weight than other cars of equal size.
4. Has averaged close to 30 miles per gallon of gasoline for 65,000 miles.
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.

Mail this **COUPON TO-DAY**

**Detroit Air Cooled Car Co.**

W. J. Doughty, President

WAYNE,

MICHIGAN

Grand Rapids display rooms corner Michigan and Ottawa  
(Open Evenings)

### 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 \_\_\_\_\_



## RAILROADS AND FARMERS.

The railroads and the farmers, so far as price movements are concerned, have thus been companions in misery. This has not served, however, to create a greater bond of sympathy on the part of the farmer towards the carriers. On the contrary, a large number of farmers cling to the idea that high railway rates are responsible in considerable degree for their financial embarrassments. Local politicians have studiously cultivated this sentiment among their rural constituencies, this being part of their plan to ride into office by indiscriminate corporation baiting. It is doubtful if designing office seekers could succeed in fooling all the people all the time on a question of such importance to their welfare if there were not something else to contribute to this feeling towards the common carriers. That a great deal of hostility exists may be readily ascertained by any one who visits a farming community, and this is one thing which frequently puzzles the urban business man unfamiliar with bucolic ways of thinking. He fails to understand why the man who raises crops, and whose welfare is so completely dependent on adequate transportation facilities, should display antipathy towards the organization which supplies him with this indispensable service.

The explanation for this state of affairs is to be found partly in present methods of marketing. It so happens that the farmer is the only consumer who has to take freight rates into account in the larger part both of what he buys and of what he sells. When he carries his grain to the local elevator the price which he receives is that offered in the central market minus the freight charges from his shipping station to that market. When he goes to buy a tractor or a cheap automobile the price quoted to him will be "f. o. b. Detroit," and again he is reminded of freight charges. If he purchases a supply of goods from a mail order house he must again make a contribution to the railway freight office. He thus feels that he catches it from the railroad "going and coming." He cannot shift the freight charges to the buyer when he markets his crop, as the manufacturer does when he sells his product, because the prices of farm produce are determined in a world market, and on much that the farmer buys, as the illustration above indicates, the freight charges are not concealed in the retail price, as they are when the urban consumer makes his accustomed purchases. For this reason freight costs are always with the farmer as an irritant.

Evidently this situation cannot be remedied by changing present methods of marketing, but what is needed is a campaign of education to serve as an antidote to the claue of the demagogues seeking to profit politically by this feeling in rural communities. The prosperity of the Ameri-

can farmer depends on two things: adequate transportation facilities and overseas markets for his surplus. Towards transportation agencies he has often been hostile, and towards "abroad" he has until recently been indifferent. This indifference to the foreign situation, however, has recently been giving way to an awakened interest as the logic of events has demonstrated that the domestic market alone is insufficient for the needs of American agriculture. The changing point of view with regard to Europe affords some ground for the hope that a more enlightened view with regard to the transportation problem may yet prevail.

## FAVOR THE DECIMAL SYSTEM.

A referendum of retailers, jobbers, and manufacturers of hardware conducted by Good Hardware revealed an overwhelming preference on the part of all concerned for the use of the decimal system in packing, pricing, and billing of their goods. Of 3,933 retailers only sixty-one were opposed to the change. Of the ninety-eight jobbers who expressed a choice eighty-eight favored the change, and of 233 manufacturers who cast votes 203 favored the change. The chief reasons advanced for the change were its simplicity, its saving of time, and reduction of errors. If the change were adopted hardware would be shipped in units of one, ten, a hundred, and so on, instead of dozens, gross, etc., as at present. This change could be effected much more easily than the application of the decimal, or metric, system to weights and measures which also has its advocates. The adoption of the metric system would involve an expense, however, which in these days of standardized machinery would be prohibitive, and for that reason finds more favor among scientists than among manufacturers. The use of the decimal system for packing and invoicing would involve relatively small cost, and in the long run the change would be advantageous even if it did involve some initial expense.

## How One Man Acquired Wealth.

If fair play stood in the way of making a dollar, he chucked it overboard. If he could get an advantageous hold on a rival, he chucked him to the wolves. Everything that stood in the way of success, as he defined it, went by the board. He kept his credit commercially good, because it was the lever that kept the machine moving. But all the little tricks that were within the law were at his finger ends, and he used them to the fullest advantage. He excused himself as he went along, on the plea that "Business is business. A man must look out for himself."

You may not like to admit your deficiencies to others, but you do well to admit them to yourself and study how to remedy them.

## NEW ISSUE

## Hayes Products Company

Incorporated under the laws of the State of Michigan

Capitalization \$200,000.00

This stock is offered subject to withdrawal and change in price of 20,000 shares of common stock at par value of \$10 per share.

**THE necessity for a more serviceable construction in toilet seats has made possible the growing and popular demand for the Hayes No-Joint Toilet Seats. It has met the approval of the leading jobbers from all parts of the country, and although this company is recently organized, growing business demanded expansion which makes this stock issue possible.**

## The Hayes No-Joint Toilet Seat

That the life of a wooden toilet seat is limited—to say the least—is not a debatable question—it is a recognized fact. The difference in the length of service rendered between the cheapest and the best is only comparative. Wood by its very nature is unsuited for toilet seats, but until the introduction of the Hayes No-Joint, it was the best material for the purpose. The material of which the seat is made (80% ground cork mixed with a strong mineral cement,) the manner in which it is steel reinforced, and the equipment used in producing it, are covered by patents pending, assuring the company of a monopoly on this particular type of product.



HOTEL ROWE

Recently equipped throughout with Hayes No-Joint Toilet Seats.

## Your Investigation

We solicit your investigation into this issue, and take pleasure in recommending it to our friends, believing this product is a virtual monopoly in the world's market and a company well organized and capably managed.

## Personnel

- H. J. Hayes, President  
President, Hayes-Ionia Company.
- A. A. GINSBURG, Vice-President  
General Manager, Hayes-Ionia Company.
- A. A. ANDERSON, Secretary-Treasurer  
Secretary and Treasurer, Hayes-Ionia Company.
- J. A. ZIESSE, Director  
Vice-Pres. Phoenix Sprinkler & Heating Company.
- F. C. RUPPEL, Director  
Technical Director, Hayes Products Company.



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

## Hayes Products Company

Factory and Offices

32-42 Ottawa Ave., N. W.

Grand Rapids, Michigan

Hayes Products Co.,  
32-34 Ottawa Ave., N. W.,  
Grand Rapids, Mich.

Gentlemen:

Please give me further information regarding the above investment. It is understood that I am NOT obligating myself in any way.

Name \_\_\_\_\_

Address \_\_\_\_\_

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

**Mary J. Field Company**

Grand Rapids Representative

**Auto Owners Insurance Company**

Bell Main 1155

514-515 Widdicomb Bldg.

Citz. 65440



### Twenty-fifth Annual Banquet of Grand Rapids Grocers.

The Grand Rapids Grocers and Meat Dealers Association held a very successful banquet at the Pantlind Tuesday, April 10.

The food was excellent, as could be expected. The entertainment was high class and the speakers both had a message for the merchants of Grand Rapids.

Three hundred and six attended the affair and most of the wholesale houses of the city had one or more representatives present. We are always very glad to have our jobbing friends with us and they always seem happy to honor us with their presence. Not the least attractive feature of the banquet was the decorations, consisting of cut flowers and potted plants, and one of the enterprising advertising firms of the city—the Calendar Publishing Co.—provided over 300 gas balloons, one at each plate, giving the beautiful banquet room of the Pantlind a most gorgeous appearance.



Charles W. Myers.

Lee H. Bierce, Secretary of the Association of Commerce, was a splendid toastmaster and the musical program made a big hit.

Guy W. Rouse, President of the Worden Grocer Company, was the first speaker, choosing as his subject, The Future of the Grocery Business. He pointed out some of the wrongs of the trade and emphasized that there is a place for the non-service store, but that there are and always will be people who want service and that the food dealers are giving that service as efficiently as in any line of merchandising. The future of the business is only limited to the personality of the members of the retail grocery trade. In his characteristic way he drove home the necessity of improving our stores along the lines of cleanliness and courtesy.

The second speaker of the evening was Charles W. Myers, Director of Sales Promotion for Morris & Co., whose subject was, What Do People Want? He mentioned the following

three essentials which the buying public demand to-day and he illustrated each point in a striking way with story and incident from his experience:

1. Convenience.
2. Quality.
3. Service and courtesy, which is the most important of all.

Both speakers gave the audience splendid thoughts to carry home and the twenty-fifth annual banquet of the Grand Rapids Association is one long to be remembered.

Paul Gezon, Pres.

### Buying Fall Shoes.

While the business booked so far in men's fine shoes for Fall has not been over large, it has been sufficient to encourage the manufacturing end of the trade considerably. At the least, it shows a change from the holding-off tactics that have marked the opening of the last several seasons. Men now out with the Fall lines have been turning in nice orders for "at once" goods, the retailers duplicating on sizes broken by consumer buying at Easter. In a style way, only two

things stand out at the moment for the new season. One is that the favored shades of tan shoes will continue light. The other is the trend toward narrower toes, and designers are endeavoring to meet it without sacrificing the broad trends, now so popular.

Sometimes a customer wants to buy something you are sure is not suited to his needs. Do your best to make plain to him the advantages something else would offer.

## Invest in a Thriving Furniture Factory With an Unusual Record of Earnings



JOHN THWAITES  
Pres. and Gen. Mgr.

Probably no man knows more about the manufacture of fiber furniture than Mr. Thwaites, who has had 30 years practical experience. He formerly operated the Wolverine Reed Co. of Detroit, which earned 100% of capital invested under his management. He also founded and was for nearly 10 years head and general manager of the Ypsilanti Reed Furniture Co., of Ionia, which paid 15% dividends semi-annually while he was at the head.



The Thwaites Furniture Co. is the only manufacturer of fibre furniture in Grand Rapids. It enjoys exclusively the advantage of location in this national furniture capital, where 2,000 merchants come to buy twice a year.

This company has orders booked to run to capacity through the present season. Much more business awaits if it can enlarge its factory to handle it. Last year's sales were over \$300,000.

To secure capital to increase production facilities, the Thwaites Furniture Co. is selling a limited amount of \$10 par value common stock, owners of which will participate fully in the profits of the business. There is no preferred stock. A cash dividend of 15% was declared Dec. 31 last year.

### NOW OPERATING TO CAPACITY Capital Needed for Expansion

THIS company makes the famous FIBER-KRAFT line, sold throughout the country, a durable, handsome, inexpensive line of furniture in wide demand. The Thwaites Furniture Co. started in November, 1918 with \$100 capital. On August 1, 1922, or in less than four years, its authorized capital was \$200,000 with \$75,000 paid in, all of which represented earnings put back into the business from the original \$100 investment, an extraordinary record. Let us send you more details about this company and the investment desirability of its stock. Sign and mail coupon.

### THWAITES FURNITURE CO. GRAND RAPIDS, MICH.

THWAITES FURNITURE CO., Grand Rapids, Mich.

Send without obligation complete information about your company and the investment possibilities of the \$10 par value common stock.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_





### Misinformation Is Crying Evil of the Time.

Grandville, April 17—Although perhaps the truth should not be spoken at all times, yet a word of truth now and then it seems to the writer would be beneficial.

Facts and figures beat anything else to a finish. Although it has been said that figures won't lie, yet we all know that liars will figure, and there you are.

Some of the most wonderful stories recorded in the daily press would be strange if true. So many of them are not true, however, we scarcely know where to draw the line.

The agricultural press, you would think, fed up on rural pap, ought to know how to tell the truth, but the fact is there are no publications in the known world that can and do tell more monstrous lies than these same bucolic sheets.

If you think the truth is in them, try them with an article on farming which does not elaborate, but tells exact facts about the farmers' condition, his methods of work and his real profits. Such an article would never see the light of day. What they want is not facts but sob stuff about the poor, ill used, downtrodden tiller of the soil.

If you seek the truth with regard to crops and prices don't go to a farm paper to find it. Misinformation is the mainspring of all their utterances. Nothing goes with them that is not pure exaggeration through and through.

Our leading magazines aren't above giving out a lot of misinformation as well. A few months ago one of these sent a reporter into New England to learn from first hands what was the matter with the farmer. He got it in allopathic doses.

The green country sandhiller told a wonderful story about the cost of raising twenty acres of corn. The figures were given for every expense. It cost that poor agriculturist something over \$2,000 to plant and harvest that twenty acres. The magazine in question printed the report and swallowed it body and bones. Of course, the farmer was stringing his interviewer, and, no doubt, chuckled when he read that bit of wisdom from the cornfields of New England.

Nor did this magazine draw off his credulous reporter when an honest-to-goodness farmer wrote to the editor and told him how he had been strung.

It isn't wholly among farmers, however, that the newspaper and magazine liar gets in his work. A humble farmer from Northern Michigan wrote to the press telling how much it cost him to raise five acres of potatoes.

The cost for bringing that five acres of tubers to maturity was \$466.23. The spray material for those few acres cost (so he says) \$60, which is \$12 worth of poison to an acre, and then it cost \$30 to put it on. Amazing statement; amazing cost. How many farmers, think you, expended that amount of cash on a few acres of potatoes or on any other crops in like proportion? And he raised 200 bushels to the acre at that. It is a fine story, and may be true. If so that man is no farmer and his place is somewhere aside from tilling acres for profit.

The writer has farmed for many years; has raised hundreds of bushels of potatoes; harvested other crops and never approximated such wild expensive methods. He would have gone to the poorhouse the first year had he done so, and it is the silliest kind of nonsense retailing such yarns for the sake of frightening expectant farmers from our lands.

#### Misinformation.

This is the foundation for more than half the cock and bull stories afloat in the public press about the woes of the American farmer. There are country gentlemen in plenty who live like lords and are not complaining day in and day out about the woes of the farmer.

If a man is a farmer and knows his business from start to finish, he cannot fail. He will succeed grandly in the long run, as thousands have testified when you meet them in their own homes. It is a question of the man, not of the land. Misinformation has, however, been of distinct damage to the farming business, and will continue to be so as long as such lying propaganda continues to float through the press of the country.

And now our own Legislature has been investigating the charges made by a National investigating committee that child labor abuses have been rampant in the beet sugar portions of Michigan. It seems this report stated that children of tender age are employed at heavy labor in the beet fields of the State.

The report of this National committee seems to have been misinformation of the baldest kind, which tended to cast a brand of shame on our good people of the beet sugar districts.

The report of the Washington committee was misleading and untrue in almost every detail, and yet we as a people pay out good money to send out committees of investigation for the purpose of finding out child labor and other conditions in the labor districts. Misinformation on every hand has led to a more critical condition of peoples' minds. Everything we see in

## 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

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

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

Combined Capital, Surplus and Undivided Profits over

**\$1,450,000**

**GRAND RAPIDS NATIONAL BANK**  
GRAND RAPIDS, MICH.

## COMPETENT HANDS

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

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

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

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

## GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

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Conservative  
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### ACCEPTABLE DENOMINATIONS

**W**HETHER you have a hundred dollars or five thousand dollars, we have a high grade bond which you may purchase for investment either in full or on part payment plan.

*Systematic savings are the foundation for success*

**CORRIGAN, HILLIKER & CORRIGAN**  
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GRAND RAPIDS, MICHIGAN M-4900 - M-653



print with regard to methods and modes of procedure, either on farms, in factories, among our schools and the like should be taken with a great degree of allowance. It is best not to always swallow the hook, bait and sinker at the first gulp.

Although the truth should not be spoken at all times perhaps, yet it would be a relief to know that it is in evidence at least part of the time.

Old Timer.

#### Too Much Oratory.

Business men who have occasion to attend the meetings of trade associations and conventions, or even committee meetings, have often occasion to complain of the time and energy wasted by long winded members who insist upon displaying their oratorical talents, or lack of them. As a rule there are less than half a dozen men present capable of speaking intelligently and forcefully on the topics under immediate consideration. There are numerous others who could illuminate the assembly upon various details. But many of the latter insist upon burying their valuable specialized knowledge in lengthy dissertations upon generalities, so that not only is their special knowledge not made properly available but the time of the entire body is wasted and the energy of its members exhausted in discussions which wander widely from the topic under discussion. The right kind of a presiding officer can often tactfully guide the discussion along useful lines, but presiding officers of this kind are rare. A firm resolution by individuals to confine the debate absolutely to the immediate point at issue will accomplish much in saving their own time and energy and that of their fellow members.

#### Corporations Wound Up.

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

Lieberman Bed Spring Co., Chicago Ill.-Detroit.

Freiwald-Armstrong Land Co., Detroit.

Nash-Michigan Co., Detroit.

Colon Co-Operative Association, Colon.

Felter-Johnson Co., Rockford.

Sarasohn & Shetzer Co., Detroit.

England-Cook Motor Sales Co., Lansing.

Calumet State Bank of Calumet, Calumet.

Central Contracting Co., Pittsburgh-Dearborn.

Barryton Creamery Co., Barryton.

Grand Rapids Cooperage Co., Grand Rapids.

Monroe Avenue Realty Co., Jackson Shaw Sales Co., of America, Inc., Detroit.

Elizabeth Lake Land Co., Pontiac.

Coplan-Sternberg Co., Muskegon.

M. M. & E. Sales Co., Adrian.

Northville Farms Co., Northville.

Skelton-Lafin Co., Barryton.

Manning-Peterson Shoe Co., Escanaba.

Realty Mineral Co., Escanaba.

#### The Silver Situation.

Considerable difference of opinion appears to exist as regards the trend of silver prices when purchases by the United States Treasury under the Pittman act have been completed, as they

doubtless will be prior to the meeting of Congress in December. On the one hand, there are those who predict that the throwing of some 50,000,000 ounces annually into the market will result in materially lower prices for the metal. Brokers and dealers, however, naturally seek what comfort they can from the Far Eastern demand the possibility that the supplies which have been coming from the melting of silver coins withdrawn from circulation in Europe and the large demands of industry. Just how these various forces will balance is admitted to be a matter of uncertainty by the real authorities on silver both here and abroad and in addition there is always the possibility of some further legislation looking towards further purchases by our Government.

#### Do High Rents Pay?

In a period of advancing prices, rents are the last item to increase, and similarly are the last to come down when the prices recede. A study of the records of eighty-seven retail stores for the year 1919, leads to the belief that it is a business fundamental that stores doing a like amount of business will profit in proportion to the rental they carry.

Rent is paid for out of sales, and as it is purchased at so much per square foot, it must be measured in comparison with the amount of sales produced in the area purchased by the rental. Merchants, therefore, should know the value of their store space when measured by this rule, for even though gross margin is considerably increased, it seldom if ever makes up for the increased cost of operating brought about by excessive rent, or for the reduced net profit on sales.

Horace Secrist.

What do you get out of time wasted in loafing? Nothing but rest that you probably do not need.

## BUY SAFE BONDS



ESTABLISHED 1853

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

Buy Safe Bonds  
from

**The Old National**



## The Welcome Sign Is Always Out

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GILBERT L. DAANE, Vice-Pres. & Cashier  
ARTHUR M. GODWIN, Vice-President  
EARL ALBERTSON, Vice-President  
EARL C. JOHNSON, Assistant Cashier  
ORRIN B. DAVENPORT, Assistant Cashier  
HARRY J. PROCTOR, Assistant Cashier  
DANA B. SHEDD, Assistant to President

#### DIRECTORS

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Noyes L. Avery Heber A. Knott  
Joseph H. Brewer Frank E. Leonard  
Gilbert L. Daane John B. Martin  
William H. Gilbert Geo. A. Rumsey  
Arthur M. Godwin William Alden Smith  
Chas. M. Heald Tom Thoits  
J. Hamton Hoult A. H. Vandenberg  
Chas. J. Kindel Geo. G. Withworth  
Fred A. Wurzburg

54,000 SATISFIED CUSTOMERS

RESOURCES OVER  
\$18,000,000

**GRAND RAPIDS SAVINGS BANK**

THE BANK WHERE YOU FEEL AT HOME

## PERKINS, EVERETT & GEISTERT

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

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## Fourth National Bank GRAND RAPIDS MICHIGAN

United States Depository

Capital \$300,000

Surplus \$300,000

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

3 1/2% interest paid on Certificates of Deposit if left one year.

#### OFFICERS

Wm. H. Anderson, President;  
Lavant Z. Caukin, Vice-President;  
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David H. Brown Robert D. Graham  
Marshall M. Uhl Samuel G. Braudy  
J. Clinton Bishop Samuel D. Young  
James L. Hamilton





### What Michigan Resort Owners Must Do.

The great resort business of Michigan is at the parting of the ways. It must now develop along modern lines or fail to attract the desirable tourists and summer residents who are looking for summer play grounds in every increasing numbers.

California people financed and developed their territory, then advertised and made money, and are still making money.

Florida people waited for outsiders to come, buy the desirable locations, develop them, advertise them and make the money.

Up to this time the Michigan people have developed some very fine properties, but it has been done by transportation companies which can do it no longer or by individuals who started in a small way and, by good management, built up their business. This method can no longer be followed because tourists now demand a modern place, fully equipped, before they will patronize it in sufficient numbers to make it profitable.

The only answer is for Michigan people to get together, put in sufficient and build modern resort hotels. This money to buy and develop real estate field has not been touched in Michigan financing and presents wonderful possibilities.

C. W. Bosworth.

### Buyers "Bearing" the Market?

Reports that have come from several sources lately lead to the belief in certain quarters that important buyers are now engaged in a campaign to "bear" prices by spreading talk of poor current business and of a doubtful outlook for the future. In the knit goods field, for instance, this talk is to the effect that prices have reached a peak and that declines will be in order when the new season opens. In the silk trade buyers have been quick to seize upon anything that would tend to make the situation out worse than it is, and they have found a talking point in the recent failure of a prominent concern. Buyers of cotton goods are hammering on the lack of export business and a large production of merchandise to force prices down, despite the wage increases that either have already gone into effect or will go at the end of the month.

### A Debt-Cancellation Plan.

Detroit, April 17—The United States can take the initiative and issue a policy of insurance against the practice of the art of war, based on war indebtedness due from other nations, while total cancellation of our claim against debtor nations would act as incentive to war making. The conditional cancellation of one-half of all

war indebtedness, held by each nation against each other nation, may become an impelling inducement to perpetual peace among all nations. The United States, in the Hague Court, or some other similar high court of agreeing nations, could afford to stipulate conditional cancellation of one-half of all war claims from all her debtors provided these debtor nations bind themselves by solemn treaty to submit all national disputes for final settlement by, and in, an international court of peace. Those nations failing or refusing to submit national disputes to settlement in this world court should be held to payment in full of all their war indebtedness and also be restricted otherwise.

E. M. Kirkpatrick.

Don't be afraid to pat yourself on the back and tell yourself that times are good and business getting better. When you make yourself believe it, then it will come true.

If you don't feel like working, if you lack energy, very probably there is something wrong with your body that makes your mind lethargic. Get at the cause.

## Bankruptcy Sale

In the District Court of the United States for the Western District of Michigan. Southern Division.

In the matter of

CYCLONE MOTORS COMPANY  
BANKRUPT

In Bankruptcy—2202.

To the Creditors of said Bankrupt.

PLEASE TAKE NOTICE:

That pursuant to the order of the Court heretofore made in this matter, I will offer for sale at public auction to the highest bidder the assets of said bankrupt estate, consisting of a stock of motorcycle parts, equipment, jigs, dies, tools, goods manufactured and in the process of manufacturing, office supplies, furniture and fixtures, and all other assets, of every kind and nature, used by or in connection with the business of said Bankrupt, books, good will, etc., which are inventoried and appraised at the sum of \$30,688.39.

Said sale will be held at 10 o'clock a. m., in the forenoon on Thursday, the 26th day of April, A. D., 1923, at the office and factory buildings formerly occupied by the bankrupt, at the corner of Highland avenue and Fourth street, just off of East Main street, in the city of Benton Harbor, Berrien county, Mich.

Said sale will be for cash subject to the approval of the court and notice is hereby given that said sale will be confirmed within five days after the filing of the Trustee's report of sale with the Referee. The Trustee reserved the right to reject any and all bids deemed by him insufficient.

Dated this 12th day of April, A. D. 1923.

WILLIAM C. HOVEY, Trustee,  
Chamber of Commerce, Benton Harbor  
Michigan.

## CHANDLER & VANDER MEY

LOCAL INVESTMENT SECURITIES

707 Commercial Bank Bldg.

Citizens Phone 62425

Grand Rapids, Mich.

## Finnish Mutual Fire Insurance Co.

ORGANIZED IN 1889.

AMOUNT OF INSURANCE IN FORCE DECEMBER 31st, 1922	-----	\$6,033,803.00
TOTAL ADMITTED ASSETS DECEMBER 31st, 1922	-----	264,586.56
NET CASH SURPLUS OVER ALL LIABILITIES	-----	212,718.32
DOUBLE DIVIDEND PAID IN 1922, Three and Four Year Periods	--	49,113.47
DIVIDENDS PAID POLICY HOLDERS SINCE ORGANIZATION	--	453,374.50
FIRE LOSSES PAID POLICY HOLDERS SINCE ORGANIZATION	-----	262,478.56

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

DIVIDEND FOR 1923

50%

MERCANTILE AND DWELLING  
RISKS SOLICITED

Are you saving 50% on your insurance costs? You should investigate. Write for further information to

F. A. ROMBERG, Gen. Mgr. C. N. BRISTOL, Gen. Agt.  
CALUMET, MICHIGAN      FREMONT, MICHIGAN

## A Bunch of Bonds

ANY man's financial program would be improved if it included a nucleus of bonds. From this fund he could build or we can build for him, a "Trust Fund" for his family's benefit. Once started, he can determine to add to it.

His life insurance can be combined with invested funds under the trust agreement, if he chooses, or that can be provided for in a separate agreement.

This takes responsibility for investment and accumulation out of his hands, and makes his investments as safe as our own. There are many advantages in such an arrangement.

Our trust officers will be glad to go into detail with you. The earlier such a fund can be started, the better.

Get our new booklets and read them:

"What you should know about Wills and the Conservation of Estates."  
"Executor, Administrator, Trustee, Guardian, etc."

### OFFICERS

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"Oldest Trust Company in Michigan"

THE  
**MICHIGAN TRUST**  
COMPANY

GRAND RAPIDS, MICH.



**Worse Than Suspected.**

The report of the Underwriters' Laboratories that the ordinary wood lath and two-coat lime plaster interior finish will prevent the passage of flame into the stud channels for four minutes only in a standard Laboratories' test, is more than a confirmation of the generally known fact that such finish was of little value from a fire resistive viewpoint. This authoritative Laboratories' report sets the value of the resistance below that which many believed it had.

Every fireman knows what a dwelling house fire means when once the fire gets into the stud channels. Even when the fire damage is not serious, it is necessary to tear up the finish, sometimes in several parts of the house and then, departments must exercise the greatest care to make sure that the fire is out before they depart. All too frequently, once the fire has got into the stud channels, it spreads into the vertical passageways with such rapidity and violence that the entire house, to and including the roof is involved, before there is a real opportunity for the fire department to get its streams into play.

"Four minutes" is the explanation for the large number of dwelling house fires which become total losses and also the explanation of the comparatively large amount of damage done in the partial loss fires. A fire needs very little start before discovery to distance the fire departments in a race for the stud channels. Is it to be wondered at that the fire so often wins?

There is no longer any necessity to use wood lath and lime plaster construction for dwelling houses as it is now possible to obtain at a very slight additional cost construction which will provide protection against the passage of fire for an entire hour. An hour's barrier against the flames in any protected city would be almost absolute assurance that the fire would not spread beyond the room in which it originated.

The report of the Building Code Committee of the United States Bureau of Standards outlining recommended minimum requirements for small dwelling construction, which has just been issued, recognizes the danger of wood lath and plaster by recommending use of metal lath in certain exposed locations, as over heating

furnaces or boilers, for walls near stoves or ranges, or soffits of basement stairs, for basement ceilings, over all heating ducts and smoke pipes, and for the fire stopping of lumber construction near chimneys.

**People With Money To Burn.**

The people in Tennessee have money to burn.

That is the conclusion which one reaches from an examination of jury decisions in trials of those accused of incendiaryism in that state. When out of twenty-three cases tried before the courts in that state, there are three convictions and twenty acquittals, one must conclude that either the juries did not understand exactly what they were doing or else they are willing to settle an extra tax upon the citizens of their state.

We refused to believe that a record of this kind could have been due to the inefficient handling of the court cases by those who were in charge of the prosecution. The record is so top heavy with acquittals as to indicate that the juries in Tennessee are going to ask the insurance companies to collect enough money from them to pay handsomely all of the arson crooks who want to operate in that state.

The juries of Tennessee seem to have notified the country that the state is willing to pay the extra cost of incendiary fires with no penalty on the incendiary.

It looks almost as though the juries of Tennessee had sent out an invitation.

**Fair Enough.**

The goose had been carved and everybody had tasted it. It was excellent. The negro minister, who was the guest of honor, could not restrain his enthusiasm.

"Dat's as fine a goose as I ever set ma teeth in, Brudder Williams," he said to his host. "Whar did you git such a fine goose?"

"Well, now parson," replied the carver of the goose, exhibiting great dignity and reluctance, "when you preaches a speshul good sermon, I never axes you whar you got it. I hopes you will show de same consideration."

Many people are just sensitive enough to think, when they see clerks talking together that they are talking about the customers who observes them.

**SAFETY SAVING SERVICE****CLASS MUTUAL INSURANCE AGENCY**

"The Agency of Personal Service"

C. N. BRISTOL, A. T. MONSON, H. G. BUNDY.  
FREMONT, MICHIGAN

**THE HARDWARE AND IMPLEMENT MUTUALS****DIVIDE THEIR RISKS INTO THREE CLASSES**

CLASS A—HARDWARE AND IMPLEMENT STORES, DIVIDEND 50% to 55%  
CLASS B—GARAGES, FURNITURE AND DRUG STORES, DIVIDEND 40%  
CLASS C—GENERAL STORES AND OTHER MERCANTILE RISKS, 30%

These Companies are recognized as the strongest and most reliable Mutuals in the United States, with Twenty Years of successful Underwriting Experience. No Hardware Mutual has ever failed, No Hardware Mutual has ever levied an assessment. Ask the Hardware Dealer of your town.

If interested, write for further particulars.

**GRATIS**

Upon request we will send you the latest publication dealing with Fire Insurance, Fire Prevention, etc.

**Grand Rapids Merchants Mutual Fire Insurance Company**

Affiliated with

MICHIGAN RETAIL DRY GOODS ASSOCIATION

319-20 Houseman Bldg.

Grand Rapids, Mich.

We Save Our Members 30% on Their Fire Insurance.

**OUR FIRE INS. POLICIES ARE CONCURRENT**

with any standard stock policies  
that you are buying.

The Net Cost is **30% Less**

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

WM. N. SENF, Secretary-Treas.

**WE OFFER FOR SALE****United States and Foreign Government Bonds**

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

HOWE, SNOW & BERTLES, INC.

401-6 Grand Rapids Savings Bank Bldg., Grand Rapids, Mich.

Citizens 64-101

Bell Main 2101

**VanAken-Johnson Company  
INVESTMENT BONDS**

303-305 Powers Theatre Bldg.

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**Michigan Shoe Dealers  
Mutual Fire Insurance Co.  
Lansing, Michigan**

**PAYING 30% DIVIDENDS**

Write

L. H. BAKER, Secy-Treas.

LANSING, MICH.

P. O. Box 549



### News and Gossip About Michigan Hotels.

Hartford, April 17—The new Hotel Statler, at Buffalo, is practically completed, and will be opened, I understand, to the public, the last week in April. Mr. Statler proposes that the hotel fraternity of Michigan shall become familiar with his latest creation in the hotel line and has extended, among others, an invitation to the members of the Michigan State Hotel Association and their wives to be present at the opening exercises, as complimentary guests of himself and associates. A definite announcement will be made in a few days as to the exact date of opening, together with exact details as to arrangements, which among other items, will include a special train from Detroit. Such as have participated in entertainments heretofore, at the hands of Mr. Statler and his various associates, may readily imagine that the proposed program will be up to the usual standard and much enjoyed.

There has been so much discrepancy in the various newspaper reports concerning the erection of the new Detroit hotel by the Statler interests that I sent some of these clippings to Mr. Klare, manager of the Detroit house, for interpretation. He writes me that "the hotel is planned to have 1,200 rooms at the start. The 600 additional will be built when conditions warrant. The total cost of the venture will be \$10,000,000, which will represent the cost of the building and the land. You can rest assured that Mr. Statler will build a hotel in Detroit, because he never buys any real estate for speculation, but for hotel purposes."

The Sebring House, at Bangor, has been sold to the Sinclair Oil Co., for a site for a filling station and will be torn down at once. This will prove a severe blow to the hopes of the people of that thriving village, for the closing of this establishment, which has enjoyed an excellent reputation, will certainly prove damaging to the business interests thereof. There is more or less talk of a new hotel there, but if the experience of many other towns can be used as a basis for prophecy, the hotel business in that town for some time in the future, will be transacted in some boarding or rooming house; there will be no assembling place for business or commercial interests; commercial travelers will seek hotel accommodations in adjoining towns and the local tradesmen will suffer. Too little appreciation of local hotels is shown, in many instances, until the one social center is removed, and then there is much depression. To be sure, some local capitalist may be induced to erect another building, but with the high cost of material and the receding profits in country hotel operation, the situation is not cheerful.

The same condition prevails at Fremont, where the local bank has purchased the site of the only hotel in town for the purpose of putting up a new bank building. Used as a bank building the property investment will probably prove more remunerative, but the citizens of Fremont will soon discover that it would have been much better for their general interests if the bank had secured another location and left the hotel to be improved according to the needs of the town. You will hear that somebody is going to erect another building for hotel purposes, but we know of two instances where this has been done in Michigan recently, and the owners of the property are still looking for someone to come along to furnish and operate same.

There is a fatal mistake in believing that country hotels are making any money, even at prevailing rates. There are many offered for sale, but very few interested to the extent of buying.

In a great many cases a guest's grievance against a particular hotel starts with the clerk. It isn't so much what the clerk has said or done or

what he has neglected to say or do, but the manner in which he has said or done it. He has not been good natured or pleasant about his task. He has given the guest the impression that he is doing him a favor even to condescend to talk with him, and nothing creates a sore spot quicker than that.

How often have we heard of the guest who has been told by some hotel desk czar that if he didn't like the treatment he was receiving that he could "go elsewhere," and the guest has accepted the suggestion, gone to some other establishment where his treatment was more courteous and

where he became a regular patron thereafter.

While it is quite true that one cannot always please the patron, there is always an agreeable way of handling him, which does not "cross the grain." While he may not grant you future patronage, he will say little or nothing about it to anyone else.

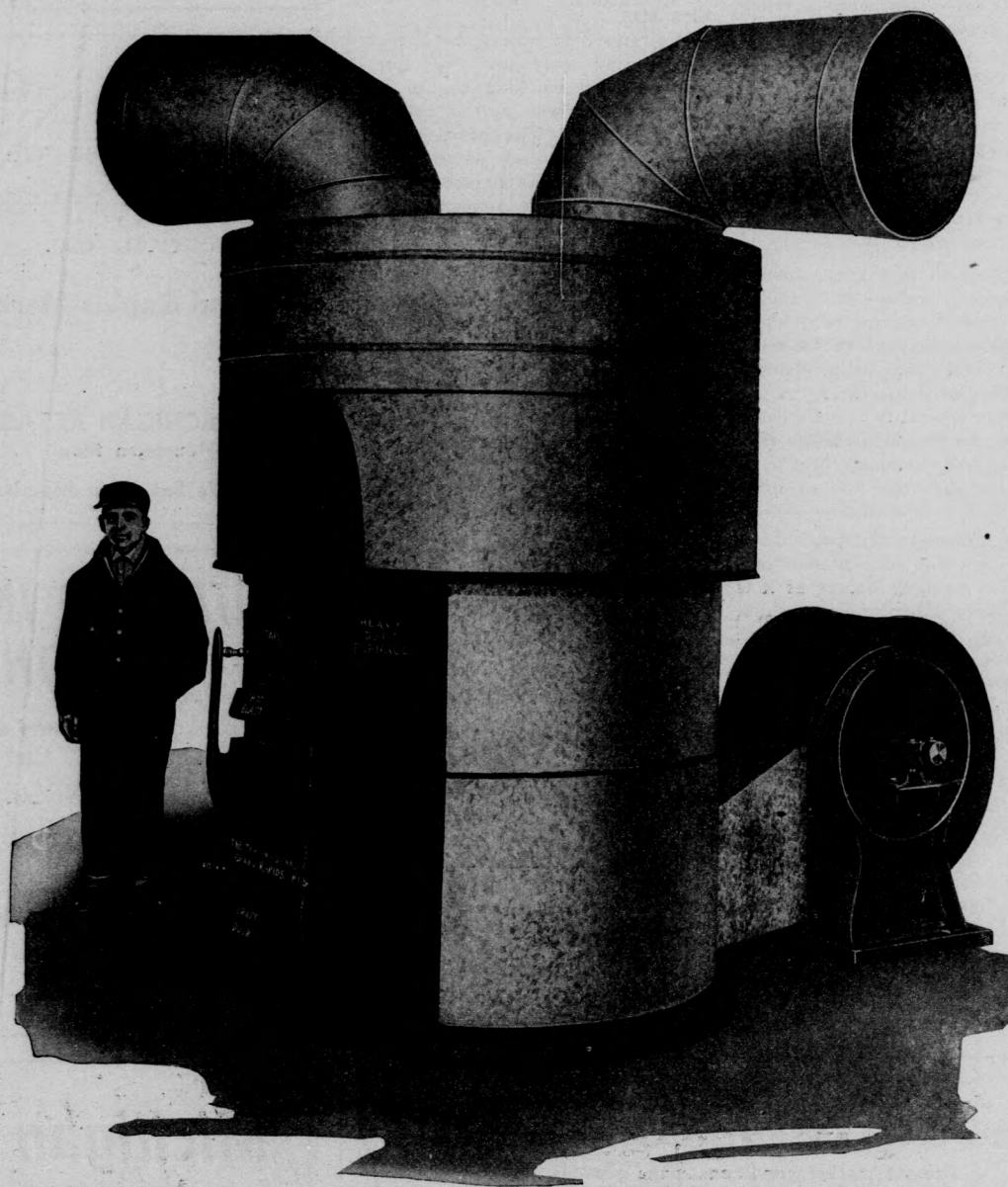
The trouble with too many hotel clerks—and this will apply to some proprietors as well—is that they are inclined to call a patron a "chronic kicker" when he is only making a reasonable claim or complaint.

The successful clerk, who finally becomes the competent manager, is one

who not only sees that the contact is always cordial and helpful in his jurisdiction, but who is able to straighten and smooth out the wrinkles which chafe and annoy. To be able to do this calls for a great amount of tact, patience, courtesy, helpfulness and good nature. More than anything, however, it calls for that indispensable essential of getting along—the ability to get the other fellow's point of view and to see the situation through the other fellow's eyes. If you can school yourself into taking the position of the guest and forget for the moment that you are the clerk and he is the

(Continued on page 25)

## Factory Heating System



Here is something new and distinctive in a Factory and Garage Heating system.

It costs much less than a steam heating system and is more economical to operate.

It forces the warm air down to the floor level where it belongs. It provides for the use of a warm water radiator in the office and hot water for washing cars.

All piping is overhead, out of the way.

It will pay you to investigate this system. Estimates are furnished from your plans.

**TAPLIN FURNACE CO.**

21 N. Sheldon Av.,

GRAND RAPIDS, MICH.

Citz., 62211 Bell—Main 310

We also manufacture warm air furnaces for residence heating.



**Class Legislation Eighteen To One.**

The Sixty-seventh Congress has passed into history. The dust which it raised has settled. The last wisps of its smoke screens have blown away. Dense silence resounds in the legislative chambers which so recently reverberated with silver-tongued oratory. And through the clear, silent air it is possible to scrutinize the actual accomplishments of a Congress dedicated to "more business in government and less government in business."

If these accomplishments are classified under two headings: Laws passed for the benefit of farmers, and laws passed for the benefit of business, an instructive comparison may be drawn.

**Laws Benefiting Farmers.**

1. Provided intermediate farm credit affording the farmer a new channel for credit running from six months to three years.
2. Increased amount individuals may borrow on farm mortgages through co-operative Federal Farm Loan Banks from \$10,000 to \$25,000.
3. Placed meat-packing industry under Federal supervision.
4. Placed a tax on trading in grain futures, supervised grain exchanges and equalized membership of co-operatives on grain exchanges.
5. Legalized co-operative marketing, thus relieving the constant shadow of the court which menaced all co-operative marketing activities.
6. Furnished farm-to-market highway program and appropriated funds to be used during next three years.
7. Increased working capital of Federal Farm Loan System, making it possible to float bond issues more easily.
8. Provided increase to 5½ per cent. interest on farm loan bonds.
9. Revised the tax schedule; reduced the surtax.
10. Limited immigration, barring hundreds of thousands of undesirables.
11. Prohibited manufacture and sale of filled milk, thus protecting dairy industry to extent of many millions annually.
12. Created an 80 per cent. fat standard of butter.
13. Appropriated money for credit to Northwest farmers having crop failures and defining crop failures.
14. Strengthened warehouse act, making it apply to all agricultural products, and making warehouse receipts useful in banking channels.
15. Placed representative of farmers on Federal Reserve Board.
16. Recreated War Finance Corporation, extending its usefulness in advancing credits on agricultural products.
17. Appropriated funds for the Department of Agriculture.
18. Enacted an emergency tariff, followed by a permanent tariff.

**Laws Benefiting Business Men.**

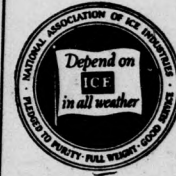
1. Reduced the surtax.

Three important things to mention in the advertisement—first, the quality of the merchandise; second and third, the price.

If your advertisement overrates the goods, it will lose you more business than it will gain.



## 40 Years Ice Service to Grand Rapids Homes



# COLLINS ICE CO.

**Pure  
Natural  
Ice**

**Best  
Possible  
Service**

**Honest  
Weight**

**Reliable  
Supply**

**Square  
Dealing**

## Natural Ice Is Pure And Fit to Use For Any Purpose

Our ice is all harvested from the beautiful spring lakes of Northern Michigan with modern equipment of motor-driven plows, all slush and surface ice is removed by machinery, so that nothing but clear ice is stored for your use. Dr. M. J. Rosenau of Harvard says: "The purifying process of natural freezing and favorable action of storage eliminate any danger of disease in ice water, use it freely all summer."

## Serving the Public For Forty Years

To successfully serve the public for 40 years is recommendation of which we are proud. Our great ambition is to serve you in such a manner that will please you, by courteous and careful drivers delivering the ice pure and clean and giving you correct weight by weighing it just before it goes into your icebox, eliminating all chance of shrinkage in transit. Take ice regularly, it saves money.

## Service

Call us on either phone, it will be a pleasure to extend COLLINS SERVICE, which means:—Your refrigerator will be supplied with ice all season by courteous men who pride themselves upon pleasing you.

**Telephones Citiz. 4471**

**Bell M. 958**

# COLLINS ICE CO.





### More About Toys For Your Little Child.

Written for the Tradesman.

Constantly I am startled by finding mothers, exceedingly intelligent on general subjects, who are awakening for the first time to the fact that their children have minds as well as bodies and that the fact calls for definite study. I keep getting letters like this:

Dear Prudence Bradish:

Your article on Toys for a Three-Year-Old has been very helpful to me, and rather startling. I have a "Sonny" of my own; but it had not occurred to me that there was any scientific classification of toys except in the most general way. I thought of them as for sheer amusement; the passing of time. I had not thought of their having definite educational value. Won't you tell me a little more in detail about toys for the three-year-old? I am dismayed to think how little I know about my son's real needs.

Gratefully yours,

It is a study in itself: this matter of children's play, games, and toys. They are for "sheer amusement," to be sure; but we must never forget that every item in a child's life is educating him; forming character for his whole life. There is no such time as "too early" to begin the study of your child's mind and the effects upon it of what he does and has done to him.

I am inclined to think that if any period can be called the "most important," it is that between the ages of two and four. Impressions made at that time often prove basic throughout life. Certainly this is true as regards his physical life.

At two he is beginning to walk, run, skip a little, and use definitely the large muscles governing legs, feet and arms.

So, any toys or simple play that help him to learn coordination of these are appropriate, in preference to those which require the finer coordination. They come later. The younger the child, the simpler the play required. Watch your child for a whole day and study this problem yourself. For once in your life, don't interfere.

Let him walk and run, along the path; along a board laid on the ground. When he wants a little later, perhaps, to balance along a low coping or curb, not so high as to involve danger of a serious fall, let him do it; it is time for that. Children of four seem possessed to walk along narrow curbs and benches in the park—haven't you noticed that? It is instinctive; they are getting their instruction in balance, equilibrium, adjustment, and training of fundamental muscles. They know

their needs. It always distresses me to see the ignorant nurses yank them down.

Trundling a small wheelbarrow is very good practice in walking and balance for a child at this age. A cart or wagon is a good toy at this time.

Using the arms is quite as necessary; so here come in shovel, rake, pail, and sandpile. They are invaluable. Playing horse and driving each other, or some compliant adult, call not only for use of the large muscles, but also for judgment in steering, sense of direction, and other definitely educational activity.

Playing ball—a large ball first—is of great value. Think a moment of the training involved in trying to catch a ball. Ten-pins is a good game for teaching sense of direction and control of the arms. And every exercise that tends to give muscular self-control carries with it training in the more subtle kinds of self-command. It all goes definitely and permanently to making of character.

At this stage there must be development of senses and imagination. You can assist and guide it. The imagination is the spring of later original and spontaneous work in all fields.

Well, one of the very best toys for the development of imagination is the doll! Yes, for boys as well as for girls. Simple dolls, boy and girl dolls; dolls that may be washed and dressed, but not too large to handle easily—twelve inches is large enough. Every child must have a doll.

Then a doll's house, with doll dishes. "Play house," "play tea-party"—all the wonderful make-believe-land of dolls—belong to the period beginning now and are of the utmost value. Small washtubs, flat-irons, brooms, cradles; all the animals—dogs, cats, sheep, bears, in rubber or wood—nested balls or boxes within boxes, involving investigation and surprise; all good. But do not have "surprise toys" that are too grotesque or startling. Jack-in-the-box may be enjoyed by some coarse-grained boys; but children should NEVER be frightened. Remember that they are very little, and experience must be tempered for them. I have seen a sensitive child frightened almost into hysterics by such a toy.

Beside senses and imagination, the plays at this time should begin to develop constructive ability. Along with sight and touch comes the desire to build. So here is the time for blocks, large and simple; played with on the floor and incidentally benefiting back, legs and arms. The new, large interlocking blocks are excellent for a four-year-old.

Carpenters' tools, small and not too many, are called for about this time. Hammer and nails and perhaps a small saw. And sand, clay, paints, blackboard or large sheets of paper and crayons. None of this work should be small or fine. The ordinary child at this age cannot do detail work.

We have space only to list further: Large wooden beads, large pegs to fit in peg-boards; soap bubbles; quart and pint cups to measure water or sand; clothes-pins; spools; stones, and horse-chestnuts and leaves galore from nature's playground; simple musical toys, drums, trumpet, triangle, horn, and bell.

Noisy? Yes, within reason. Which is more important: quiet about the house, or the steady development of the child you brought into the world? Whose rights are paramount now?

Prudence Bradish.

Copyrighted, 1923.)

### Are We Governed Too Much?

Grandville, April 17—Are we governed too much?

I reckon we are. Too much governing is even worse than not enough.

Senator Ferris told an Iowa audience the other day that it would be a good thing for the country if every state legislature adjourned and did not convene again in ten years. Rather a severe arraignment of legislatures, yet the Senator was hitting the mark pretty nearly at that.

Every Tom, Dick and Harry who happens to be lucky enough to get a bid for the state legislature feels it incumbent upon himself to do something for his constituents. He wishes to let it be known that the state did the right thing when it pressed the mantle of state affairs over his shoulders.

Why should it be necessary to make new laws and revamp and repeal old ones every two years? Do such methods not smack of childishness?

If legislators had made proper laws—and none too many of them—it would hardly be necessary to continue adding to them every two years. Our statute books are cluttered with useless and expensive enactments. Most of righteous laws will pass muster for a number of years without amendment or erasure. Then what in the world is the use of paying out swads of hard-dollars to men to go to Lansing and think up something new to enact.

Of course, there is no need of it, and it should not be permitted in a state of civilized society.

Men are but children of larger growth and we do childish things right along simply from the force of habit. We of Michigan have got the habit of enacting a lot of new laws every two years. If as many old ones were wiped off the books it might even up things, but, of course, this is not done, the consequence being that we are overborne by the mass of legal enactments of the wise men we send up to Lansing every two years.

The Governor, too, must needs take on wise ways and suggest all sorts of foolish things he would like to perform with the advice and consent of the legislature.

The Supreme Court of the United States has just declared the minimum wage laws unconstitutional—a most common sense thing to do. One can easily see why this decision awakens the wrath of Boss Gompers and his gang of sluggers, but for the good of the common people that decision is a just one and will never be set aside.

Government interference with bargaining between employee and employer has been too much in evidence in the past. In fact, it smacks of tyranny of the worst kind and has no place in this free country of ours.

Nothing—ever comes up, similar to

this and the child labor law, in which there is not a large indulgence in bloviating over the awful condition of the poor women and children who have to overwork and slave for the vile and wicked employers of labor.

Too much government instead of too little is the danger of the hour.

A minimum wage law is unjust to every man or woman who works. If we can have a law fixing the minimum of wages then, of course, there is nothing to prevent the fixing of a maximum wage. How would Gompers and his criminal conspirators like that sort of thing?

In a Republic like ours the less laws to secure safety and orderly conduct of government the better. Almost every crank in the country has a panacea to offer for all the woes afflicting humanity and a lot of these crackbrains get into the various legislatures, and even into Congress, so we have a mass of worthless laws enacted which have to be revamped later.

Laws regulating every act of a person's life seems to be the desire of utterly incompetent men who come up for office in every state of the American Union.

Mr. Ferris' suggestion isn't so far wrong after all.

What are legislatures for? To enact laws to govern the people of the state. If that be true—and no doubt it is—why does it require a new set of laws every two years to regulate folks who know enough to go in when it rains?

The state solons might have enacted a law giving women more rights than they asked for and in reality placing them at the mercy of designing propagandists, had not the bright, intellects of the feminine gender hastily awakened as to what was in the wind and appealed to the legislature to save them from their friends.

The law taxing gasoline for the purpose of the upkeep of the roads of the state seems fair enough to an ordinary individual, to one who doesn't own an automobile and never expects to own one, yet it is being fiercely fought and before this reaches the reader may have gone down under the Governor's veto.

While at it, let the legislative lords of the State remember the trees and the birds. Some sensible and needed legislation along those lines is quite badly needed and the protection of birds and trees, the immediate beginning of reforestation throughout the State, which must be considered and acted upon, else within a decade Michigan will become the desert state of the Union.

The enactment of proper and highly necessary laws cannot be postponed until another year or two without sad disadvantage to the State.

Gentlemen of the legislature, why not pay attention to such necessary legislation as this and let the useless and petty side issues entirely alone. Reforestation is an issue that must be met. It is a serious condition confronting Michigan as well as many other states, and the sooner this needed law-making is enacted the better. We are governed too much in some directions, not enough in others.

Old Timer.

## Signs of the Times Are Electric Signs

Progressive merchants and manufacturers now realize the value of Electric Advertising.

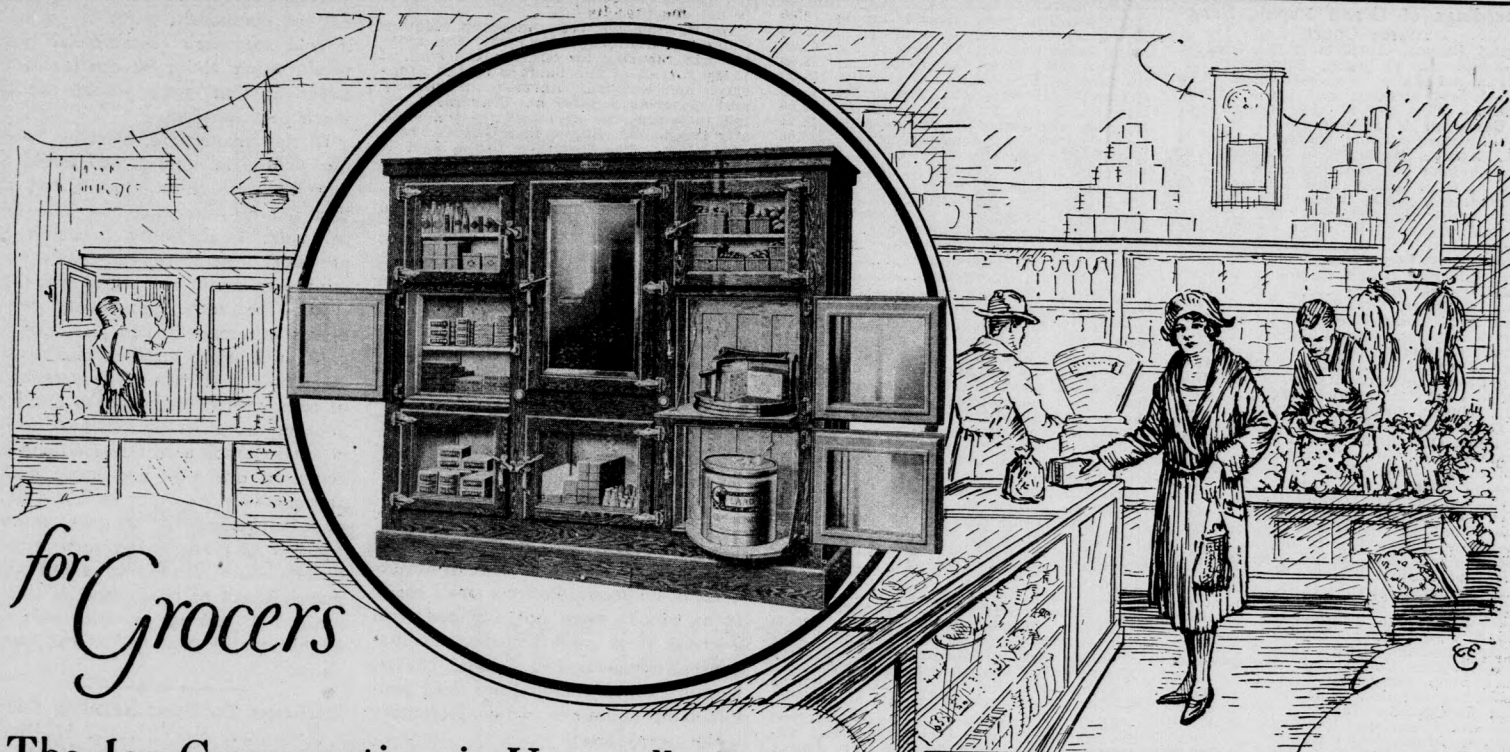
We furnish you with sketches, prices and operating cost for the asking.

THE POWER CO.

Bell M 797

Citizens 4261





## The Ice Consumption is Unusually Low

Ask any grocer who is using a McCray refrigerator and he will tell you that his ice bills are exceedingly low. But more than that, he will tell you that the McCray maintains a uniformly low temperature in every compartment, which keeps food fresh and wholesome for an indefinite period.

It is the McCray policy—and has been from the beginning—to make the most efficient refrigerator it is possible to build. In doing so, quite naturally, we have attained in the McCray the utmost economy in operation.

The substantial walls with their perfect insulation, the closely fitted doors which remain permanently in position and always close tightly, and the patented construction which insures a constant circulation of cold, dry air through every compartment, are features of the McCray which are important to you as a grocer. They mean less spoilage and more profit for you.

There are many stock sizes and styles of McCray refrigerators, coolers and display case refrigerators. Besides we build to order to meet special needs.

**EASY PAYMENTS IF DESIRED.** Ask about our plan which enables you to buy a McCray with the profit that it saves you.

Send the coupon now for further information. We'll gladly suggest specific equipment to meet your needs, without obligation.

## McCray Salesrooms in All Principal Cities

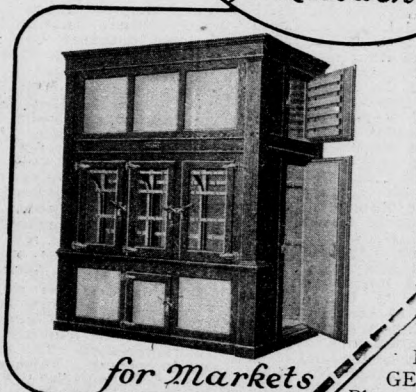
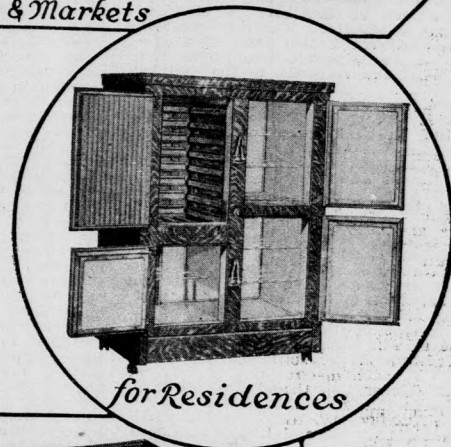
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## Proceedings of Grand Rapids Bankruptcy Court.

Grand Rapids, April 2.—In the matter of Lawton L. Skillman, Bankrupt No. 2224, the schedules have been filed. The date of first meeting was given in the previous. The list of the creditors of the Bankrupt is as follows:

City of Grand Rapids (taxes) .....	\$ 29.04
G. R. Savings Bank, Grand Rapids	2150.00
Herspolshimer Co., Grand Rapids	939.98
Chas. A. Coye, Inc., Grand Rapids	29.40
P. Steketee & Sons, Grand Rapids	253.78
Henry Smith Floral Co., G. R.	17.00
Friedman-Spring Co., G. R.	53.49
Mooney Shirt Co., Grand Rapids	8.00
Frank V. Blakely, trustee, G. R.	75.00
C. B. Shilsonk, Grand Rapids	10.20
Herald, Grand Rapids	40.00
Breen & Dows, Grand Rapids	40.00
Brason & Halladay Fuel Co., G. R.	124.00
Pope & Heyboer, Grand Rapids	247.29
Foster, Stevens & Co., G. R.	23.41
Miller Furnace Co., Grand Rapids	49.65
Gunn Lake Protective Ass'n., G. R.	37.50
Jessick Boat Co., Grand Rapids	30.00
E. L. Kinsey, Grand Rapids	15.00
Dr. G. A. Crawford, Grand Rapids	27.00
Wurzburger Dry Goods Co., G. R.	38.50
Kansteine Co., Grand Rapids	17.50
Trinity Community Church, G. R.	100.00
Groskopf Bros., Grand Rapids	15.00
Travis Lumber Co., Grand Rapids	234.89
Night Commander Lighting Co.	75.00
Pulte Plumbing Co., Grand Rapids	6.11
Grandview Auto Club, G. R.	50.00
Launzon Fuel Co., Grand Rapids	50.00
G. R. Art Association, G. R.	25.00
Clark Memorial Home, G. R.	29,500.00

The following liabilities are on notes: Daniel Duffy, Grand Rapids 100.00 John C. Floyd, Grand Rapids 2350.00 Walter Tillotson, Grand Rapids 700.00 Herspolshimer Co., Grand Rapids 600.00 Porter Shop, Grand Rapids 25.00 Travis Lumber Co., G. R. 60.00 Night Commander Lighting Co. 300.00 Commercial Savings Bank, G. R. 170.00 Ryskamp Bros., Grand Rapids 270.00 H. W. Becker, Grand Rapids 750.00 Daane & Witters, Grand Rapids 40.00 First M. E. Church, Grand Rapids 40.00 Breen & Halladay Fuel Co., G. R. 100.00 J. C. Herkner Jewelry Co., G. R. 227.60 Dell Sanders, Grand Rapids 140.00 Grinnell-Roy, Co. Grand Rapids 40.00 Shank Chandelier Co., G. R. 25.00 G. R. Savings Bank, G. R. 70.00 J. C. Gulliford, Grand Rapids 1000.00 Pulte Plumbing Co., Grand Rapids 160.00

April 3.—On this day was held the first meeting of creditors in the matter of Dick Kramer, Bankrupt No. 2245. The bankrupt was present in person and by attorney. Several creditors were present in person. No claims were proved and allowed. The bankrupt was sworn and examined by McAllister & McAllister before a reporter. The first meeting was then adjourned. No date. The case having no assets above exemptions has been closed and returned to the district court.

April 4. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of William J. Gahagan, Bankrupt No. 2254. The bankrupt is a resident of Grand Rapids and is a cook by occupation. The schedules list assets in the sum of \$382, of which \$280 is claimed as exempt to the bankrupt, and liabilities in the sum of \$1268.11. The matter has been referred to Benn M. Corwin as referee in bankruptcy. From the fact that the assets are of doubtful value the court has written for funds for the first meeting and such meeting will be called upon receipt of these funds. Note of such date will be made here. A list of the creditors of the bankrupt is as follows:

Worden Grocer Co., Grand Rapids	\$ 18.41
Woodhouse Co., Grand Rapids	50.91
Rysdale Candy Co., Grand Rapids	99.77
Thomasma Bros., Grand Rapids	22.50
Sonneveldt Baking Co., G. R.	235.37
Smith Candy Co., Grand Rapids	67.00
Vanden Berge Cigar Co., G. R.	30.00
Pulte Plumbing Co., G. R.	157.00
E. H. Prange, Grand Rapids	30.00
John Pawdzik, Grand Rapids	30.00
N. J. Polites, Grand Rapids	14.87
Ondersma Bros., Grand Rapids	83.00
National Cash Register Co., G. R.	23.91
Al Miller, Grand Rapids	17.90
W. J. Ley, Grand Rapids	54.49
Lewellyn & Co., Grand Rapids	59.60
Kelly Ice Cream Co., G. R.	54.75
Heyboer Stationery Co., G. R.	17.50
Hayes-Ionia Co., Grand Rapids	40.60
Coffee Ranch, Grand Rapids	13.50
Central Grocery, Grand Rapids	19.55
Boylan Creamery Co., G. R.	16.84
Arctic Ice Cream Co., G. R.	65.00

April 5. On this day were received the schedules, adjudication and order of reference in bankruptcy in the matter of Irving B. Fralick, Bankrupt No. 2255. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a bus driver and resides at Greenville. The schedules show assets in the sum of \$4120 and the sum of \$80 claimed as exempt, the liabilities being in the sum of \$2405.99. The first meeting of the creditors will be held on April 20. A list of the creditors of the bankrupt is as follows:

Harold Tower, Greenville	\$ 60.00
Le Roy Gray, Lansing	35.00
Smith Motor Co., Greenville	1168.00
Charles Serviss, Greenville	300.00
Independent, Greenville	34.00
Daily Call, Greenville	9.00
White Printing Co., Edmore	18.50

Mich. Railway Guide Co., Detroit	15.00
Patterson Ptg. Co., Grand Rapids	9.00
News, St. Johns	15.00
Auto Sales Co., St. Johns	48.00
Chittick Tire Shop, Greenville	238.00
Steffanson Tire Shop, Greenville	149.00
Greenville Hdware Co., Greenville	15.00
Consumers Oil & Gas, Greenville	72.00
Reliable Hardware Co., Greenville	12.24
Ray S. Cowin, Greenville	59.00
North Side Garage, Greenville	5.00
Puffpuff Bros., Stanton	23.00
Hattinger Bros., Edmore	40.00
Charles Serviss, Greenville	30.00
Eagle Oil Wark Co., Cleveland	30.25
Oscar Rasmussen, Greenville	6.00
Thomas & Molaski, Greenville	15.00
Elmer Wilbur, Greenville	23.73
F. R. Martin, Greenville	7.00

April 5. On this day were received the schedules in bankruptcy in the matter of Wilds Boosebark, Bankrupt No. 2208. The schedules are from an involuntary case and have been long in being filed after the adjudication. The schedules show assets in the sum of \$750 of which \$250 is claimed as exempt to the bankrupt, and liabilities in the sum of \$3953.01. The first meeting of creditors will be held at the office of the referee on April 19. A list of the creditors of the bankrupt is as follows:

Maude B. Powers, Kent City	\$1000.00
McManus Kroup Co., Toledo	47.50
American Can Co., Chicago	120.00
Boue Needle Co., Chicago	21.47
F. Mayer Boot & Shoe, Milwaukee	327.43
Roswell-Cook Co., Detroit	40.92
Berdan Co., Toledo	418.67
McCall Co., New York City	312.26
The Miller Hadley Co., Cleveland	1171.88
G. R. Dry Goods Co., G. R.	305.59
Kent Storage Co., G. R.	23.31
Arbuckle Bros., Chicago	50.00
Mishawaka Woolen Mfg. Co.	113.98
Mishawaka, Ind.	amt. not known

April 6. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Ranson J. Vander Scors, Bankrupt No. 2256. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of the township of Walker, Kent county, and is a farmer by occupation. The schedules of the bankrupt list assets in the sum of \$675, of which \$75 is claimed as exempt to the bankrupt, and liabilities in the sum of \$50,500. From the fact that the assets of the bankrupt are of a doubtful nature the court has written for funds for the first meeting, upon the arrival of which the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

W. F. Frost, Dutton	\$500.00
Mich. Trust Co., assignee of Farmers & Merchants Bank, G. R.	50,000.00

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Arthur Wyman, Bankrupt No. 2257. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Ionia, and is a guard at the Michigan Reformatory. The schedules list assets in the sum of \$413.49, of which \$250 is claimed as exempt to the bankrupt, and liabilities in the sum of \$1985.77. From the fact that the assets are of a doubtful value, the court has written for funds for the first meeting of creditors, upon the arrival of which the first meeting of creditors will be held and notice of the same made here. A list of the creditors of the bankrupt is as follows:

National Bank of St. Johns	\$624.00
State Bank of St. Johns	750.77
Fowler State Bank, Fowler	440.00
Joseph Blemaster and Ralph Blemaster, St. Johns	80.00
Levi Dean, St. Johns	15.00
State Journal, Lansing	9.00
Cyclone Insurance Co., Lapeer	12.00
Maple Rapids State Bank	15.00

April 7. On this day was held the final meeting of creditors in the matter of A. J. Morton, Bankrupt No. 2145. The bankrupt was present in person. The trustee was present in person. No creditors were present or represented. Additional claims were proved and allowed. The trustee's final report and account was considered and the same approved and allowed. The bills for attorneys were considered and allowed. The final meeting was then adjourned no date. The case will be closed and returned to the District Court.

On this day also was held the final meeting of creditors in the matter of the Paul Nissen Corporation, Bankrupt No. 2077. The bankrupt corporation was not represented. The trustee was present in person. Various creditors were present in person. Additional claims were proved and allowed against the estate of the bankrupt. A first and final dividend to creditors was ordered paid as well as the expenses of administration. The final meeting was then adjourned without date. The case will be closed and returned to the district court.

In the matter of Nick Cramer, Bankrupt No. 2158, the trustee has received an offer of \$40 for all of the balance of the accounts receivable remaining in the hands of the trustee. A special meeting will be held at the office of the referee April 16, to consider why such offer should not be accepted and confirmed, or why a further offer should

not be received in case the former offer is not accepted.

In the matter of Napoleon Motors Company, Bankrupt No. 2187, the trustee has reported an offer in the sum of \$3,600 for all of the balance of the property, merchandise, fixtures, machinery and material located at Traverse City, not including the accounts receivable or any trucks not on the premises at Traverse City. The property to be sold is appraised at approximately \$30,000. An order to show cause has been made returnable on April 17, why such offer should not be accepted. Those desiring to bid on the property should be present at the time above stated. The sale will be held at the offices of the referee, Nos. 314-315 Houseman building, Grand Rapids, Michigan. An inventory and appraisal is in the hands of the Grand Rapids Trust Company, trustee of the estate and in the hands of the referee at the above named address.

In the matter of Allen G. Thurman Company, Bankrupt No. 1955, a special meeting of creditors has been called for April 13, to consider the report and account of the trustee, pass upon the bills of the receiver in bankruptcy and under the circuit court of Kent county, and to pass upon the bills of the attorneys for the trustee, receiver and intervenor.

## Pleasure Before Business.

Old Mr Henry Whipple is a merchant of a sort on the coast of Maine. That is, he presides over a small shack from which, when not engaged with a crony in a game of chess, he dispenses crackers, fish hooks, cheese, certain canned commodities, lead pencils, lamp chimneys and confectionery—the penny kind.

Of particular excellence is his assortment of large chocolate peppermints—"two for a cent." These are popular with young and old alike, including (between these ages) the woman who last summer became a regular chocolate peppermint fan. For some unaccountable reason one bought those peppermints by the penny's worth instead of in the bulk and the woman found herself a frequent patron at Mr. Whipple's store.

At first she was received with a mild show of cordiality—even with warmth, as Mr. Whipple recognized warmth of manner. As the days progressed the woman was troubled to note a decided change toward her in the manner of the one-time genial Mr. Whipple. It was unmistakably the manner developing from more or less boredom to extreme irritation.

Determined to know the cause and quite unconscious of having given offense, she approached the storekeeper, on the tenth day, penny in hand and said ingratiatingly:

"Two chocolate peppermints, Mr. Whipple, please—if it's not too much trouble." Then Mr. Whipple exploded:

"By golly," he snarled, "I'm gettin' sick o' this. I no sooner open up a box o' 'em mints an' set 'em up in the case an' set down for a spell o' chess but along you come an' git some o' 'em. I ain't goin' to keep 'em mints no more."—New York Sun.

## The Worth of a Man.

A leading realtor made a speech before a club in Washington the other day, taking as his subject "Appraisals." His talk had nothing to do with real estate values, however. He spoke of man, rather. He said, what is a matter of common knowledge to biologists, that the body of a man is made up of some water, enough phosphorus to make a couple of boxes of matches, iron sufficient to make about two nails, lime enough to whitewash a chicken coop, and sulphur enough to kill the fleas on one dog, with a few other

materials thrown in for good measure. All the component parts of his body if sold for their commercial value would bring about 90 cents and the buyer at that price would not get much of a bargain.

If this man were literally "worth his weight in gold," he would be worth in toto about \$45,000, and this sum put at interest at the rate of 5 per cent. would bring in about \$49 per week; therefore, the man's earning power would be fixed at that rate.

But the same personality which makes one man "worth his weight in gold" will make another man's value many fold that sum. The personality of men is what distinguishes one from another, so that big business to-day is not so much a battle of dollars and cents on one side and more dollars and cents on the other as it is a battle of one personality against another. That is also why many men with an indescribable something about them march ahead of other men of greater brain but lacking in that very ineffable quality that has a real market value.

## Rochester To Open Retailing Course.

Rochester, N. Y., April 17.—Beginning next September, the Mechanics' Institute of this city will offer a course in retail distribution. The course will cover a period of four years and will be conducted on a part-time co-operative basis.

According to John A. Randall, president of the institute, the course will be a triangular contract between the retail stores, students and the school. Herbert W. Bramley, merchandise manager of Sibley, Lindsay & Curr Co., a member of the board of directors of the school, has been made chairman of a committee to draw up details for the course.

At present it is planned to hold classes in salesmanship, merchandising and advertising in the morning, and in the afternoon students will get actual laboratory experience behind the counters in some of the stores. Besides working afternoons, the students will be employed all day Saturday, full time during the month of December and one month in summer.

Students will be regarded as regular employees while taking the course, and will enjoy the added advantage of investigation and research in the stores' various departments. The minimum wage will be \$8 for part-time work and \$12 for full time.

## Guarding Charge Accounts Against Loss.

New York, April 17.—Slow and delinquent accounts on the Hanan & Co. books are stimulated by a series of six thought-provoking letters. The first of this follow-up system is mailed out after a bill has run more than thirty days, and the other five are sent along as the case dictates. At the end of thirty days, accounts which have not been paid are taken from the ledger and classified separately. These are checked up again on the fifteenth of the following month to determine just how effective the follow letters have been.

All slow pays or doubtful patrons are cleared through a credit-clearing house before credit is granted. This stops the practice of certain customers who have accounts in many stores and have been given credit because their accounts are good at one or two stores. Mr. Leith declares that this system has enabled him to minimize his losses and keep his percentages of outstandings in a healthy condition at all times.

Nobody loves a pessimist. People like optimism in others, even though they may be pessimists themselves.



# **The Mill Mutuals**

## **Agency**

Featuring the  
**Michigan Millers Mutual Fire  
Insurance Co.**

of Lansing, Mich.

(Your Home Company)

And 22 Associated Mutual Companies  
with Combined Assets of \$20,000,000.00

Insures  
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Is Saving Its Clients 25% or More

Are YOU Getting This Benefit?

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A. D. BAKER, Secretary-Treasurer,      LANSING, MICH.





**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. Cortenhof, Grand Rapids; Scott Kendrick, Ortonville; George W. McCabe, Petoskey; L. D. Puff, Fremont; Charles A. Sturmer, Port Huron; Herman Digman, Owosso.

#### Going Out After the Roofing Trade.

Written for the Tradesman.

One of the best lines for spring exploitation by the hardware dealer is ready roofing. With the enhanced prices of wooden shingles, there is a growing field for metal or composition roofing; and while other agencies are pushing these lines actively, the hardware dealer might just as well have a share of the trade to be done in his community.

A good many dealers are averse to outside canvassing. They claim it involves unnecessary expense and stirs up bitter competition. That, however, is a matter for the dealer to solve, according to his individual situation and his personal preferences. In the matter of roofing sales, outside canvassing is decidedly helpful.

In the first place, the owner or the contractor will in a number of cases be found undecided as to what material to use. The shingle is still in very general use, and will continue popular until a larger number of hardware and other dealers make their campaigns for the sale of ready roofing more comprehensive and persistent.

If a call were made, or even several calls, in connection with every new building going up or every old building in need of shingling, the sales of ready roofing could be materially increased, and the dealers would reap the rewards of thoroughness and persistence. A great many houses and buildings are finished in the old way because the owners have never had the case for ready roofing presented to them at all.

One small town firm makes a practice of getting out a circular letter to an extensive prospect list early in the season. One of these letters reads about as follows:

"Dear Friend: It has been some time since we heard from you and we do not intend to let our interest in each other lag, if it is within our power to prevent it. We enjoy your fellowship and business relations and trust they may grow to even larger proportions this year.

"Among the other good things on our list we handle roofing. This product is not of the ordinary kind but is considered by the large railroad companies and manufacturers as the best roofing material on the market today. We are delighted with it and take pleasure in recommending it to prospective users.

"Now, the very next time you want to put a roof on your sheds, barns or buildings we want you to give our roofing a trial, and you can take our word, it will prove the best and most lasting roof you ever tried. It is cheap, and does not take long to put on. It is made from fine wool felts and high grade asphalts, for these have proved the most lasting element-defying properties possible for roofing. It carries an iron clad guarantee.

"A full line of '-----' roofing is carried in stock by us. Next time you are near, if you will stop and get a few rolls just for a trial, we are sure you will thank us for writing to you.

"You will notice we handle a full and complete line of builders' hardware, stoves, paints, oils, cutlery plumbing, etc., and our standard steam and hot water boilers meet your heating problem perfectly.

Very truly yours,  
 Brown Bros."

As will be seen, this was no masterpiece of salesmanship in black and white, but just a homely, everyday talk about roofing; but it was found effective as a means of bringing trade to the store.

One large city hardware firm adopted an advertising stunt that enabled it to make money, not merely from the resulting business, but from the advertising itself. The dealer had made a large number of doll houses, finished with composition roofing. These were sold for \$3 each and were very popular with the youngsters. At the same time, they helped educate the general public to the value of this sort of roofing material.

Roofing business is something that should be gone after systematically. The more systematically the business is handled and developed the larger it will grow. The energetic hardware dealer who looks after his prospect lists, canvasses as opportunity offers, advertises on a moderate scale, and puts forth diligent efforts to educate his public, will build up a large and steadily growing trade and need have no serious fear of outside competition.

A first essential is to keep in touch with architects, contractors and builders. The wide-awake hardware dealer does this anyway, to a certain extent, for the sake of his builders' hardware trade; but the addition of roofing as a specialty will give him a double incentive for looking after these, and at the same time will give him an extra means of profit.

Watch closely for any new building; and when you hear of any, get busy at once. If you see workmen

## Foster, Stevens & Co.

### Wholesale Hardware

157-159 Monroe Ave. :: 151 to 161 Louis N. W.  
 Grand Rapids, Mich.

## Michigan Hardware Company

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GRAND RAPIDS, MICH.

Exclusive Jobbers of Shelf Hardware,  
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## 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.

## Westinghouse

### Miniature Lamps and

### Badger Tires

Will improve your business

Sherwood Hall Co., Ltd.  
 GRAND RAPIDS, MICHIGAN



breaking ground for a new house, for instance, don't wait for someone to tell you who is building. Ask on the spot. Get the owner's name, and the contractor's.

Then get right after owner and contractor. The owner, as a rule, will not have given much thought to shingling; probably he has taken it for granted that wooden shingles will be used. But if you talk ready roofing to him, he will in most cases be sufficiently interested to want further information. Once you get him coming in this way, the rest is a matter of salesmanship.

Do not stress the price argument too heavily. Rather, talk quality. Urge especially the high quality of your line. Of course you must have a line of goods that will back up by their actual performance just what you promise for them.

Appearance is also an argument. Composition shingles in alternate colors make a most attractive roof. The result is something that positively cannot be got with wooden shingles, at least at anything like the same price.

In this connection, keep close tab on composition roofing in your town. This information may not be so valuable now as it will be later; since composition roofing and especially composition shingles are relatively new: "Jones has a roof of this kind which was laid ten years ago. It is in better condition than any shingle roof on his street laid at the same time. Don't take my word for it. Ask Jones, and take a look at the roof." That sort of argument carries conviction in nine cases out of ten; and the more information of this sort you secure, the more effective your selling will be.

Keep a prospect list. In the case of new buildings, go after the business personally; don't wait for the mails unless you are pretty busy. But where an old building needs a new roof, put the name of the owner on your list and send him circular letters and advertising matter from time to time. If you get a chance, see him personally; if not, send him the sort of advertising that will get him into the store.

The same method can be used with both town and country customers. But for your country prospects you can use the rural telephone effectively. Some quiet day spend an hour or so calling them up and talk roofing to them; or simply suggest that they see you next time they are in town. Of course many hardware dealers make a practice of calling up a list of farm customers, say, once a week, regarding their general hardware needs. If you do that, it's an easy matter to ring in a word or two about prepared roofing.

Having started to push the line, keep it up. That is, after all, the great essential. The man who makes a good start and then quits, never gets the results that come to the chap who makes merely a fair start but keeps going right along.

Victor Lauriston.

Brighten the corner where you are with optimism.

#### Five and Ten Cent Counters.

"It pays to keep such a counter in large places where you have to compete with the department store or where you have a certain class of people who are looking for a cheap class of goods. It pays to have a small line of these goods on your shelf because you can sometimes make a better profit on this class of goods than on the higher quality. It would pay to put in a five and ten cent counter if you had room and the suitable help to run the same. Such a counter should be attended to by girls. Such a counter pays well if placed in the store where persons passing in and out can see the goods. We have run a counter of that sort in our store for some time, and it draws some people that otherwise would not come. We have it in a place where people pass by it going out and coming into our store, and often times they see something on this counter that they had forgotten. In this way we sell some goods that we otherwise might not have sold." It does not pay to keep one of five and ten cents exclusively, as, when customers are in need of any article in the five and ten cent line they usually look for the same first at the five and ten cent store. It does pay, however, to have a counter with five and ten

cent goods, with higher priced articles also."

"We would rather use small tables, buying goods which we know there is a demand for, arrange them nicely, put a ticket with a reasonable price on each article, keep our stock fresh and clean and change at least every week. This will sell more goods and bring a better profit than a five and ten-cent counter, and you will have less dead stock when you take your inventory."

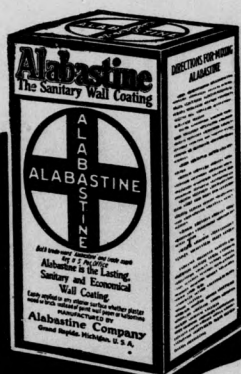
"We do business in a small town and do not keep a five and ten cent counter. We occasionally stock a window with such goods and advertise them for a few days, then take them out and put them with the stock, lest they get stale."

"How to Promote Home Patronage," especially in the agricultural sections: "Let the farmers know that you have their interests at heart, and wouldn't knowingly sell anything of poor quality. The farmer does not object to a fair profit, but the mail order men have constantly impressed on his mind that the home merchant is a robber, until the farmer almost believes it. If he talks of sending away, say 'All right, I'll take the order on the same terms, pay me the money in advance and give me two week's time to send to the factory for it, pay-

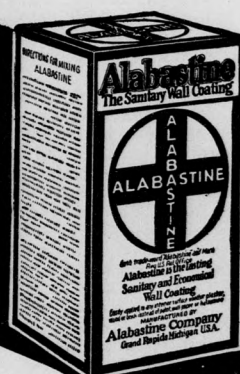
ing the freight, shut your eyes and take what comes.' The farmer will say that he couldn't think of dealing that way, and then you have got him 'on the hip,' for that is exactly the way in which he deals with the retail mail order houses."

A New York undertaker has in his possession in bronze urns the ashes of 250 persons. He has announced that unless claimed by relatives within a certain time he will inter them all in a cemetery in one vault. The ashes of about twenty persons, complying with a request that these be scattered to the four winds, will be scattered from an aeroplane, and the ashes of fifteen others will be cast into the waters. The will of one person provided for cremation and the throwing of the ashes from the top of the Woolworth building. The management of the building forbade this ceremony and an aeroplane will be used. Some of the urns in his possession have been held for burial as long as eighteen years.

The merchant who thinks he has become a business success often lets up then in his efforts and pretty soon his business begins to drop off. That is the time for a prompt renewal of effort.



## Ask Your Dealer or Decorator about the ALABASTINE OPALINE PROCESS



**Beautiful walls! Harmonies never before imagined! A blending of tints and tones, a magic interweaving of colors which will transform your walls into a rich fabric unsurpassed in its charm and cheerfulness—and at a cost well within your means.**

**ANY** good decorator can do the work—nearly all stores dealing in paints can supply the material—anyone can now afford to have Tiffanized walls formerly the exclusive privilege of the very wealthy.

## Alabastine

*Instead of Kalsomine or Wall Paper*

All that is necessary is just Alabastine, the same nationally accepted wall tint which for forty years has been used in homes, apartments, offices and public buildings of all kinds—the same sanitary, durable, economical and artistic wall coating sold by the best stores and used by the best decorators. With Alabastine, regularly applied you get the exact color to match your rugs and draperies. Through the Alabastine-Opaline-Process you obtain a combination of colors most pleasing and satisfactory. Before decorating ask to see samples of the Alabastine-Opaline-Process.

**The Alabastine Company**  
Grand Rapids, Michigan



### Verbeck and Congressman McLaughlin Have a Pow Wow.

Muskegon, April 18—The writer has always endeavored to be fair in his criticisms at all times and certainly has been more than willing to correct what might be considered misstatements, or, rather, mistaken statements. Recently I had an interview with Hon. James C. McLaughlin, of this city, Congressman from the ninth district, in which I made allusion to the "pork barrel."

Congressman McLaughlin claims that when I speak of the rivers and harbors appropriation bill as "pork," I am falling into a common error, indulged in by many and that there is not and has not been such an institution as a "pork barrel" in congressional affairs for at least twenty years.

He tells me that the good old days when representatives tickled each other for the sole purpose of showing the folks at home that they could perform the Little Jack Horner stunt, have gone forever and that every project now is thoroughly and properly investigated, passes through the hands of various experts, not the least particular of which is the corps of engineers of the U. S. Army, who reckon not with fear or favor, and when the stamp of approval is finally placed upon a project it may be said to have arrived at the stage of legitimacy.

He cites particularly the action of the board of engineers on the projects at Muskegon, Ludington, Manistee and Frankfort, where the demand for improvements has been great and the various phases and complications which have had to be overcome in the face of adverse rulings by these authorities who "had to be shown."

This applies to every disbursement in every portion of the country, and the restrictions are becoming more complex each year.

I am happy to say that Congressman McLaughlin stands squarely with me on the proposition that the post office department is the one and only institution under Federal operation which returns dividends to the people and does not favor any reduction in the expenses of the postal service which will interfere with its efficiency, even if it does show a deficiency in operation costs. The parcels post feature on its present basis of rates he favors very strongly and believes it to be a real channel through which many articles of agricultural production may be conveyed to the consumer at a reasonable cost.

I will admit that he does not exactly agree with my plans for revising the Federal constitution and changing the methods of the U. S. Supreme Court, but I am looking to him at the next session of Congress to father legislation which will clip the wings of the Interstate Commerce Commission, or to dissolve that most arbitrary and decidedly biased institution.

It is a well known fact that Mr. McLaughlin has very pronounced ideas on the subject of the usurpation of state authority by the General Government.

The controversy over state sovereignty, which was supposed to have been settled by the civil war, will not, he says, "stay put."

"The North and South now more nearly agree on the matters then at issue, but they are by no means a unit on the tendency to let Uncle Sam do what the framers of the constitution intended the states should do, without interference, and whether this will be a benefit or evil is by no means beyond the debatable stage."

He remarks that many of his colleagues agree with him, on this point, and view with misgiving the gradual transfer to the General Government of the functions of local self government which the National constitution most certainly lodged with the states. They all notice the progress of the influences exerted on Congress to obtain legislation invading state control and do not hesitate to convey their feel-

ings on the subject to their constituents even though they are powerless to prevent them. This same element, or many of them, are very strongly opposed to the usurpation of transportation regulations, which for more than a century were accorded to the states without question and many of them are wondering if the time has not arrived when there shall be called a halt in this tendency toward a centralization of Government and its attendant useless supervision.

"When the constitution was originally framed," says the Congressman, "the general Government was granted only such authority as was essential to its proper functioning, and all other authority not granted under the constitution was specifically reserved to the states. But the chief trouble seems to have been that the people were negligent in availing themselves of these rights. Most of them were passive, but there were a certain few who were of the paternalistic temperament and in the end these predominated. The rank and file were neglectful of their own rights, encroachments became a habit and the result was abbreviation of home government and a centralization of Federal power."

Notwithstanding this passiveness and the consequent cessation of state authority, there is still a strong feeling among modern statesmen, that the powers of the General Government should be curbed, and I am glad to be able to state that my own Congressman, Mr. McLaughlin, who is now entering on his ninth term, and who has distinguished himself in the past by efficient and meritorious service, creditable to himself and an honor to his constituency, will continue to merit public confidence.

And especially so now that he knows my views on these vast propositions.

Frank S. Verbeck.

### Mercantile News From Central Michigan.

Owosso, April 17—N. C. Davis, of Morrice, has sold his general stock of merchandise to Orlando Gruber, of Perry, who has taken possession.

Geo. A. Brown, Durand, owner of the Hotel Brown, which was partly destroyed by fire several months ago, has rebuilt and refurbished the interior with modern equipment. It was opened to the public April 1 by the owner. Everything is new and up-to-date, with splendid service and good sumptuous meals, home cooking. One more instance of the right man in the right place.

W. S. Lamb and wife have bought the grocery and candy stock of M. Shodell, Commerce avenue, Owosso, and took possession this week. Mr. Lamb is on the road for a Lansing candy firm and the store will be opened by M. M. Lamb, who has all the capabilities of a grocer, having spent several years in a general store in Ithaca previous to her marriage.

Fred Hare, of Alma, has bought the hotel at Butternut, of Nelson Smith and taken possession. This hotel has become a prominent point with the commercial travelers in the last two years for its splendid meals, good beds and substantial dinner served in baskets on the trains. Mr. Hare is an experienced hotel man and will, without doubt, make good. It will be somewhat difficult to excel Mr. Smith on eats.

W. S. Davis, of Flushing, has purchased the grocery stock of John I. Robinson, of Corunna, and will take possession about April 30. He will continue the business at the same old stand.

Honest Groceryman.



## Advertise Your Store

Use the manufacturers' advertising to advertise your store by stocking nationally known merchandise.

Selling well known brands gives you a reputation for dealing in quality goods as nationally advertised products must be backed by quality.

# K C

## Baking Powder

Same price for over 30 years

# 25 ounces for 25¢

nationally known—highest quality—enables you to offer your customers a real baking powder bargain—under-selling your outside competition.

Besides, the price is established.

### That Protects Your Profits

The government used millions of pounds.

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

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

JAQUES MFG. CO., Chicago



## News and Gossip About Michigan Hotels.

(Concluded from page 16)

guest, the situation that you cannot successfully handle in this frame of mind is certainly an unusual one.

I am going to have a word to say about hotel advertising. Quite frequently I am asked which I consider the best method of advertising for hotel patronage, and I am reminded of the traveling representative of a moving picture corporation who told me I operated the best advertised hotel in the State of Michigan. I told him I believed thoroughly in advertising, practiced what I believed and asked him what particular feature of my publicity had appealed to him most. His reply was that the only method he had particularly observed was the statements of living advertisers—boosters, as it were. This is one of my reasons for answering queries on this subject with the statement: "Give your patrons what they pay for and you have opened up a medium of publicity which will bring returns as long as you continue the policy."

Generally speaking, the method or form of advertising I would indulge in would depend largely on the class of custom I desired.

If I were catering to commercial trade only, I should certainly buy space in the Tradesman, for the very good reason I happen to know that it is read by a very large majority of salesmen—literally from "kiver to kiver." It is always asked for by this fraternity at the various hotels and on account of its high standing with that class of patrons, must naturally influence much business. Also I can see it must be useful in reaching a class of high grade commercial way-ups who patronize summer resorts.

For reaching what we call "regulars" in the summer trade, advertising in Chicago, St. Louis and Detroit papers has usually developed satisfactory, and especially in reaching seekers of purely health resorts.

The road sign, if artistically gotten up and properly placed, has been very useful in the past, but of late years has been considerably overdone in some localities. If you are putting out a road sign, have it mean something to the motorist. Have its text sufficiently brief that fast drivers can comprehend it without slowing down, and if you can incorporate in it information as to direction and distance, it will be appreciated. In Michigan such signs are outlawed on the right of way, but it is possible to select locations, just off the legal right of way where they will be observed, especially if they are so placed at turns of the road where they will be observable some distance ahead. Do not place them in close proximity to other similar signs, as this creates confusion and the effect is lost.

In this connection, if you are advertising any specialty, such as fish and chicken dinners, be prepared to serve them. Charge enough for this service to compensate you for loss incurred through preparing meals which are not sold, but don't let the customer go away with the impression that your chicken dinners are only matters of conversation and used as a "come-on" with prospective customers. Too often I have heard the expression: "You should have been her yesterday," or "you should wait over until to-morrow" to indulge in the particular specialty you are advertising, and which the traveler reasonably expects to find waiting for him.

It is said that in fifty years the Bancroft Hotel, at Saginaw, has been prepared to serve its celebrated corned beef hash at each of the three daily meals. While it is undoubtedly true that this article has been prepared many times when it was not ordered, the fact remains that this hotel's reputation for serving this particular specialty will thunder down the ages, and it certainly has made Saginaw famous.

One of the hotel man's greatest errors in the past has been his inclination to "hide his light under a bushel." In the past he has watched the improvements made on the State highways, and noted the automobile whizzing by, but has not made sufficient effort to make a profit out of this utility. Road houses in close proximity to large cities have been popular for ages. The good roads and fast motor traffic make every country hotel a possible road house. You cannot extract any benefit from this class of traffic with your "roast beef, roast pork, roast mutton, pork and beans" offering, but if you will specialize on correctly prepared chicken and wholesome, fresh caught fish, served neatly and appetizingly, you will also find yourself possessed of living boosters, who will have made you famous long before your customer has an opportunity to observe your other methods of advertising.

But don't neglect the advertising at any stage of the game.

The advertising manager of one of the largest specialties in America told me, within the year, that he advertised until he accomplished what he desired and then—redoubled his efforts.

But while I am strong for hotel advertising I am just as strong for giving such as respond to this method

of promotion, their money's worth—what they pay for—and down weight at that.

Don't copy the other fellow's methods. If you feel that the preparation of advertising is not your particular forte, draft the service of someone who has the gift, tell him just what you propose to do, let him prepare the copy, place it judiciously, and then perform according to your representations; in brief, give your patrons what you promise them, good and plenty.

You will be offered all kinds of mediums in all sorts of forms, many of which will possess meritorious features. Don't fall for any of the catch penny, fly-by-night schemes which are not intended to produce results except to their sponsors. How many of you fully realize that it is just as essential to reach the prospective customer with your announcements as it is to produce them.

The several methods I have mentioned are practical. The Tradesman and the newspapers have an established and efficient system of distribution. They carry your announcement just as directly to the individual you desire to reach as if you had mailed it direct. You have the advantage of their mailing lists which are not copied

from obituary columns or tombstones, but real live people.

Frank S. Verbeck.

## Retailers Stock Up on Canned Foods.

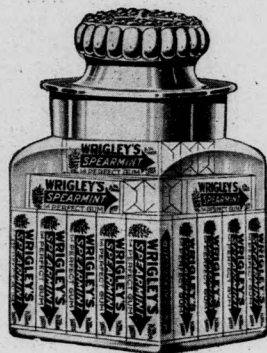
Retail grocers are stocking up with canned foods, in anticipation of the exhaustion of available fresh vegetables until the Spring crops appear and in anticipation of the beginning of the Spring working season on the farms.

Increase in the number of laborers on the farms impels farmers to buy large quantities of canned foods to supplement the supplies in their root-cellars. This, in turn, makes demands on retail grocers in the semi-rural communities throughout the Middle West, and this increased demand is beginning to be felt in the wholesale market here.

If your one ambition in life is to make the best home brew of any of your crowd, you may achieve your ambition; but you will not find it of any help in becoming a business success.

# WRIGLEY'S

## After Every Meal



No. 3 Jar  
Now Contains 63 Packages



No. 6 Jar  
Now Contains 105 Packages

Wrigley's new glass jars are a convenient and attractive way of displaying and vending.

## The Great American Confection

The jars take little space on the counter beside the cash register and many an extra nickel goes back into your till because of the auto suggestion.

The cost of the jars is covered by extra packages of gum packed in the jar. Ask your jobber today.







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

#### Now Is the Time To Buy Silk Knit Goods.

Stress is placed by manufacturers here on the disparity between the prices now being asked for silk knit goods and the current raw silk market. They claim that now is the most opportune time to buy, as prices will, in all probability, be much higher later on for silk hosiery, gloves and underwear. The late advances made by prominent wholesalers are declared not to be on a parity with the recent gains in raw silk prices. It is further said that the merchandise made up on the basis of the lower raw product was disposed of during the first three months of this year. Present prices of these goods are figured on raw silk purchased at higher levels. When this is also consumed, the makers say they will unquestionably have to ask higher prices based on their purchases of the raw material at today's levels.

#### Some New Jewelry Items.

Among the new things shown in popular-priced jewelry for women are silver sweater sets to retail at \$2.50. They are made distinctive by attractive silhouette decorations in black enamel. Oval sautoir pendants, similarly decorated, are offered to retail at \$1.25. These come in the same metal washed with gold. The silver pendants are plain, save for the silhouettes, but the gold washed ones are further decorated with simple engraving. Other silver articles offered at popular prices include plain and engraved bookmarks of sterling. The tops of these bear very attractive colored enamel work, principally in floral designs. They retail at from \$1.50 to \$2.25, according to the amount of work put on them in the making.

#### Expect Good Fall Season.

Manufacturers of cotton gloves, or those known as "suede fabric," express confidence that the Fall will be a season of great popularity for them. Some orders for delivery beginning next September are now being placed and, if the present selling campaign of the wholesalers is successful, the volume is expected to register a marked increase during the next two

months. The lines being shown are described as more complete than ever before, with special emphasis being placed on the fancy range in both the long and short gloves. Manufacturers say that a price advance in this merchandise would not be surprising later in the season.

#### Cape Demand Slackening.

Wholesalers here say orders for capes during the last few days have fallen off somewhat. It is not the general belief that the buying of these garments has reached its end, but in some quarters it is thought that the crest of retail purchasing has about been reached. Interest is said to be switching into twill coats and also those of silks of 48 to 50 inch lengths. One point in favor of a later buying movement in capes, however, is said to be that the most of the retail buying of them has come from the larger centres and that the purchasing of the smaller townships should be a substantial factor in sales.

#### Outlook For Veilings Improves.

While the demand for veilings is showing slow improvement, wholesalers here say there is a fairly steady call that gives promise of a much better season directly ahead. For one thing, they point out, the style trend abroad is very favorable to the use of the veil. Drape veils are described as the best selling items at the moment, either in the solid colors or with combination colored borders. These are embroidered and are of the "square" type. Yard veilings are moving better than the made veils, particularly the fancy meshes. Considerable interest is being shown in Chantilly lace numbers.

A lot of claims about goods being unsatisfactory would be avoided if salesmen never exaggerated.

**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.**

## Principle

### DEVOTED TO PRINCIPLE

*D.T.P.*

Here is a beauty—a new one,  
**BLUE CHAMBRAY DRESS SHIRT**  
 Fine gauge, soft collar attached. T 555 @ \$18.00.  
 The latest idea in dress shirts

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

# 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.

Buy your "Lawrence" Shirts and Drawers. We have all sizes in Short and Long Sleeve Shirts and Drawers to match Shirts 34 to 46. Drawers 34 to 44. Boxed 6/12 doz., per doz. \$7.25

644—Men's 72 x 80 count pin check nainsook Athletic Style Union Suit—Full Sizes—faced neck. Boxed 6/12 doz., sizes 34 to 46. Special Value, per doz. \$6.00

2—Men's 80 x 80 fine count percale Dress Shirt (neckband) Fast colors, made of standard percales. Boxed 3/12 doz. Assortment of patterns. Sizes 14½ to 17. "A good leader for a sale" \$11.37½

252—Men's Summer Caps. Black, and Grey Herringbone Stripe Newest shape and nicely lined and finished. Boxed 6/12 doz. Sizes assorted 6¾ to 7¾ \$11.37½

17—Ladies Satin Sateen Petticoats. Black. Boxed 6/12 doz., assorted 34 to 38 \$11.87½

**APRON SPECIAL**

401—Lowell percale Aprons. Good staple style and patterns, made of standard percales, such as Columbia, Scouts and Bradford 64 x 60 count ½ Lights and ½ Darks. Bundled 1 doz. Sizes A-B-C \$8.50

Eight numbers of "Randolph Cuties" one-half sox for tots, priced at \$2.25, \$2.35, \$3.00, \$4.50. Combed yarns full mercerized lisle up to better fibre silks. Beautiful color combinations. Send in your order NOW.

635—Ladies' full mercerized hem top fine gauge hose. Black. Sizes 9, 9½, 10. Are excellent 50c number. Per doz. \$4.00

1050—Ladies 12 Strand Pure Thread Silk Hose. Colors Grey and Navy. Boxed 3/12 doz. Per doz. \$10.37½

**GRAND RAPIDS DRY GOODS CO. WHOLESALE ONLY**

# UMBRELLAS

The season of showers is here. Everybody needs an umbrella.

We have just the numbers you are in need of.

## LADIES, GENTS AND CHILDREN

Ladies 26 in. plain and fancy handles, with silk loops and ivory rings. Price range \$10.50 to \$60.00 per doz.

A good quality for the boys and girls @ \$10.50.

Men's 28 in. Price range \$10.50 to \$48.00 per doz.

## PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.



## PRICES CURRENT ON STAPLE DRY GOODS.

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

Dress Goods.	
32 in. Wool Mixed Storm Serge	42 1/2
36 in. All Wool Storm Serge	77 1/2
44 in. All Wool Storm Serge	97 1/2
50 in. All Wool Storm Serge	1 20
French Serges proportionately,	
Danish Poplar Cloth	42 1/2
Juilliards Novelty Checks & Plaids	1 85
54 in. All Wool Coating	1 50@2 00

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

White Goods.	
Indian Head.	
33 in. Soft Finish	23
36 in. Soft Finish	26
44 in. Soft Finish	32
54 in. Soft Finish	39 1/2
All Linen Finish	1/2 c yard more.

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

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

Crashes.	
18 in. P. Bleached	22
18 in. P. Brown	21
Other grades accordingly and less 5%.	
16 in. Irish Imp. Br. Linen Crash	16 1/2
15 in. Bleached Toweling	9 1/2
17 in. Glass Toweling, Red Stripe	12 1/2
18 in. Absorbent Toweling	16 1/2
16 in. Blea. Linen Crash, from 20 to 25	

Diaper Cloth.	
18 in. Red Star	1 35
20 in. Red Star	1 45
22 in. Red Star	1 55
24 in. Red Star	1 70
27 in. Red Star	1 85

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

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

Towels & Wash Cloths.	
Turkish Towels from \$2.25@9.00 depending on size and quality, and whether plain or fancy.	
Huck Towels from 62 1/2c@86.00 per doz. depending on size and quality and whether part linen, hemstitched, etc.	
Wash Cloths from 45c per doz. to \$1.50 depending on size and quality and whether plain or fancy.	
Bath Sets from 75c@1.30 each.	

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

Blankets.	
45x72 Cotton Felted Blankets	1 07 1/2
50x72 Cotton Felted Blankets	1 20
54x74 Cotton Felted Blankets	1 55
60x76 Cotton Felted Blankets	1 75
64x76 Cotton Felted Blankets	1 85
68x80 Cotton Felted Blankets	2 30
72x80 Cotton Felted Blankets	2 50
Seconds about 5 to 10% less.	
Singles and Single 2nds proportionately.	
64x76 Barian Heather Plaid	2 30
72x80 Barian Heather Plaid	2 90
Seconds about 5 to 10% less.	
Singles and Single 2nds proportionately.	
60x76 Plain Woolnaps	2 30
64x76 Plain Woolnaps	2 55
66x80 Woolnap Plains	3 35
72x84 Woolnap Plains	3 70
Seconds about 5 to 10% less.	
Singles and Single 2nds proportionately.	
60x76 Woolnap Plaids	2 50
60x80 Woolnap Plaids	2 65
66x84 Woolnap Plaids	3 70
72x84 Woolnap Plaids	4 15
Seconds about 5 to 10% less.	
Singles and Single 2nds proportionately.	

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

Crib Blankets.	
30x40 Stitched	72 1/2
30x40 Scalloped	77 1/2
36x50 Stitched	1 00
36x50 Scalloped	1 10
36x50 Bound	1 40

Camp Blankets.	
Camp Blankets	2 50 up
Auto Robes.	
Auto Robes	2 50

Wool Blankets.	
66x80 Wool Mixed	5 75@6 25
66x 80 All Wool	7 50@8 50
70x80 Wool Mixed	6 50@7 50
70x80 All Wool	8 50@12 00

Comforts.	
Small sizes cheap Grades	22 50
Larger sizes, better grades	24 00@48 00

Sheets.	
63x90 Pequot	17 05
63x99 Pequot	18 67
72x99 Pequot	18 75
81x99 Pequot	20 65
81x99 Pequot	20 65
81x99 Pequot	22 45
63x90 Pepperell	14 71
63x99 Pepperell	14 95
72x99 Pepperell	16 86
81x99 Pepperell	16 45
81x99 Pepperell	18 01
72x90 Lockwood	15 25
72x99 Lockwood	16 69
81x90 Lockwood	16 75
81x99 Lockwood	18 34
Cheap Seamless Sheets	15 75
Cheap Seamed Sheets	10 25

Pillow Cases.	
42x36 Pequot	4 68
45x36 Pequot	5 04
42x36 Pepperell	3 90
45x36 Pepperell	4 14
42x36 Lockwood	3 96
45x36 Lockwood	4 20
Cheap Pillow Cases	2 25

Bedspreads.	
72x84 Bedspreads	1 75
Better qualities and larger sizes up to	
	5 00

Carpet Warp.	
White Peerless	56
Colors Peerless	62

Oilecloth.	
5-4 White	3 40
5-4 Meritas White	3 85
5-4 Meritas Fancy	3 75
6-4 Meritas White	4 85
6-4 Meritas Fancy	4 75

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

Wide Sheeting.	
7-4 Pequot Bleached	54
8-4 Pequot Bleached	60
9-4 Pequot Bleached	66
10-4 Pequot Bleached	72
7-4 Pequot Brown	47
8-4 Pequot Brown	54
9-4 Pequot Brown	60
10-4 Pequot Brown	66
7-4 Pepperell Bleached	42
8-4 Pepperell Bleached	47
9-4 Pepperell Bleached	52
10-4 Pepperell Bleached	56
8-4 Pepperell Brown	42
9-4 Pepperell Brown	47
10-4 Pepperell Brown	52
7-4 Lockwood Bleached	43
8-4 Lockwood Bleached	48
9-4 Lockwood Bleached	53
10-4 Lockwood Bleached	58
8-4 Lockwood Brown	43
9-4 Lockwood Brown	48
10-4 Lockwood Brown	53

Tubings.	
42 in. Pepperell	31 1/2
45 in. Pepperell	33 1/2
42 in. Pequot	37
45 in. Pequot	39
42 in. Cabot	31 1/2
45 in. Cabot	33 1/2

4-4 Bleached Cottons.	
Lonsdale	20
Hope	17 1/2
Cabot	17 1/2
Fruit of the Loom	21
Auto	17 1/2
Big Injun	15

4-4 Brown Cottons.	
Black Rock	17
Velvet	15 1/2
Cheaper Cottons	10 1/2@12 1/2
Lockwood B.	17

Cambrics & Nainsooks.	
Knights	21
Berkley	22
Old Glory	19 1/2
Diamond Hill	17

Ticking.	
Straw Ticking	17 1/2
Feather Tickings from	23 1/2@30
Fancy Satine Tickings from	29 1/2@35
36 in. Imp. Hol. Ticking	37 1/2

Denim.	
220	25
240	23
260	21 1/2

Prints.	
In Various colors	14 1/2

Cheese Cloth.	
36 in. Bleached Curly Gauze	97 1/2
Better Grades	8 1/2@10

Flags.	
Small Spearheads, doz.	1 00
Larger sizes from 4x6 ft. to 10x15 ft. ranging from, each	\$2.00@8.00

Napped Goods.	
27 in. White & Twill. Shaker	46 1/2@17
Cashmere Twill	18
27 in. Light Outings	13 1/2@14 1/2
27 in. Dark Outings	14 1/2@15 1/2
36 in. Light Outings	16 1/2@17 1/2
36 in. Dark Outings	17 1/2@18 1/2

Notions.	
Star Snaps, gro.	60
Kohinoor Snaps, gro.	70
Wilsnaps, gro.	75
Satin Pad S G Garters, doz.	2 00
Sampson fly swatters, doz.	75
Roberts needles, per M.	2 50
Stork needles, per M.	1 00
Self Threading Needles, paper	06 1/2
Steel Pins S. C., 300, per box	43
Steel Pins M. C., 300, per box	45
Brass Pins S. S., 160, per box	43
Brass Pins S. C., 300, per box	75
Brass Pins M. C., 300, per box	80
Coats Thread, doz.	59
Clarks M. E. Thread, doz.	59
J. J. Clarks Thread, doz.	56
Belding Silk, 50 yd., doz.	90
Cobro Silk net with elastic, gro.	4 50
Gainsborough Hair Nets	
Single Strand	80
Double Strand	1 00
Wolverine nets, gro.	9 00
Arrow Net, gross	9 00
Duro Belle, doz.	90
R. M. C. Crochet Cotton, per box	75
B. O. N. T. Cro. Cotton, per box	90
Silkene Crochet Cotton, per box	90
Sansilk Crochet Cotton, per box	55
M & K or Dexters Knit. Cot., white, per box	1 50
Black and colors	1 75
Allies Yarn, bundle	7 50
Fleishers Knitting Worsted Skeins	2 30
Fleishers Spanish worsted balls	2 60
Fleishers Germant'n Zepher Balls	3 70
Fleishers Saxony Balls	3 70
Fleishers Knitting Worsted Balls	2 60
Fleishers Scotch & Heather Balls	2 90
Excello Suspenders, doz.	4 50
President Suspenders, doz.	4 50
President Suspenders, Ex. Heavy	6 00

Infants' Hosiery.	
Cotton 1x1 Rib Hose	1 00
Combed Yarn 1x1 Rib Hose	1 85
Mercerized Lisle Hose, Cashmere	4 00
Silk Hl. & toe, 50% Wool Hose	4 00
Silk & Wool Hose	6 12 1/2

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

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

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

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

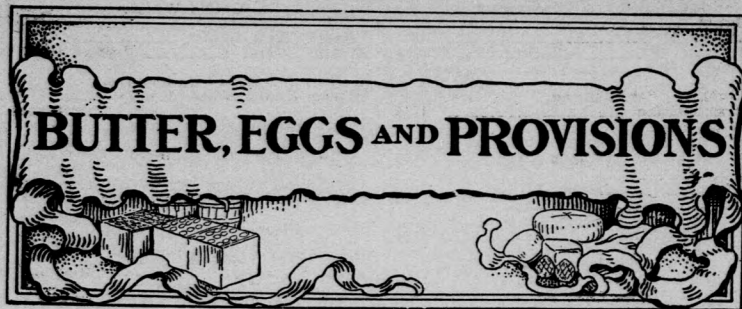
Childs Waists.	
"Cub" Knit Waist	2 25
"Bear" Knit Waist	3 75
Muslin Waist	2 25@3 50@4 50

Boys' Underwear.	
Fleece Union Suits, Heavy	7 50/2
Egypt Ribbed Union Suits	Rise .75
	4 25/20
"Hanes" No. 953 Ribbed U. S.	Rise .62 1/2
	6 37 1/2/20
Part Wool Union Suits, all sizes	12 00
50% Wool Union Suits	14 50/20
	Rise 1 00
Heavy Fleece Vests & Pants	3 25/16
	Rise .37 1/2
Part Wool Vests & Pants	5 50/16
	Rise of .50

Spring.	
Boys' 72x30 pin check Ath. Stan. S.	4 75
"Hanes" 756 & 856 72x30 pin check Athletic Suit	6 12 1/2

Misses' Underwear.	
Velvet Vests & Pants -----	3 25/16 Rise .37 1/2
Velvet Fleece Union Suits -----	7 50/2 Rise .62 1/2
Med. Weight Fleece Union Suits -----	6 00/2 Rise .50
Part Wool Union Suits -----	13 50/2 Rise 1 00
Velvet Fleece Union Suits -----	7 50/2 Rise .75





### Marketing "Fancy Meats."

Not long ago an organization was having a banquet in one of our large cities, and enquiry was made of our branch house if they could supply 2,000 pounds of calf sweet-breads. Since one calf yields only about a quarter of a pound of sweetbreads, this one order meant about 8,000 calves. Swift & Company accepted the order and delivered it in a single shipment.

Sweetbreads are a delicacy. Only a few years ago there was little demand for them. Now they bring a good price. Much the same thing has happened to certain other meat products, such as hearts, livers, tongues, brains, oxtails. Not all of these have entered the delicacy class as yet, but the demand is growing as consumers get acquainted with them and learn how to make tasty and attractive dishes from them. We have specialized on marketing these meats, to which we have given the trade name of Fancy Meats. By stimulating demand we have given consumers a greater variety of meat foods and we have benefited farmers because of the higher prices we are able to pay for livestock.

It is only since 1910 that trade in these products has become important. Of course, some of them were eaten before that time, but our total output of millions of pounds a year suggests how successfully we have pushed these meats and how popular they have become.

There are two things that have made this growth possible: First, the fact that consumers have come to realize that these meats are highly desirable, and that some of them are real delicacies; second, the rigid care we take in putting out only the best quality product in the most attractive form possible. In order to teach consumers how to use these products we have issued a book of tested recipes, prepared for us by an expert in domestic science. We have also taught retailers how to display and sell them.

But quality and appearance have been the big factors in establishing popularity. They have to be prepared with special care. In the first place, they have to be carefully selected; then we have to issue special instructions for handling in the plant. For example, they have to be delivered from the dressing floors to the fancy meat cooler at intervals of not more than thirty minutes. There are special instructions as to how they must be spread for chilling; how they must be hung upon the hooks and taken off; what the exact temperature of the cooler must be; and how they must be graded and packed. Attention to most minute details is necessary.

Then the way they are packed adds to their attractiveness. It is surprising how inviting a 25-pound box of pork feet, scrupulously clean and uniformly selected, looks. Some of these "fancy meats" are packed in boxes and some in pails.

### An Important Ruling on Marking Sausages.

J. R. Mohler, chief of the Bureau of Animal Industry, U. S. Department of Agriculture, under date of March 27, mailed the following notice to inspectors in charge of meat inspection and proprietors and operators of official establishments:

"Referring to the provisions of the regulations requiring the marking of sausage and other meat products in animal casings, to declare the addition of water, cereal, milk, benzoate of soda, or other substances, artificial coloring of the casings, preparation of the product from meat pressed for sterilization, or to declare composition the Bureau holds that when such articles contained in animal casings smaller than the ordinary ring variety leave establishments in cartons having a maximum capacity of ten pounds and containing a single kind of product, the marking may be omitted from the casings, since the required labeling on the cartons is considered sufficient marking and meets the requirements of the regulations.

Another ruling by the chief is as follows:

"There have been submitted to the Bureau numerous samples of articles such as tags, cards, tickets, etc., bearing names, addresses, figures, and similar data written with pencil, crayon, crayon, brush or pen, which are affixed to shipping containers of meat and meat food product for the purpose of identifying the contents to checkers, billers, clerks and others filling orders in official establishments, and also to parties distributing the products in route cars, autos and wagons.

"While written statements lack uniformity essential to formal Bureau approval, it is not the intention at this time to prohibit the use of such articles bearing written data essential to distribution when their use is supplementary and not in lieu of required markings, provided that the written data are not false or deceptive.

"When the written data above authorized are to appear on tags, cards, tickets, etc., bearing printed statements, such printed statements must be submitted for approval as required under the regulations."

The time you spend sitting around and saying, "It can't be done," is time another man might use in doing it.

WHEN you are asked for a good COFFEE

# Recommend LIPTON'S

Distributed by

**LEWELLYN & CO.**

WHOLESALE GROCERS

GRAND RAPIDS

DETROIT

# FUL-O-PEP CHICK FEEDS



Early Bird Scratch Grains,  
Early Bird Fine Chick Grain,  
Full-O-Pep Fine Chick,  
Full-O-Pep Scratch Grains,  
Full-O-Pep Growing Mash,  
Full-O-Pep Starter and Dry Mash,  
Steel Cut and Rolled Oats.

For Sale By

**KENT STORAGE COMPANY**  
GRAND RAPIDS - BATTLE CREEK  
Wholesale Distributors

Order a bunch of **GOLDEN KING BANANAS** of

**ABE SCHEFMAN & CO.**

**Wholesale Fruits and Vegetables**

22-24-26 Ottawa Ave.

Grand Rapids, Mich.

WHEN YOU THINK OF FRUIT—THINK OF ABE.

**Window Display Advertising Service Co.**

61 Monroe Ave., Second Floor Tracy Block

GRAND RAPIDS

Service anywhere.

MICHIGAN

Citizens Phone 62185.



SELL THE BEST SELLER

# Polar Bear Flour

A FLOUR THAT ALWAYS SHOWS  
THE DEALER A PROFIT.

Write Us For Valuable Cook Book FREE!

**J. W. HARVEY & SON,**  
Central States Managers  
Marion, Ind.



**Another Smash in Piggly Wiggly.**

I see that the Piggly Wiggly outfit has come another cropper in Delaware, all five stores down there passing into the hands of a receiver after losing money steadily for several months. Readers will remember the even more disastrous smash of the New York branch. I repeat my prediction that if Saunders, the founder of the Piggly Wiggly enterprise, keeps on playing with the stock of his scheme instead of keeping store, these two smashes will be followed by others.

As an inter-state proposition the Piggly Wiggly scheme is in my judgment, very weak. In the beginning Saunders, lacking capital, decided to sell state rights to operate Piggly Wiggly stores on a royalty basis of 1/2 of 1 per cent. of the profits. There were also some initial payments. Under this scheme every state company is a law unto itself, so long as it regularly pays its royalties. Apparently Saunders prefers to sell his state rights to corporations—possibly he insists on that, I don't know; at any rate every state branch, I believe, is incorporated. He also encourages these state corporations to sell their stock just as he sells his own parent stock, and from this point to common stock juggling, as has happened in the parent company, is just a step.

In other words, the whole scheme from the parent company down to the state branches is apparently being organized on the theory of a stock-selling scheme first and a grocery selling scheme second. That may work for a while, but it doesn't seem likely to create the kind of competition which regular grocers need dread very much.

E. J. Buckley.

**Legitimate Business Killed By Crooks**

There are so many crooks in the world that they often deprive us of the use of things which in themselves are perfectly innocent and praiseworthy. Take filled milk as an example. Filled milk is milk which has had some of the butter fat removed, its place being taken by cocoanut oil. The people who invented this and put it on the market didn't invent it to be used like whole milk. They intended it to be used mainly for cooking purposes as an improvement over vegetable oil.

As soon as the product came on the market, however, crooks seized upon it because it looked like whole milk and began to sell it and use it as whole milk. There were so many of these and they obtained such a wide fraudulent distribution for the filled milk before they were stopped, that

several states and now Congress passed laws forbidding its manufacture and sale for any purpose. The President signed the Federal act only a few days ago, destroying for all purposes a perfectly praiseworthy and useful product, simply because crooks seized upon it and used it as a scheme to milk the public.

Why, look what one of these crooks did in New York City. This particular hairpin was a manufacturer and when he got an order from one of the largest jobbers in New York for condensed milk under the jobber's private brand, he filled it with the cocoanut filled milk, involving the perfectly innocent jobber in a criminal prosecution and \$3,000 fine! That's the kind of thieves that have killed a product that, within its limitations, was as worthy as anything could be.

Elton J. Buckley.

**Grains Retarded by Cold.**

Winter grains deteriorated somewhat during the latter half of March, according to the semi-monthly crop notes of the United States Department of Agriculture. Long continued drought in some sections, with cold weather the last two weeks, has retarded growth, and both wheat and rye are generally backward. Freezing and thawing, with little or no snow cover, has been common in large areas of the wheat belt and has undoubtedly done injury, the extent of which cannot yet be estimated. The present condition is decidedly unfavorable, though susceptible of considerable improvement with favorable weather conditions from now on. On the Atlantic coast planting of cotton is now general as far North as North Carolina. It has been quite generally delayed by rains and cold in all sections. Extra early cotton has been greatly damaged by freezing weather and replanting is being done. Preparation of the land is practically completed in all sections. Indications still point to an increased acreage. A great demand for fertilizers and weevil poison is noticeable. Farm labor is generally scarce and high priced. Competition of mines, saw mills, road building and industrial plants in many sections cannot be met by the farmers. A marked tendency on this account to turn plough lands into permanent pasture and to reduce acreage of corn is in evidence.

**Moseley Brothers**

GRAND RAPIDS, MICH.

Jobbers of Farm Produce.

**Carloads Potatoes Wanted**

We are in the market to buy good No. 1 graded potatoes, sacked in new 150 lb. bags.

If you have a car loaded or can make up a carload among your neighbors, get in touch with us immediately.

**The Vinkemulder Company**

GRAND RAPIDS, MICH.

Buyers and shippers of Potatoes and Onions and fruit in carlots since 1900.

ANNOUNCING THE OPENING OF **THE HECHT PRODUCE CO.**  
Who will carry a complete line of FRUITS and VEGETABLES  
**WHOLESALE ONLY**  
Call Us For Prices

COR. IONIA AND WILLIAMS ST.

CITIZENS 62701

**Watson-Higgins Milling Co.**

GRAND RAPIDS, MICH.

**NEW PERFECTION**

The best all purpose flour.

**RED ARROW**

The best bread flour.

Look for the Perfection label on Pancake flour, Graham flour, Granulated meal, Buckwheat flour and Poultry feeds.

Western Michigan's Largest Feed Distributors.

You Make

**Satisfied Customers**

when you sell

**"SUNSHINE"  
FLOUR**

Blended For Family Use  
The Quality Is Standard and the Price Reasonable

**Genuine Buckwheat Flour  
Graham and Corn Meal**

**J. F. Eesley Milling Co.**  
The Sunshine Mills  
PLAINWELL, MICHIGAN

**M. J. DARK & SONS**

GRAND RAPIDS, MICH.

Receivers and Shippers of All

**Seasonable  
Fruits and Vegetables**

**MILLER MICHIGAN POTATO CO.**

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building  
Grand Rapids, Michigan

**TOP PRICES—CORRECT WEIGHT—PROMPT RETURNS  
POST & DE VRIES**

Wholesale Receivers POULTRY, EGGS and VEAL

Reference Kent State Bank

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**RESCENT**

**FLOUR**

"Mother's Delight"

"It Makes Bread White and Faces Bright!"

Ask Your Grocer.

VOIGT MILLING CO.

Grand Rapids, Mich.

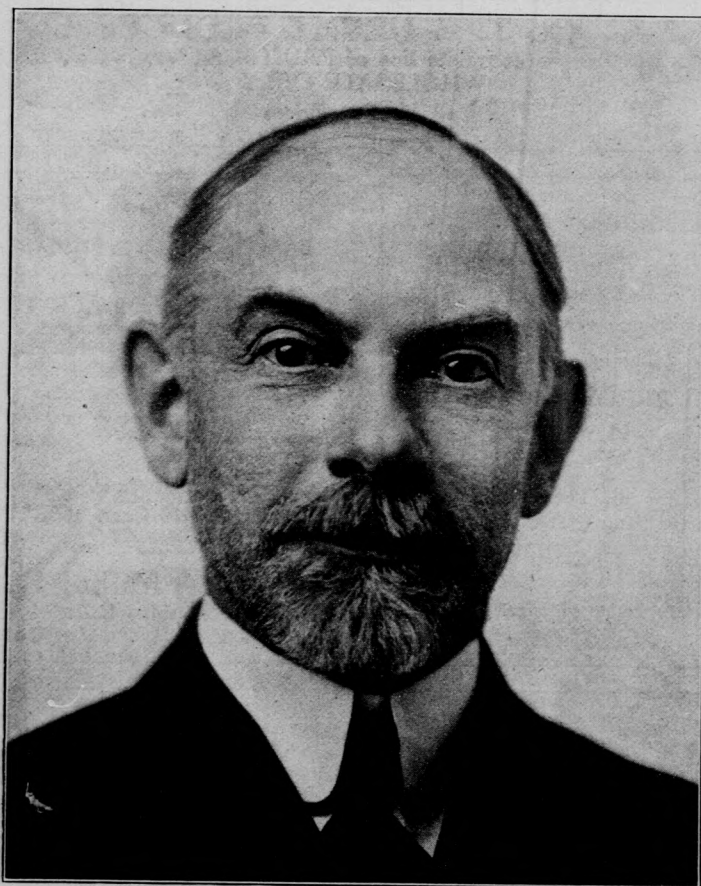


## GONE TO HIS REWARD.

## Sudden Death of Col. William V. Jacobs.

Col. Wm. V. Jacobs, who was well and favorably known to thousands of Michigan people through his attempt to construct an interurban railway direct from Grand Rapids to Battle Creek about fifteen years ago, died suddenly at a hospital in Evanston, Ill., last Thursday evening. The funeral was held Saturday afternoon in the Episcopal church of Glencoe, where the deceased had maintained a residence for about thirty years. High church service was employed. The enormous number of floral offerings testified to the high esteem in which the deceased was held in Chicago and the towns along the North shore. For

became Attorney General of the United States. Three years later he set his face toward the setting sun and located in Chicago, arriving there April 3, 1873. His first employment was in the banking house of Lunt, Preston & Keen. Four months later the manager of this house recommended him to the position of private secretary to Paul Cornell, who was a large operator in real estate. He remained with Mr. Cornell in this capacity for three years, during a portion of which time he was Secretary and Treasurer of the Cornell Watch Co., at Grand Crossing. In 1876 he engaged in the real estate and loan business on his own account, which he continued with success until 1891, when he undertook the exploitation of the Calumet Electric Railway. This



The late Col. William V. Jacobs.

the past two years the deceased had been postmaster at Glencoe, holding the office by reason of his great popularity, despite the fact that he was five years beyond the age limit. The deceased left a wife and three children—Elliott, who resides on a farm at Orangeville, Mich.; Whipple, who resides in Glencoe and holds a responsible position in Chicago and Mrs. Thomas E. Hough, who resides with her husband in St. Louis.

William Vaughan Jacobs was born at West Chester, Pennsylvania, June 19, 1853. His father descended from Welch Quakers, his great great grandfather having come over with John Penn, brother of William Penn, and located in Pennsylvania. Mr. Jacobs attended the schools of his native town until he was 17 years of age, when he secured a clerkship in the bank which was then managed by Wayne MacVeagh, who afterwards

road connected Pullman with South Chicago and Roseland, a distance of forty-eight miles. His associates in this enterprise were N. K. Fairbanks, J. D. Harvey, S. E. Cross, Columbus Cummings and John Turnbull. It was the pioneer electric railway line in Chicago and it has become one of the best paying properties of the kind in that city, owing to the rapid development of the region which it served.

In 1893 Colonel Jacobs made large purchases of lands at Glencoe, on the North shore, the exploitation of which kept him extremely busy for a matter of ten or twelve years. He was one of the promoters of the Skokie Club, which is now regarded as one of the finest golf clubs in the West. It has a considerable amount of timber in the shape of original forest trees, one of which—an enormous elm—was named after the Colonel on account of the work he did

## To Make Money

—not merely interest—from investments, it is always necessary to invest in new enterprises. However, the investor should first satisfy himself that the management is capable and will give him an honest run for his money, and that the Company is engaged in an industry in which there is room for substantial future growth.

We are in a position to offer such an investment, and will give your inquiries prompt attention.

## F. A. Sawall Company

313-14-15 Murray Bldg.

Grand Rapids, Michigan

1882 - AWNINGS AND TENTS - 1923



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

Our stock of White and Khaki Duck and Awning Stripes is very complete.

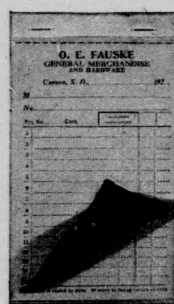
Quality of materials and workmanship, not cheapness, has always been our motto.

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

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

CHAS. A. COYE, INC.

Grand Rapids, Mich.



NOW—

is the time to order your sales books before your supply is exhausted.

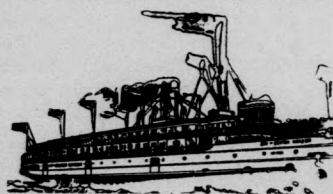
We make all styles and sizes.

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

Write for particulars and samples.

BATTLE CREEK

SALES BOOK CO.

R-4 Moon Journal Bldg.  
Battle Creek, Mich.CHICAGO  
\$3.95Graham & Morton  
Freight and Passenger Line

MICHIGAN RAILROAD

BOAT TRAIN 7 p. m. — G. R. Time

Freight Station Front and Fulton  
Telephones—Citz. 64241 Bell M 3116Lv. Chicago Mon., Wed., Fri. 7 p. m.  
Standard TimeFor Information  
Tel. Citz. 4322 Bell M 4470Charles  
the  
Eighth  
10c  
CigarA Cigar  
Properly  
Blended  
With  
Imported  
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WrapperA Sure  
WinnerVanden Berge Cigar Co.  
GRAND RAPIDS, MICH.



in acquiring the lands and laying them out.

About twenty years ago Col. Jacobs had his attention called to the desirability of an interurban line between Battle Creek and Grand Rapids. He traversed the proposed route a number of times and had seven different surveys made. He finally selected a survey which followed the lake region as far as Gull Lake, when the road branched off in two directions—Southeast of Battle Creek and Southwest of Kalamazoo. So sanguine was the Colonel regarding the success of this proposition that he purchased a considerable portion of the right of way and a large number of farms along the line of the proposed road. Wherever he found a good location for a resort he purchased the entire property, so as to control the character of the resort absolutely. Terminals were arranged for in all three cities and for a time it looked as though the road was a foregone conclusion. The appearance of Hodenpyl, Hardy & Co. on the scene with a competing line rendered it impossible for the Colonel to float his bonds and he reluctantly withdrew from the field after pocketing a loss in excess of \$100,000. Every debt was paid and every obligation was faced in man fashion. Few more heroic sacrifices were ever made by any man than the Colonel made in this transaction.

Col. Jacobs was married November 19, 1890, to Miss Mary Whipple, of Winona, Minnesota. Her father, Wm. J. Whipple, was editor of the Winona Herald for forty years. Three children were born into the family—Elliott, aged 31; Whipple, aged 26; and Katherine aged 24. The family are all Episcopalians, being members of St. Elizabeth's church of Glencoe.

Col. Jacobs was a member of the First Cavalry, Illinois National Guard, for ten years, from 1877 to 1887. He started as First Lieutenant and ended as Lieutenant Colonel, which gave him command of the regiment.

Col. Jacob's maternal grandfather was an English sea captain, who came to Norfolk, Virginia, in 1794 from the Bermudas, bringing his slaves with him. In 1804 he was elected Mayor of Norfolk, when that honor was considered by the Virginians to be third only to the President of the United States and the Governorship of Virginia. His grandfather, Commodore Jesse D. Elliott, was Captain of the Niagara in the battle of Lake Erie. Before the battle he took two rowboats and captured the gun boats, Detroit and Caledonia, from the British under the guns of Fort Erie. For this service he was thanked by Congress and voted a sword. In the battle of Lake Erie his ship was made the flagship of the fleet by Commodore Perry after the Lawrence had been sunk. For the part he took in this battle he was thanked by Congress and voted a gold medal. The Legislature of Pennsylvania also voted him a medal for heroic service in this engagement. Col. Jacob's great grandfather, Col. Robert Elliott, who served all through the Revolutionary War, was killed by the Indians in Muskingum Valley,

Ohio. He was Colonel on General Mad Anthony Wayne's staff. His father's great great grandfather, Col. Thomas K. Bull, who served through the Revolutionary War was captured and confined in the prison ship, Jersey for several months. His father was a member of the Legislature that voted a charter to the Pennsylvania Railroad. He is one of the few members of that body who did not accept a gift from the railroad and he never consented to accept a pass from the Transportation Company later on. Col. Jacobs lost one brother by illness during the siege of Vicksburg, in which he was engaged.

Col. Jacobs had two hobbies—a love for country life and a love for flowers. For many years he maintained a greenhouse of his own on his premises at Glencoe and nothing pleased him more than an opportunity to discuss the subject of flowers with experts. He was passionately fond of the country and his highest ambition was to be a factor in the building up of the country between the different terminals of his proposed road. He owned a fine farm on Gull Lake, where he spent his summers and vacation periods and where he entertained his friends with princely prodigality. He had many plans for the development of the lake region in the shape of resorts, vegetable, fruit and dairy farms and intensive farming, and those who know him well and were familiar with his ambitions in that direction shared his enthusiasm along these lines.

Personally Col. Jacobs was one of the most companionable of men. He was wonderfully well informed on nearly every subject upon which the average business man is able to converse. He was a prodigious reader, a fluent writer and an apt conversationalist. His presence was an inspiration at any social gathering. His long residence in Chicago had given him a varied fund of stories and anecdotes relative to the early days of that city which made an evening spent in his company exceedingly enjoyable.

Col. Jacobs' interests were not confined to purely commercial enterprises. He was of a broad and charitable mind. He was ready not only to devote his energies to the promotion of business affairs, but to discharge that larger duty that the successful and the fortunate owe to the less fortunate and less successful. The charities and the public movements of his home town always had his support, financial and otherwise, and owe much of their success to the keen business judgment which he brought to bear upon the problems of such organizations.

As a churchman Col. Jacobs was honored and beloved as one who endeavored to sense the real meaning of religious organizations and to maintain their high aspirations. His personal life was so full of helpfulness to others that he fitted naturally into any association whose foundation stone is the brotherhood of man.

The life of Col. Jacobs contains little that is spectacular but much that is admirable. He lived his life simply and sanely and established himself in the hearts of the people with whom he came into contact in

private life and in the confidence of the men he encountered in business.

This belief in his integrity and judgment was undoubtedly a sufficient reward to Col. Jacobs for the demands that were made upon his time by the problems of others in the business world and in his particular community. They gave him opportunities for usefulness that were not unwelcome and that received the same serious thought and consideration he gave to his private affairs.

Col. Jacobs' reputation was built slowly and surely and certainly. His eminence as a business man was not won by a sudden coup or stroke of fortune, but by that persistent performance of duty and the careful forethought that build the firmest foundation and create the strongest superstructure of a business career. His life was known to the men with whom he mingled and it was a life to inspire the faith of his fellows.

Adversity is the test that tells how successful you can be.



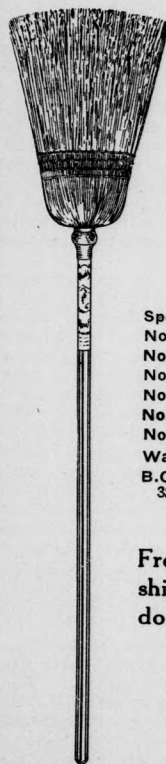
**COUNTRY MERCHANTS**—How to measure your awnings correctly.

Measure wall 1 to 2, measure extension 2 to 3, measure front 3 to 4. A 2 cent stamp brings samples and prices that will surprise you.

**GRAND RAPIDS AWNING & TENT CO.**

Monroe Ave. and Hastings St.  
GRAND RAPIDS, MICH.

## R. & F. Brooms



THE  
DANDY  
LINE

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### Prices

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

Freight allowed on shipments of five dozen or more.

All Brooms  
Guaranteed

**Rich & France**

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**CHICAGO, ILLINOIS**



## AMBER COFFEE

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

Blended, Roasted and Packed by

**CHRISTIAN COFFEE CO.**

337-339 Summer Ave.  
GRAND RAPIDS, MICH.

## TAKING INVENTORY

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

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

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



STRAIGHT  
SIZE—

The Johnson  
Original 10¢ Cigar

**VAN DAM**

MANUFACTURED BY  
TUNIS JOHNSON CIGAR CO.  
GRAND RAPIDS, MICHIGAN





### Gabby Gleanings From Grand Rapids.

Grand Rapids, April 17—Most of the mistakes of the new salesman are due more to faulty handling by the sales manager than any weakness in the man himself. I have found this particularly true in the case of young fellows who have had some selling experience but are not of senior caliber. One such man came to us and was given territory in a state in which a senior covered the cities and large towns. The new-comer was to sell in the outlying districts. He showed his worth from the start, but although his sales volume was satisfactory, he sold the lowest number of customers per week of any man among the leaders of the junior division.

Accordingly, I wrote him this letter: "There were so many points covered in your training, and there are so many little details in our business, that possibly you will now appreciate a letter covering broadly what we expect of you; not that you have any doubt that the big thing we expect you to do is sell our products to best advantage; not that there is any doubt that you understand the importance of thoroughness in selling.

"You now have a definite territory, and you are responsible for the building up of the greatest possible sales volume in that territory. You will not win the race for senior territory by short cuts or by confining yourself to the larger buyers, in an effort to prove that you can handle the biggest retailers and jobbers in the towns to which you have been assigned. To be sure, you must prove your capability in that direction. But you will perfect yourself to sell our products through making a large number of small sales so that you will be better able to make the most of your bigger opportunities.

"In the attached listing of your sales, for the past two months, it is clear that you are passing up too many single-case buyers. In the week of February third, for example, you made only six sales, one a day. The fact that your sales for that week totaled over \$500, merely proves that you passed up unnecessarily many opportunities—for in towns that will average to have one buyer who will place a sixty to seventy-five-dollar order, we know there are from four to ten small buyers.

"You did not sell a single general store that week. Remember that every general store should be located and visited. Each one is a potential buyer and you should bend every effort to landing these possible sales, rather than hustling on to the next big town. Remember this, that if there are seven stores in a town which should handle our lines, and you sell six, but lose the biggest, you are better off than though you sold the biggest one and passed up the rest. For the next time you hit that town the local demand will be for our lines because six out of seven stores carry them, and you will find that the big fellow is ready to buy, if, indeed, he has not sent in a mail order in the meantime.

"Did you ever stop to think that it is the small fellows in your territory who are going to show the house the only profit it gets from your work? This is strictly true, because it will take all your sales to the 'big fellows' to pay your salary and mine—your ex-

penses and our overhead. Whenever you see a small dealer—and sell him—remember you are making a real profit."

Another type of salesman dislikes to sell in the suburbs of a city. Consequently, our competitor can dispose of his inferior product in this territory simply because we do not offer our goods to the suburban merchants. One of our men developed this mental kink and after calling his attention to the fact that he had not made a single sale in the suburbs, our letter went on to say:

"One of our National competitors openly boasts that he can make a 20 per cent. profit simply by selling people on whom we do not call. You will find his salesmen covering neighborhood stores, which means a half mile or more walk from the nearest jitney line. There is only one way to prove to you that you are passing up good bets. So you'll find listed the stores on which you are to call outside Columbus. From their nature and rating, you should be able to turn in a four-hundred-dollar week before touching the center of the city."

That salesman turned in \$340 worth of sales on that test.

Another kind of salesman is inclined to quit after he has really produced. He has won but he doesn't know it. Here is an excerpt from our letter to a man of this sort:

"Congratulations! "While you may feel a bit battered as a result of your first four rounds with the trade, remember that you are still on your feet and going strong. The fact that you feel a bit wobbly on your pins is natural, for you have been boxing with a tough opponent. From my years of experience at the ringside and in the ring, I can tell you you are going to win the decision. I am not looking at you—I am watching the other fellow, as shown by your sales record. He can't stop you and he has already admitted it. So don't spoil your good work in these first four rounds by thinking that he is as tough as you are, and perhaps tougher—for he isn't.

"From now on, your one opponent is yourself. It's one thing to win a contest, and another thing to know that you have won it. Just because you're tired, don't think for a minute that you are licked, when the other fellow is at your feet and the referee is counting him out. Some of our salesmen have had an easy time in the past two months. The territory in which they have worked felt the return of prosperity earlier than yours, but remember that since you have won out against harder conditions, you will cash in all the more when buyers in your territory begin to have the confidence which they will feel within a month or two, if business prophecies are to be believed."

R. P. Dolson is home again after a trip through the Southwest. He says Kansas City is booming in all lines and that business in general is much better throughout the Southwest than for months past.

Only a little time left to get your outfit in order for May 1. That's the day when most buyers are out of town.

Jacob Dykema, of Denison, Dykema & Co., submitted to an operation of the bladder at Mayo Hospital, Rochester, Minn., on Monday April 16.

Anthony Klaassen has leased the rooms at present occupied by a branch of the Kent State Bank, at Charles avenue and Wealthy street, and will add them to his store, adjoining. Mr. Klaassen has been engaged in the sale of dry goods more than ten years and has outgrown his quarters.

Bert Ema, the veteran tailor of Henry avenue, recalls the early experiences of himself and father in Grand Rapids in the pursuit of their occupation. For making two pairs of fine moleskin trousers Carlos Burchard custom tailor, paid them 50 cents per pair. They made only two pairs. Mr. Burchard's generosity in rewarding them for their services was too large to be borne. Father and son made many Mackintosh overcoats for the Houseman, for which they were paid \$9 per dozen. By working overtime they could finish one dozen in six days.

David E. Uhl, of the Grand Rapids Fancy Furniture Co., returned Sunday after spending two months in California, with his wife.

John Seven, jobber of paints and wall paper on Wealthy street, is clearing the lots he purchased recently on Eastern avenue, near Logan, preparatory to commencing the erection of a two family apartment.

On accepting a new position one of the most important steps to success is to cultivate the confidence of your credit man. It is poor policy to slip anything over on him. In years gone by salesmen and credit men were sworn enemies in many organizations. In a large measure this was the salesman's error. Upon opening a new account it is best to supply the credit

### Livingston Hotel GRAND RAPIDS

European

Rates \$1.25 to \$2.50 per day

### HOTEL WHITCOMB

St. Joseph, Mich.

European Plan

Headquarters for Commercial Men making the Twin Cities of

ST. JOSEPH AND BENTON HARBOR

Remodeled, refurnished and redecorated throughout.

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

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

J. T. TOWNSEND, Manager.

### 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.

### EUROPE

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

C. A. JUSTIN, Agent

Consolidated Ticket Office

151 Ottawa Ave., N. W.

Phones: Citz. 68331; Bell M. 3790



### CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

### 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.

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

### 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.

### OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.

Muskegon

Michigan

Lansing's New Fire Proof

### HOTEL ROOSEVELT

Opposite North Side State Capitol on Seymour Avenue

250 Outside Rooms. Rates \$1.50 up, with Bath \$2.50 up.  
Cafeteria in Connection.



department with all information at hand. Merely writing on the order "customer is good," counts but little in his favor. It is better to tell why he is good.

There are still a few buyers who demand entertainment, but the far-sighted salesman knows this class will not stay with him long. They are floaters and are constantly changing from one line to another. Ten dollars spent in entertaining is often the net profit on a \$500 order, not counting time lost that might have been spent profitably elsewhere.

"The bigger they are the better I like 'em," said a specialty salesman recently. "I try to reach the head of the organization first; it is easier to reach the purchasing department through him than to start with a clerk and work up to the buyer."

Selling goods is like a free-for-all fight. The man who thinks he can get by because of past successes, a knowledge of his line and territory and buyers is likely to wake up suddenly only to find some snappy young chap has been getting the orders for another house.

It is a compliment to the purchaser when you show him the very best in your line. This applies equally to dealer and consumer. No man likes to be under rated. It is best to show a \$3 necktie and make a dollar sale than to show a fifty-cent tie and lose a customer. It often happens. Trot out your best line first. This creates interest and desire. The purchaser may compromise on something for less money but he is sold on the better article every time.

Don't hesitate to ask for an order. Otherwise the merchant may take you for a "drummer." Ask for a real order too. Make a mental note of what you really want to sell, but quote on a quantity that will show the merchant you have confidence in his ability to turn it over quickly. He will decide on what to buy and you won't be kept waiting.

No matter how long your acquaintance, nor how well you know the customer, it is good business to address him as "mister" in the presence of his employees. Call him "Mac" or "Bill" when you visit the movie or the lunch counter, if you like. But in his place of business he is Mr. Smith or Mr. Jones, as the case may be.

Traveling men who have visited the Spaulding Hotel, at Michigan City, recently assert that there must have been a great deal of green lumber used in the construction of the building, because the joints and casings are pulling apart badly. Aside from this defect, there are two other great drawbacks—the hotel was located too far from the center of the town and the rooms are so ridiculously small that two people cannot dress or undress in the sleeping rooms with any degree of comfort or satisfaction.

Men who have blazed new paths for civilization have always been precedent breakers. It is ever the man who believes in his own ideas; who can think and act without a crowd to back him; who is not afraid to stand alone; who is bold, original, resourceful; who has the courage to go where others have never been, to do what others have never done, that accomplishes things, that leaves his mark on his times.

There is a tremendous power in the great within of us which responds to the call for help in a marvelous manner. In great emergencies, in afflictions, when in desperate straits we are always surprised upon looking back at the mighty power which came to match the need. This is the divinity within us, which is always ready to come to our assistance, ready not only to answer the S O S call, when in distress, but is always ready to help us in every situation in life. It is an ever present help in time of need, and our need for it is always.

Professor Kitson's elaborate test on 185 men shows that salesmanship has no relation whatsoever to height and

weight. It was found that the most successful men averaged five feet nine inches tall and, roughly, 180 pounds. And it was found, also, that the least successful men in these two groups averaged five feet nine inches tall and about 180 pounds. It was found that the middle group between the highest and the lowest also averaged at these figures. Even the best ten men as compared with the poorest ten men averaged within a tenth of an inch of each other in height and within two or three pounds in weight.

So a message that is worth broadcasting clear around the world is this: handicaps such as a poor or unusual physique, or a stutterer, or cross-eyed, or bow-legged are not real and honest handicaps in this twentieth century. Everyone can do more work with less fatigue and reap the rewards from his greater industry if he wishes to do so. If you haven't a good incentive but would vaguely like to amount to more than you do, go out and get an incentive. It may take the form of a girl you want to marry, a car you want to buy, a farm you'd like to run or an income for your old age. The only essential is to find something you really want and go after it.

The entertainment committee of the You-See-Tee Club had something good in store for the club meeting Saturday, April 14, when they introduced W. Millard Palmer. Mr. Palmer went back to his boyhood days in Grand Rapids and in an exceedingly interesting way told of the development from that time to the present. Among the different incidents he touched on was when the Indians camped on the West side of the river and when Grand River flowed along directly under the room in which the club were seated at their noonday luncheon—the Rotary room in the Pantlind Hotel. He then went on in a visionary way and outlined some of his ideas of the future development and improvement of the city of Grand Rapids and the lasting monument to the memory of our fallen heroes. Mr. Palmer paid a tribute to the traveling men as being in many ways the best advertisers for the city and he pointed out the many benefits to the traveling men in getting together each week in a noon luncheon. He reminded all of the fact that Grand Rapids, if not the best, is one of the best cities in the United States to live in. Also the fact that it is the second city in the United States in percentage of the residents owning their own homes. He told them that Grand Rapids ranked fifth in manufacturing and was almost in second place in agriculture. At the close of Mr. Palmer's remarks a rising vote of thanks was given to him and he was unanimously elected an honorary member of the You-See-Tee Club, No. 2, but Mr. Palmer would not have it in that way. He protested and said, of he was going to be a member he wanted to pay dues, which he did. Mr. Palmer assured the boys that it would not be long before he would be with them again and when he did come again it would not be as a guest of the club, but as a member.

The committee made the announcement that the luncheon on Saturday, April 21, Fred N. Rowe President of the Michigan Tourist and Resort Association, would be with the Club. There is no question but that Fred Rowe can and will give a very interesting talk on the tourist and resort business of Michigan, which to-day stands as one of the biggest assets in the State and traveling men going out from Grand Rapids and some of them radiating to points South, East and West, can again prove themselves to be good advertisers, because you know it is a fact "traveling men will talk."

Saturday evening, April 21, will be the annual meeting of Absal Guild, A. M. O. B. (Bagmen). Letters have been mailed out to the members which says there will be a class for initiation and also an election of officers for the ensuing year. This meeting will be called at 8 o'clock in the You-See-

Tee hall and we earnestly request that all Bagmen be present.

John D. Martin furnished the Gabby department the following contribution: "Friday afternoon, April 13, and some people think that Friday the thirteenth is an unlucky day, but our good friend, E. A. Stowe, does not think so. Some person on one of the floors above in the Barnhart building, in which building the Michigan Tradesman is located, dropped a lighted cigar or cigarette from the window and started a nice little blaze in the awning just outside of the window of Mr. Stowe's office. This was just after the lunch hour. Now, of course we all know E. A. does not eat a noon luncheon. However, he was back at his desk when a glance out of the window showed a nice blaze on the awning. Forgetting all about the near zero weather which existed at this time, brother Stowe rushed out sans hat, sans coat and gallantly directed the firemen in putting out the blaze. Just to show the rapid progress of everything pertaining to the Tradesman office, bright and nearly Monday morning, a new awning was stretched across the window opposite the desk of Mr. Stowe."

D. D. Cody, who was an early lumberman and wholesale grocer of Grand Rapids, but who now resides at Cleveland summers and at Miami winters, met with a serious accident at a fishing point named Stuart, near Miami, one day during the winter. The boat was thrown suddenly against the pier, causing him to fall and crack one or more ribs. He has nearly recovered from the injury, which was pretty severe for a man 85 years old. Mr. Cody is in remarkably good health for a man of his age.

William Judson (Judson Grocer Co.) and wife have returned from Schoolcraft, where they spent a couple of weeks at their country (village?) home.

#### 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, \$1.25. Artichokes—\$2 per doz. Asparagus—80c per bunch. Bananas—7@7½c per lb. Beets—New from Louisiana, \$1 per doz. bunches.

Brussel's Sprouts—40c per qt. box. Butter—The consumptive demand has been very good. The market for the past week has been in a healthy condition on the present basis of a 2c decline in price. While some houses report a surplus, others are keeping cleaned up. The receipts of butter have been fairly liberal. We do not look for much increase in the immediate future. The market is likely to remain steady for a few days and unless we have some very unseasonable cold weather we are likely to have another slight decline. Local jobbers hold extra at 45c in 63 lb. tubs; fancy in 30 lb. tubs, 47c; prints, 47c. 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. Coconuts—\$6.50 per sack of 100. Egg Plant—\$4 per doz.

Eggs—The market is firm on the present basis of quotations. The season is backward, owing to the cold weather. There are considerable eggs going into cold storage. We do not look for much change in price during the coming week. Local jobbers pay 26c to-day.

Garlic—35c per string for Italian.

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—15c per lb.

Honey—32c for comb; 25c for strained.

Lettuce—Hot house leaf, 12c per lb.; Iceberg from California, \$4 per case.

Onions—Home grown, \$4 per 100 lb. sack for red or yellow; Texas Bermudas, \$5 per crate.

Lemons—The market is now as follows:

300 size, per box	-----	\$6.50
360 size, per box	-----	6.50
270 size, per box	-----	6.50
240 size, per box	-----	6.00
Oranges—Fancy Sunkist Navels are now sold on the following basis:		
100	-----	\$4.75
126	-----	5.25
150, 176 and 200	-----	5.50
216	-----	5.75
252	-----	5.75
288	-----	5.75
324	-----	5.75

Choice, 50c per box less.

Parsley—50c per doz. bunches.

Parsnips—\$1.25 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—\$1.10 per doz. bunches.

Spinach—\$2 per bu.

Strawberries—Louisiana command

\$5 for 24 pints.

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

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

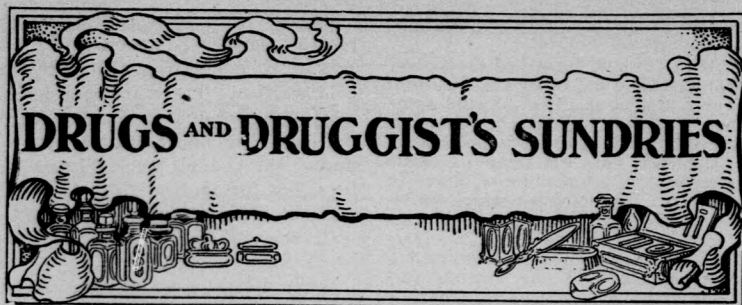
Turnips—\$1.25 per bu.

#### Reverently Applied to the Present.

Blessed is the man that walketh not in the counsel of the ungodly labor union leaders; nor standeth in the way with sinful slackers; nor sitteth in the seat of the scornful grafters; but his delight is in the law of the Lord; that man shall earn his bread by honest work. He shall be like a tree. What greater reward could he ask? E. E. Whitney.

J. Harvey Mann (Foster, Stevens & Co.) was operated on at the Mayo hospital, Rochester, Minn., April 5 for goiter. The following Saturday he was not expected to live through the day. Five doctors and three nurses were constantly in attendance during the crisis. The next day he began to improve and every day has shown a condition for the better. He will probably return home in about two weeks.





**Mich. State Pharmaceutical Ass'n.**  
 President—George H. Grommet, Detroit.  
 Secretary—L. V. Middleton, Grand Rapids.  
 Treasurer—E. E. Faulkner, Midville.  
 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.  
 Next examination sessions—Detroit, June 19, 20 and 21; Sault Ste. Marie, Aug. 21 and 22; Grand Rapids, Nov. 20, 21 and 22.

#### Licensed By Michigan Board of Pharmacy.

Lansing, April 14—One hundred and nine candidates presented themselves before the Board of Pharmacy for examination in Grand Rapids, March 20, 21, and 22. The following were successful:

##### Registered Pharmacists.

Lloy H. Allen, 717 Atwood St., Flint.  
 Orvy Bates, 314 Wessen St., Pontiac.  
 Ernest J. Burt, 8007 Hamilton Ave., Detroit.  
 Evelyn Mary Dickinson, 69 High St., Blissfield.  
 Chas. A. Didrickson, Frankfort.  
 William F. Donaldson, 316 Howard St., Petoskey.  
 Bethel A. Dunlop, Marlette.  
 William E. Ford, Unionville.  
 William E. Granger, 318 Saginaw St., S. Flint.  
 Erle Orla Halsted, 205 N. Bridge St., Grand Ledge.  
 Carl W. Hanichen, 735 W. Main St., Kalamazoo.  
 Norman Carl Hefka, 8566 Greeley St., Detroit.  
 Ralph E. Hodges, Tecumseh, Mich.  
 John James Hagan, 319 Braun Ct., Ann Arbor.  
 Isadore Isenberg, 86 Wessen St., Pontiac.  
 Joseph Jamarino, Jr., 2913 Fort St., Detroit.  
 Horatio F. Karcher, Rose City.  
 Robert M. Leipheimer, 1626 Atkinson Ave., Detroit.  
 Robert A. Leland, Durand, Mich.  
 Joseph G. Miller, 1626 Atkinson, Detroit.  
 Charles R. Myers, 1201-3 Madison Ave., Grand Rapids.  
 J. Merner Noble, Jackson.  
 William Francis O'Neil, 3305 Trumbull Ave., Detroit.  
 Harold E. Schlichting, Lansing.  
 Robert D. Thomas, 609 E. Williams St., Ann Arbor.  
 Willis Leslie Whitaker, 5800 W. Fort St., Detroit.  
 Harold Williamson, Battle Creek Sanitarium.  
 Chas. C. Wood, Cass City.  
 Ernest H. Wood, Cass City.  
 Carl Merley Dell, 13201 E. Jefferson Ave., Detroit.  
 Leo J. Forster, St. Charles, Mich.  
 Walton L. Gray, 102 E. Front St., Traverse City.  
 Harry S. Gregory, East Jordan.  
 Morgan F. Lockman, 208 State Ave., Pontiac.  
 Harley M. Smith, Cedar Springs.  
 Henry Van Hanhola, Detroit.  
 Harold Forsberg, Big Rapids.  
 Registered Assistant Pharmacists.  
 Howard R. Georgia, St. Johns.

Fred J. Henning, 625 Highland Ave., Benton Harbor.  
 Howard Herman Jacobi, 5653 Trumbull avenue, Detroit.  
 Victor Eugene Krieger, 1298 Colfax avenue, Benton Harbor.  
 Charles Robert Nearman, Escanaba.  
 Ives Francis Paris, Grand Ledge.  
 Rex R. Rowell, Big Rapids.  
 Jean E. Stewart, Gladstone.  
 P. O. Underwood, Detroit.  
 Barnard L. Holcomb, Yale.  
 Alvin T. Lorenz, Laingsburg.  
 Fred H. Prescott, Detroit.

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

#### Pharmacy Is a Worth While Profession.

As a boy the profession of pharmacy attracted me more than any other. Just as every boy and girl the world over reaches one point in life when a decision has to be made, so I had to make mine. With one brother who was a physician, another brother who was an artist and a third, a lawyer, I was scoffed at for choosing pharmacy as my life work. Pharmacy and its possibilities appealed to me so greatly, that I paid no attention to the talk of my friends and started without regrets, and at present, our family is one of pharmacists, the younger members thereof entering the previously "scoffed" at calling without hesitation.

##### What is Pharmacy?

Pharmacy is the science and art of preparing, compounding, preserving and dispensing medicines. The term pharmacy is also applied to the place where the practice of pharmacy is conducted, or the place registered by the State Board of Pharmacy in which drugs, chemicals, medicines, prescriptions or poisons are compounded, dispensed or retailed.

Just as important to the physician and surgeon as his anatomy and his instruments; to the lawyer his code and reports, the farmer his implements and the mechanic his tools; just as important to the pharmacist is the Pharmacopoeia. The definition of the word "Pharmacopoeia" which is derived from two Greek roots Pharmac—"medicine" and Poiei "to make," is literally the making of medicine. The French call it "Codex" or law book, so we see that it is a book which gives us the law for making and preparing drugs.

There is no need of going into the history of pharmacy which dates back 4,000 years. This history is so interesting that once started it would be quite a task to complete. To tell of the pharmacists of Egypt, of the Bible (of Hananiah, the apothecary whose son helped Nehemiah to rebuild the walls of Jerusalem), and to tell of the pharmacists of ancient Rome, of Europe, of Colonial America and of the 19th and 20th century would take up

a volume by itself. So we see that Pharmacy is by no means a new profession, but rather one of the oldest and one which any man or woman may enter with pride because of its traditions.

Pharmacy has passed through many stages during the past few decades. With the entrance of the chain stores, and addition of numerous sidelines, the public has taken the attitude toward the pharmacy as of the country general store; and I grant them they are entitled to this opinion, judging from the appearance of some establishments. But does the public realize the responsibility which is cast upon the shoulders of the pharmacist? He is finally trusted with the medicine which is to aid the sick. I know of a large number of stores where they compound daily over 100 prescriptions. Some pharmacies dispense as many as 300 prescriptions daily, and all of their preparations are made in their own laboratories.

The conditions of the drug clerks have also changed in the last few years. The hours are shorter and their salaries are greater. In former years \$20 a week was considered a high salary. To-day \$50 is the general average. In former years the pharmacist worked from 7 a. m. to 12 p. m. every day in the week with one afternoon off and every second Sunday, putting in over ninety hours weekly. To-day he works from fifty to fifty-four hours a week.

In former years the Colleges of Pharmacy were thrown open to any who desired to enter. From year to year the college entrance requirements were increased until the present day, when they stand as follows: In order to become a pharmacist he must take a two years' course in a registered school of pharmacy, thereby obtaining the Ph.G. degree. By staying an additional year (this at present is optional) he obtains the Ph.C. degree (Pharmaceutical Chemist). In order to enter the College of Pharmacy he must obtain a student's certificate from the University of the State of New York, Department of Education. The requirements for obtaining such certificates are three years high school (Columbia requires four years high school). In 1925 all schools of pharmacy will require a four year high school education of seventy-two regents counts. In order to become a licensed pharmacist (to be permitted to take complete charge of a pharmacy), he must take the examinations of the State Board of Pharmacy. The necessary requirements for admission to these examinations are as follows: The candidate must be more than 21 years of age, and of good moral character. He must have studied pharmacology as outlined in the syllabus for not less than two years in a school. (Pharmacology is the science that treats of drugs and medicines; their nature, preparation, administration and effect.) The candidate must have either received the diploma of graduate in pharmacy or equivalent degree from a school or a license conferring the full right to practice pharmacology in some foreign country registered as meeting the minimum requirements of this article. The diploma of graduate in pharmacy or equivalent degree shall not be conferred on any one that did not file with the school at matriculation the pharmacy student certificate required above. The candidate must have had four years' experience in a registered pharmacy or drug store under the personal supervision of a pharmacist or druggist one year of which experience within five years of the date of application must have been in a pharmacy or drug store of the United States.

While attending college three days a week he may work in a pharmacy and earn a fair living, at the same time gain the required practical experience. His time at college is also counted toward this experience.

Never in the history of pharmacy were the schools of pharmacy so overcrowded. Every school in the country has long waiting lists and Columbia University, College of Pharmacy, in addition is erecting a new building to accommodate the large increase in applicants. This proves the attractiveness of pharmacy as a profession.

Graduation from pharmacy college does not necessarily limit a man to the confines of retail pharmacy. Many graduates from Pharmacy schools are now engaged in chemical industries,



**"Hello, Hiram"**  
**The Candy Bar That Satisfies**  
**DE BOLT CANDY CO.**  
**Kalamazoo, Mich.**



Business failures come not from lack of enthusiasm when a man starts in, but from failure to keep up that enthusiasm.

The desert diamonds have evidently been distributed by water and wind, and doubtless were brought from a not-distant source by ancient and vanished rivers. Presumably they were originally derived from volcanic "pipes," like those which produce diamonds in the Kimberly field of South Africa. Experts are inclined to think that all of them came from a single pipe, because they are so much alike in quality, appearance and crystallization. In the Kimberly field the diamonds from no two pipes are alike. Accordingly, an anxious search is being made for the source of the stones. Pipes, a number of them, have been found, but, alas! none of them contains any diamonds.

Acids			Almonds, Sweet,			Tinctures		
Boric (Powd.)	17½@	25	Imitation	60@1	00	Aconite	---	1 80
Boric (Xtal)	17½@	25	Amber, crude	2 00@2	25	Aloes	---	1 40
Carbolic	65@	70	Amber, rectified	2 25@2	50	Arnica	---	1 10
Citric	62@	70	Anise	1 25@1	50	Asafoetida	---	2 40
Muriatic	3¼@	8	Bergamont	1 50@1	75	Belladonna	---	1 35
Nitric	9@	15	Cajeput	1 50@1	75	Benzoil	---	2 10
Oxalic	20¼@	30	Cassia	3 25@3	50	Benzoin Comp'd	---	2 65
Sulphuric	3¼@	8	Castor	1 50@1	70	Buchu	---	2 55
Tartaric	42@	50	Cedar Leaf	1 50@1	75	Cantharides	---	2 35
			Citronella	1 20@1	45	Capsicum	---	2 20
			Cloves	3 25@3	50	Catechu	---	2 20
			Cocoonut	25@	35	Cinchona	---	1 75
			Cod Liver	1 30@1	40	Colchicum	---	1 80
			Croton	2 00@2	25	Cubebs	---	2 30
			Cotton Seed	1 25@1	35	Digitalis	---	1 80
			Cubebs	8 50@8	75	Gentian	---	1 35
			Eigebis	3 00@3	25	Ginger, D. S.	---	1 80
			Eucalyptus	2 00@2	25	Gualac	---	2 20
			Hemlock, pure	2 00@2	25	Gualac, Ammon.	---	2 00
			Juniper Berries	2 00@2	25	Iodine	---	2 95
			Juniper Wood	1 50@1	75	Iron, Colorless	---	2 15
			Lard, extra	1 35@1	45	Kino	---	1 35
			Lard, No. 1	1 25@1	35	Myrrh	---	2 50
			Lavender Flow	5 25@5	50	Nux Vomica	---	1 55
			Lavender Gar'n	1 75@2	00	Opium	---	3 50
			Lemon	1 50@1	75	Opium, Camp.	---	2 85
			Linseed Boiled bbl.	11 26		Opium, Deodorz'd	---	3 50
			Linseed bld. less 1	33@1	41	Rhubarb	---	1 70
			Linseed, raw, bbl.	11 24				
			Linseed, ra. less 1	31@1	39			
			Mustard, artifl. oz	6 00				
			Neatsfoot	1 25@1	35			
			Olive, pure	3 75@4	50			
			Olive, Malaga, yellow	2 75@3	00			
			Olive, Malaga, green	2 75@3	00			
			Orange, Sweet	4 50@4	75			
			Origanum, pure	2 00@2	50			
			Origanum, com'l	1 00@1	20			
			Peppervoyl	2 50@2	75			
			Peppermint	4 75@5	00			
			Rose, pure	12 00@12	00			
			Rosemary Flows	1 25@1	50			
			Sandalwood, E.	11 00@11	25			
			Sassafras, true	1 50@1	80			
			Sassafras, arti'l	1 00@1	25			
			Spearment	4 00@4	25			
			Sperm	1 80@2	05			
			Tansy	12 00@12	25			
			Tar, USP	50@	65			
			Turpentine, bbl.	1 77@1	85			
			Turpentine, less 1	77@1	85			
			Wintergreen, leaf	6 75@7	00			
			Wintergreen, sweet birch	3 75@4	00			
			Wintergreen, art	1 00@1	25			
			Wormseed	6 00@6	25			
			Wormwood	12 50@12	75			

*Fiegler's*

Package Goods of  
Paramount Quality  
and  
Artistic Design

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



# 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	DECLINED
Canned Pineapple	Cheese
Corn	Whole Cloves
Feed	Whole White Peppers
	Pork
	Veal

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



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

BAKING POWDERS
Calumet, 4 oz., doz. 95
Calumet, 8 oz., doz. 1 95
Calumet, 16 oz., doz. 3 35
Calumet, 5 lb., doz. 12 75
Calumet, 10 lb., doz. 19 00
K. C., 10c doz. 92 1/2
K. C., 15c doz. 1 37 1/2
K. C., 20c doz. 1 80
K. C., 25c doz. 2 30
K. C., 50c doz. 4 40
K. C., 80c doz. 6 85
K. C., 10 lb. doz. 13 50
Queen Flake, 6 oz. 1 25
Queen Flake, 16 oz. 2 25
Queen Flake, 100 lb. keg 11
Queen Flake, 25 lb. keg 14
Royal, 10c, doz. 95
Royal, 6 oz., doz. 2 70
Royal, 16 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 Branzen 2 70
Ralston Food, large 3 60
Saxon Wheat Food 3 75



Shred Wheat Biscuit
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 75
Post Toasties, 24s 2 85
Post's Bran, 24s 2 70
BROOMS
Standard Parlor, 23 lb. 8 00
Fancy Parlor, 23 lb. 9 50
Ex. Fcy. Parlor 25 lb 10 50
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



1. VAN WESTENBRUGGE
Carload Distributor
1 lb. cartons 25
2 and 5 lb. 24 1/2
CANDLES
Electric Light, 40 lbs. 12 1
Plumber, 40 lbs. 12 8
Paraffine, 6s 14 1/4
Paraffine, 12s 14 1/4
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 95
Cherr's, No. 10 11 50@12 00
Loganberries, No. 2 3 00
Peaches, No. 1 1 85
Peaches, No. 1, Sliced 1 40
Peaches, No. 2 2 75
Peaches, No. 2 1/2, Mich 3 25
Peaches, 2 1/2 Cal. 3 00@3 75
Peaches, No. 10, Mich 7 75
Pineapple, 1, sliced 2 10
Pineapple, 2, sliced 3 50
Pineapple, 2, Brk slic. 3 00
Pineapple, 2 1/2, sliced 4 25
Pineapple, No. 2, crus. 2 50
Pineap., 10 cru. 8 50@9 50
Pears, No. 2 3 25
Pears, No. 2 1/2 4 25
Plums, No. 2 3 00
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'dr, 10 1/2 oz. 1 35
Clam Ch., No. 3 3 00@3 40
Clams, Steamed, No. 1 1 75
Clams, Minced, No. 1 2 50
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 1 75
Fish Flakes, small 1 35
Cod Fish Cake, 10 oz. 1 85
Cove Oysters, 5 oz. 1 75
Lobster, No. 1, Star 2 90
Shrimp, No. 1, wet 1 90
Sard's, 1/4 Oil, k. 4 25@4 75
Sardines, 1/4 Oil, k'less 3 85
Sardines, 1/4 Smoked 7 00
Salmon, Warrens, 1/2 2 75
Salmon, Red Alaska 2 80
Salmon, Med. Alaska 1 65
Salmon, Pink Alaska 1 50
Sardines, Im., 1/4, ea. 10@28
Sardines, Im., 1/4, ea. 10@28
Sardines, Cal., 1 75@2 10
Tuna, 1/2, Albocore 95
Tuna, 1/2, Nekco 1 65
Tuna, 1/2, Regent 2 25

CANNED MEAT.
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 Sli. 1 75
Beef, No. 1/2, Qua. Sli. 2 10
Beef, No. 1, B'nut, sli. 3 15
Beef, No. 1/2, B'nut sli. 2 80
Beefsteak & Onions, 3 15
Chili Con Ca., 1s 1 35@1 45
Deviled Ham, 1/2 2 20
Deviled Ham, 1/2 3 60
Hamburg Steak & Onions, No. 1 3 15
Potted Beef, 4 oz. 1 40
Potted Meat, 1/2 Libby 50
Potted Meat, 1/2 Libby 90
Potted Meat, 1/2 Rose 80
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/2 1 35
Veal Loaf, Medium 2 80

Baked Beans
Beechnut, 16 oz. 1 40
Campbells, 16 oz. 1 15
Climatic Gem, 13 oz. 1 00
Freemont, No. 2 1 25
Snyder, No. 1 95
Snyder, 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@1 75
Wax Beans, No. 10 6 00
Green Beans, 2s 1 60@4 75
Green Beans, No. 10 8 25
Lima Beans, No. 2 Gr. 2 00
Lima Beans, 2s, Soaked 95
Red Kid., No. 2 1 30@1 55
Beets, No. 2, wh. 1 60@2 40
Beets, No. 2, cut 1 25@1 75
Beets, No. 3, cut 1 40@2 10
Corn, No. 2, St. 1 00@1 10
Corn, No. 2, Ex-Stan. 1 55
Corn, No. 2, Fan 1 60@2 25
Corn, No. 2, Fy. glass 2 25
Corn, No. 10 7 25
Hominy, No. 3 1 15@1 35
Okra, No. 2, whole 1 80
Okra, No. 2, cut 1 60
Dehydrated Veg Soup 90
Dehydrated Potatoes, lb. 45
Mushrooms, Hotels 40
Mushrooms, Choice 48
Mushrooms, Sur Extra 70
Peas, No. 2, E.J. 1 25@1 80
Peas, No. 2, Sift., 1 60@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 1 15
Sauerkraut, No. 3 1 65
Succotash, No. 2 1 60@2 35
Succotash, No. 2, glass 3 45
Spinach, No. 1 1 35
Spinach, No. 2 1 45@1 60
Spinach, No. 3 2 15@3 25
Spinach, No. 10 6 00
Tomatoes, No. 2 1 30@2 60
Tomatoes, No. 3 1 90@2 25
Tomatoes, No. 2 glass 2 85
Tomatoes, No. 10 6 00

CATSUP.
B-nut, Large 2
B-nut, Small 1 8 1/2
Libby, 14 oz. 2 25
Libby, 8 oz. 1 60
Lilly Valley, 14 oz. 2 35
Lilly Valley, 1/2 Pint 1 6 1/2
Paramount, 24, 8s 1 45
Paramount, 6, 10s 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 24
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
Beeman's Pepsin 65
Beechnut 70
Doublemint 65
Juicy Fruit 65
Peppermint, Wrigleys 65
Spearmint, Wrigleys 65
Wrigley's P-K 65
Zeno 65

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

COCOANUT.
Baker's 1/2s 40
Baker's 1/4s 36
Bunte, 1/2s 43
Bunte, 1/4 lb. 35
Bunte, lb. 32
Drost's Dutch, 1 lb. 9 00
Drost's Dutch, 1/2 lb. 4 75
Drost's Dutch, 1/4 lb. 2 00
Hersheys, 1/2s 33
Hersheys, 1/4s 28
Huyler 36
Lowney, 1/2s 40
Lowney, 1/4s 40
Lowney, 1/2s 38
Lowney, 5 lb. cans 31
Van Houten, 1/2s 75
Van Houten, 1/4s 75

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

COFFEE ROASTED
Bulk
Rio 18
Santos 23@25
Maracaibo 29
Guatemala 28
Java and Mocha 30
Bogota 30
Peaberry 26

Christian Coffee Co.
Amber Coffee, 1 lb. cart. 31
Crecent Coffee, 1 lb. ct. 26
Amber Tea (bulk) 47
McLaughlin's XXXX
McLaughlin's XXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.

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



COUPON BOOKS
50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1,000 Economic grade 37 50
Where 1,000 books are ordered at a time, special price print front cover is furnished without charge.
CRISCO.
36s. 24s and 12s. 21
Five cases 20 1/4
Ten cases 20
Twenty-five cases 19 1/4
6s and 4s 20 1/4
Five cases 19 1/4
Ten cases 19 1/4
Twenty-five cases 19
CREAM OF TARTAR
6 lb. boxes 38
DRIED FRUITS
Apples
Evap'd Choice, blk. 15
Apricots
Evaporated, Choice 28
Evaporated, Fancy 33
Evaporated Slabs 25
Citron
10 lb. box 57

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
Pantella, 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, Puri-tano-Finos 92 00
Snuff.
Copenhagen, 10c, roll 64
Seal Blandening, 10c 64
Seal Goteborg, 10c, roll 64
Seal Swe. Rapee, 10c 64
Seal Norkopping, 10c 64
Seal Norkopping 1 lb. 85

CONFECTIONERY
Stick Candy Pails
Standard 17
Jumbo Wrapped 19
Pure Sugar Stick, 600's 4 20
Big Stick, 20 Lb. case 19
Mixed Candy Pails
Kindergarten 18
Leader 17
X. L. O. 15
French Creams 20
Cameo 19
Grocers 13

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

Gum Drops Pails
Anise 17
Orange Gums 17
Challenge Gums 14
Favorite 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. Pails
Lemon Drops 18
O. F. Horehound Dps. 18
Pine Squares 18
Peanut Squares 20
Horehound Tablets 20

Cough Drops Bxs.
Putnam's 1 30
Smith Bros. 1 90
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 25
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, special price print front cover is furnished without charge.
CRISCO.
36s. 24s and 12s. 21
Five cases 20 1/4
Ten cases 20
Twenty-five cases 19 1/4
6s and 4s 20 1/4
Five cases 19 1/4
Ten cases 19 1/4
Twenty-five cases 19

CREAM OF TARTAR
6 lb. boxes 38
DRIED FRUITS
Apples
Evap'd Choice, blk. 15
Apricots
Evaporated, Choice 28
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



## HAND CLEANER



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

## HORSE RADISH

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

## JELLY AND PRESERVES

Pure, 30 lb. pails ----- 2 15  
Pure 7 oz. Asst., doz. 1 20  
Buckeye, 22 oz., doz. 1 70  
O. B., 15 oz., per doz. 1 45

## 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 1c bxs 5 50  
Red Diamond, 144 bx 5 55

## Cleveland Match Co. Brands



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

## Safety Matches.

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

## MINCE MEAT.

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

## MOLASSES.



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

## Green Brer Rabbit

No. 10, 6 cans to case 3 65  
No. 5, 12 cans to case 3 90  
No. 2 1/2, 24 cans to cs. 4 15  
No. 1 1/2, 36 cans to cs. 3 50

## Aunt Dinah Brand.

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

## New Orleans

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

## Half barrels 5c extra

Molasses in Cans.  
Red Hen, 24, 2 lb. ----- 2 60  
Red Hen, 24, 2 1/2 lb. ----- 3 25  
Red Hen, 12, 5 lb. ----- 3 00  
Red Hen, 6, 10 lb. ----- 2 80  
Ginger Cake, 24, 2 lb. ----- 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. ----- 3 20  
Dove, 36, 2 lb. Black ----- 4 30  
Dove, 24, 2 1/2 lb. Black ----- 3 90  
Dove, 6, 10 lb. Blue L. ----- 4 45  
Palmetto, 24, 2 1/2 lb. ----- 4 40

## NUTS.

Almonds, Terregona ----- 19  
Brazil, Large ----- 20  
Fancy mixed ----- 15  
Filberts, Sicily ----- 11  
Peanuts, Virginia, raw ----- 11  
Peanuts, Vir. roasted ----- 13  
Peanuts, Jumbo, rst ----- 13 1/2  
Peanuts, Jumbo, rst ----- 15 1/2  
Pecans, 3 star ----- 22  
Pecans, Jumbo ----- 80  
Walnuts, California ----- 28

## Salted Peanuts

Fancy, No. 1 ----- 17 1/2  
Jumbo ----- 20

Shelled	
Almonds	55
Peanuts, Spanish	13 1/2
125 lb. bags	50
Filberts	1 05
Pecans	57
Walnuts	

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 lb. pails	6 20
15 lb. pails 6 in crate	6 50
25 lb. pails	19
50 lb. tins	18 1/2
50 lb. tins	17 1/2

## PETROLEUM PRODUCTS

Iron Barrels	
Perfection Kerosine	12.6
Red Crown Gasoline	
Tank Wagon	21.3
Gas Machine Gasoline	38.8
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
Pinol, 4 oz. cans, doz.	1.40
Pinol, 8 oz. cans, doz.	1.90
Parowax, 100, 1 lb.	6.7
Parowax, 40, 1 lb.	6.9
Parowax, 20, 1 lb.	7.1



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

## PICKLES

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

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

Dill Pickles.	
600 Size, 15 gal.	9 00

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

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

POTASH	
Babbitt's 2 doz.	2 75

## FRESH MEATS

Beef.	
Top Steers & Heif.	14@15
Good Steers & Heif.	13@14
Med. Steers & Heif.	11@12
Com. Steers & Heif.	08@09

Cows.	
Top	11
Good	10
Medium	08
Common	07

Veal.	
Top	12 1/2
Good	12
Medium	10

Lamb.	
Good	24
Medium	23
Poor	18

Mutton.	
Good	15
Medium	13
Poor	09

Pork.	
Heavy hogs	08
Medium hogs	10
Light hogs	10
Loins	14
Butts	13
Shoulders	12
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 1/4
Pure in tierces	13 1/2
Compound Lard	14
69 lb. tubs advance	1 1/2
50 lb. tubs advance	1 3/4
20 lb. pails advance	3 1/4
10 lb. pails advance	7 1/4
5 lb. pails advance	1
3 lb. pails advance	1

## Sausages

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

## Smoked Meats

Hams, 14-16, lb.	20@ 23
Hams, 16-18, lb.	20@ 23
Ham, dried beef	
sets	38 @39
California Hams	12 @13
Picnic Boiled	
Hams	30 @32
Boiled Hams	32 @35
Minced Hams	14 @15
Bacon	22 @24

## Beef

Boneless	23 00@24 00
Rump, new	23 00@24 00
Mince Meat	
Condensed No. 1 car.	2 00
Condensed Bakers brk	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
1/4 bbls., 40 lbs.	1 60
1/2 bbls., 80 lbs.	3 00

## Casings

Hogs, per lb.	@42
Beef, round set	14@26
Beef, middles, set.	25@30
Sheep, a skeln	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, 111 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
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## 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 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

## Herring

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

## Lake Herring

1/2 bbl., 100 lbs.	6 00
Mackerel	
Tubs, 50 lb. fancy fat	9 25
Tubs, 60 count	5 75
White Fish	
Med. Fancy, 100 lb.	13 00

## SHOE BLACKENING.

2 in. 1. Paste, doz.	1 35
E. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	85

## STOVE POLISH.

Blackline, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enamaline Paste, doz.	1 35
Enamaline Liquid, dz.	1 35
E Z Liquid, per doz.	1 40
Radium, per doz.	1 85
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 85
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoil, per doz.	3 00

SALT	
Colonial 24, 2 lb.	90
Med. No. 1, Bbls.	2 80
Med. No. 1, 100 lb. bg.	95
Farmer Spec., 70 lb.	95
Packers Meat, 56 lb.	95
Packers for ice cream	
100 lb., each	95
Blocks, 50 lb.	47
Butter Salt, 280 lb. bbl.	4 25
Baker Salt, 280 lb. bbl.	4 25
100, 3 lb. Table	6 07
60, 5 lb. Table	5 57
30, 10 lb. Table	5 30
28 lb. bags, butter	48



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

## SOAP

Am. Family, 100 box	6 00
Export, 120 box	4 90
Flake White, 100 box	5 25
Fels Naphtha, 700 box	6 00
Grdina White Na. 100s	5 00
Rub No More White	
Naptha, 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	6 50
Jap Rose, 100 box	7 85
Palm Olive, 144 box	11 00
Lava, 100 box	4 90
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Fels Naphtha, 50 sm.	2 00
Grandpa Tar, 50 Lge	3 35
Fairbank Tar, 100 bx	4 00
Tribby, 100, 12c	3 00
Williams Barber Bar.	95 50
Williams Mug, per doz.	48

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

## CLEANSERS.

## KITCHEN LENZER



80 can cases, \$4.80 per case

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





### Proceedings of Grand Rapids Bankruptcy Court.

Grand Rapids, April 9—On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Edward C. Garner, Bankrupt No. 2259. The matter has been referred to Benn M. Corwin, referee in bankruptcy. The bankrupt is a resident of Fremont. The occupation of the bankrupt is not stated in his schedules. The schedules list assets in the sum of \$657.39, of which \$46.50 is claimed as exempt to the bankrupt, and liabilities in the sum of \$693.83. The court has written for funds and upon the arrival of the same the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

Old State Bank, Fremont	-----	\$360.80
Geo. Munroe, Fremont	-----	40.50
L. D. Puff, Fremont	-----	7.88
McBride & Bradway, Fremont	-----	5.00
Henry Deters, Fremont	-----	7.50
A. F. Reffers, Fremont	-----	11.80
Fremont Cooperative Produce Co., Fremont	-----	1.75
John Anderson, Fremont	-----	10.00
Norman Ward, Detroit	-----	35.00
Ed. Dill, Fremont	-----	3.50
Gerber Hospital, Fremont	-----	10.00

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Martin E. Brown, Bankrupt No. 2258. The matter has been referred to Benn M. Corwin, as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and is a daily worker by occupation. The schedules list assets of \$158.75, of which \$3.75 is claimed as exempt and liabilities of \$1,416.36. The court has written for funds for the first meeting of creditors and upon the arrival of the same the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

John Groenland, Grand Rapids	-----	\$ 6.70
Louis Sigler, Grand Rapids	-----	24.03
Dora Wohlford, Grand Rapids	-----	45.50
Friedman-Spring Co., Grand Rap.	-----	34.00
Dr. Wenger, Grand Rapids	-----	12.00
Dr. Baker, Grand Rapids	-----	28.00
Dr. Lillie, Grand Rapids	-----	30.00
G. R. Savings Bank, Grand Rapids	-----	150.00
Mr. C. Fuller, Grand Rapids	-----	4.00
Christianson Ice Co., Grand Rap.	-----	4.00
Church of Christ, Grand Rapids	-----	500.00
Dr. Miller, South Bend	-----	6.50
Merchants National Bank, South Bend	-----	250.00
Dr. E. F. Sladek, Traverse City	-----	138.00
Joe. Erenberger, Traverse City	-----	17.00
Mrs. E. F. Sladdock, Traverse City	-----	14.00
E. Stanley & Son, Traverse City	-----	26.71
J. W. Milliken, Traverse City	-----	13.35
Frank Trude, Traverse City	-----	5.32
American Drug Co., Traverse City	-----	1.25
Hillard & Dye, Traverse City	-----	30.00
Dr. Miner, Traverse City	-----	40.00

April 9. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Fred Carlson, Bankrupt No. 2260. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of the city of Grand Rapids. The occupation of the bankrupt is not listed in the schedules. The assets of the bankrupt are listed at the sum of \$241, of which \$250 is claimed as exempt under the laws of Michigan. The liabilities are in the sum of \$2,070.50. From the fact that all of the assets of the estate are claimed as exempt to the bankrupt, the court has written for funds for the first meeting, upon the arrival of which the first meeting of creditors will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

Glenn Symons, Sparta	-----	\$219.00
Charles Fritz, Sparta	-----	386.00
J. C. Ballard & Co., Sparta	-----	336.00
Dave Johnson, Sparta	-----	275.00
Harry Brace, Sparta	-----	107.00
C. N. Post, Sparta	-----	81.00
Mr. Kamp, Sparta	-----	196.00
Paw Paw Nursery Co., Paw Paw	-----	100.00
Muskegon Savings Bank, Muskegon	-----	25.00
Keister Brace-Agency, Sparta	-----	106.00
F. N. Reunhart, Sparta	-----	20.00
Mr. Hemmings, Sparta	-----	18.00
A. A. Johnson, Sparta	-----	21.00
Johnson Bros., Sparta	-----	17.00
J. B. Symes, Sparta	-----	8.00
Mr. Bolander, Sparta	-----	7.50
Rice Bros. Nursery Co., Rochester	-----	85.00
Whalen Grain Co., Sparta	-----	41.00
John McDonald, Sparta	-----	22.00

On this day was held the final meeting of creditors in the matter of A. Morrison, Bankrupt No. 2076. The bankrupt was present in person. The trustee was present in person. Renihan & Lillie were present for certain creditors. Claims were allowed. The balance of the accounts receivable and books of account were sold to A. Morrison for \$100. The trustee's final report and account were approved and allowed. An order for the payment of the balance of the administration expenses and for the declaration and payment of a first and final dividend to creditors was made. There was no objection to the discharge of the bankrupt. The final meeting was then adjourned no date. The case will now be closed and returned to the district court.

April 9. On this day was held the first meeting of creditors in the matter of Strand Amusement Co., Bankrupt No.

2244. The bankrupt was present by one of its officers and by Cross, Foote & Sessions, attorneys. Claims were allowed. John Emerson was elected trustee and the amount of his bond placed by the referee at \$500. Appraisers were appointed and directed to take the appraisal and report. The first meeting was then adjourned no date.

On this day also was held the final meeting of creditors in the matter of Geo. H. Briggs, Bankrupt No. 2085. The bankrupt was not present or represented. The creditors were not present or represented. The trustee was present in person. Additional claims were approved and allowed against the estate. The trustee's final report and account were approved and allowed. The bill of the attorney for the bankrupt was considered and the same approved and allowed as filed. An order was made for the payment of administration expenses and for the declaration and payment of a first and final dividend to creditors. There was no objection to the discharge of the bankrupt. The final meeting was then adjourned without date.

April 12. On this day was held the first meeting of creditors in the matter of Steven Harpster, Bankrupt No. 2248. The bankrupt was present in person. No creditors were present or represented. One claim was proved and allowed against the estate of the bankrupt. The bankrupt was sworn and examined by the referee without a reporter. It appeared from the examination of the bankrupt and from the schedules filed that the estate contained no assets, therefore an order was made confirming exemptions and the case closed and returned to the district court.

On this day also was held the first meeting of creditors in the matter of Wolverine Electric Co., Bankrupt No. 2241. The bankrupt was not present by any of its officers. Roman F. Glocheski; Geo. S. Norcross; Knappen, Uhl & Bryant; Boltwood & Boltwood and Hilding were present for various creditors. Many claims were filed and approved and allowed. Several claims were objected to and referred to the trustee for investigation and report. The report of the receiver in bankruptcy was approved and allowed by the creditors. Roman F. Glocheski was elected trustee and the amount of his bond placed by the referee at \$5,000. The receiver in the Circuit Court of Kent county was directed to file an accounting. The inventory and appraisal was approved. Two petitions to reclaim were considered and the same approved and allowed and the trustee directed to surrender the property. Trustee directed to file proof of claim in the receivership proceedings of one of the debtors of the bankrupt corporation, and also directed to trace the ownership of certain property not in the possession of the bankrupt and determine the ownership of the same. The first meeting was then adjourned to May 23.

April 13. On this day was held the first meeting of creditors in the matter of Lawton L. Skillman, Bankrupt No. 2224. The bankrupt was not present or represented. Elvin Swarthout and Carroll, Kirwin & Holloway were present for various creditors. Claims were allowed against the estate. Frank V. Blakely was elected trustee of the estate and the amount of his bond placed by the referee at \$1,000. Appraisers were appointed and directed to take the appraisal. The first meeting was adjourned to May 22.

April 13. On this day was held the final meeting of creditors in the matter of John H. Kinsey, Bankrupt No. 2206. The bankrupt was not present or represented. The trustee was present in person. No creditors were present or represented. The trustee's final report and account was approved and allowed. Additional claims were proved and allowed against the estate of the bankrupt. An order was made for the payment of administration expenses and for the payment of the balance on hand toward the exemptions of the bankrupt, he having stipulated with the trustee to take his exemptions pro rata in cash. There was no objection to the discharge of the bankrupt. The final meeting was then adjourned no date. The case will now be closed and returned to the district court.

#### Identify Your Children.

Uncle Sam urges all parents to have their children's fingerprints taken, so that in case they disappear from home their whereabouts can be more easily ascertained than with a meager description. The police department of any city would be glad, with this idea in view, to make and file the fingerprints.

Argentina is far in advance of us in this matter. In that country the fingerprints of every individual are taken and filed away for possible future reference. Under such an arrangement it is impossible for any person

in Argentina to lose his or her identity.

With the fingerprints of your boys duly filed in your home town they can not possibly run away and join the army, navy or marine corps without leaving behind them evidence to establish their identity.

Every now and then one hears of a case where somebody has forgotten all about himself, and does not know who he is or where he belongs. This affliction, fortunately rare, is called "aphasia." If the fingerprints of such an unlucky individual were on file somewhere, the task of identifying him might be greatly simplified.

Fingerprints taken in babyhood do not alter their pattern through life. If the famous Tichborne claimant had had his fingerprints taken in childhood they would have sufficed to throw his case out of court.

Every day the War and Navy Departments are called upon to locate young men who are missing from their homes. With only the names (which may have been changed) and vague descriptions, it is always difficult and often impossible to respond to the demand. In any such instance a single fingerprint sent to Washington would elicit a prompt and sure answer as to whether or not the missing man was in the military or naval service of the United States.

#### Ribbon Situation Favorable.

Things affecting the ribbon market continue favorable. While there is said to have been a slight falling off in buying on the part of the cutting-up trades during the past week or ten days, it is considered of a temporary nature. It is pointed out that the present season is distinctly one for ribbons, as far as dress, coat and suit decorations go. The general use of a wide ribbon for the side-tie effect in coats and suits has caused a notable demand for merchandise suitable for this purpose. Wide ribbons generally are finding a much better demand than was the case only recently, but stocks on hand are still comparatively large. Recent price advances on staple numbers, occasioned by the increase in the cost of raw silk, have as yet caused no serious complaint on the part of buyers.

#### Ostrich Feathers in Vogue.

Favor for ostrich feathers as dress accessories is reported to be growing abroad. In a letter received from

Paris recently by one of the leading importers of these feathers the statement is made that "ostrich collarettes and cape effects have been shown here rather notably recently. Five of the foremost couturiers are using them in their showings, namely, Worth, Lanvin, Doucet, Philippe & Gaston and Poirer. It is added that many of the fashionable women at the races at Longchamps and Auteuil are wearing ostrich feather adornments. The prediction is made that the style sponsorship given them abroad will not be without its influence here.



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FLOUR

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Tea Table	-----	\$8.35
Oven Spring	-----	8.05

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## STORE FIXTURES FOR

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7 Ionia Ave., N. W.

:::

Grand Rapids, Michigan



### Items From the Cloverland of Michigan.

Sault Ste. Marie, April 17—After doing a successful clothing business in the Soo for twenty-five years, the Man's Clothing Store, of which D. H. Moloney and his son, Jim, are the proprietors, have moved into their own store, which has been rebuilt and newly refurnished. The front was designed by G. M. Delaney, of New York, and the work was done by N. Beaune, Sr., of this city, and is without exception one of the finest clothing stores in Cloverland. Plans for the big opening are not as yet complete, but we are told that it will be something novel in this connection. This was the first year in many that D. H. Moloney spent in the Soo and for many years he has spent the winters at Dade, Florida. He has been personally watching the remodeling of the new store and has every reason to be proud of the new venture, which is also an added improvement to Portage avenue.

The Soo hikers pulled off a fine hike on Sunday on skis and snowshoes to the dense forest owned by Geo. Bailey, the shoe man. George Baldwin, of the Edison Sault Electric Co., poured, while H. E. Fletcher and A. J. Eaton, two of our popular bankers, led the trail. Fred Shaw had charge of the diner and saw that there was plenty of fruit. Dr. G. P. Ritchie was master of ceremonies and saw that everyone enjoyed every minute during the trip. The Sunday hikes in the winter have been very popular and the business men seem to enjoy them immensely.

Present indications are that the American people are drinking in something besides the air of freedom.

William Maxwell, purchasing agent for the Pittsburg Steamship Co., left last week for Cleveland to attend the annual meeting of the company, prior to the opening of navigation, which will be late this year on account of the thick ice in the river.

It has been reported that the Allegan County Silver Black Fox Co., of Allegan, is considering the establishment of such a ranch in this country. Chippewa county affords an ideal location for the raising of such animals which sell from \$1,500 to \$2,000 per pair and sometimes more.

The committee in charge of the homecoming week next July have engaged the Morris Castle shows for the week. This is only a small part of the many attractions that will be pulled off that week and from reports that the committee have there will be a hot time in the old town for the big event.

The Soo hockey fans closed the season in grand style last Friday, when a special train carried nearly 1,000 fans to the Canadian side of the river with our team, cleaning up on the Canadians with a score of 4 to 3. This was one of the big events. There surely was a happy homecoming that night.

Some people find fault because opportunity never knocked at their door. Perhaps they were so busy knocking the home town that they couldn't hear her.

N. L. Beaudry & Son have opened a new auto salesroom, known as the B. B. Service, to handle the Hupp. The new company will have cars for

hire and have purchased a big sedan six and a large ambulance. The new proprietors are live wires and will undoubtedly make a success of their new venture.

The Pin Ton tea room underwent a change in ownership last week, when Mrs. Nellie Berger sold her interest to Mrs. G. Rudd. The proprietors now are Mrs. Dunnand and Mrs. Rudd.

The town of Trout Lake is now without a bank, the bank there having filed a voluntary notice of liquidation and discontinuance of business in the office of the county clerk last week. The bank is capitalized at \$20,000. Its officers are, A. S. Nelson, President; D. J. Riordan, Vice-President, and A. J. Kroken, Cashier. Insufficient business caused the suspension.

Man returns to dust, but not to dust the carpets.

The town of Haileybury, Canada, which was wiped out by fire last fall, is coming back again. The first addition of the Haileyburian reached the Soo last week. In rebuilding Haileybury, the Canadian government spent \$197,673, which the town is not expected to pay back. The total debt of the town is now estimated at \$150,000 or \$50 per capita.

Perhaps time really is money. Anyway, it is all some men spend.

Harry Wyman, the soap salesman, calling on the trade in this territory, lining up the merchants for the spring clean up. William G. Tapert.

Pearce & Son, grocers at 53 Walter avenue, Battle Creek, renew their subscription to the Tradesman and say: "We have taken the Tradesman for eleven years and will continue taking it as long as we remain in business providing you keep the same editor. Tips and pointers of great value can always be found in the Tradesman."

It is worth while always to make sure that you and the customer agree as to the denomination of the bill handed out in payment.

"Keep flax from fire and youth from gambling," said Poor Richard, who is said to have known a thing or two.

## NOTICE!

To all Meat Markets that handle Fresh Caught Fish.

Commencing April 23 and from then on, I will have all the kinds of Fresh Caught Fish in season. Send in your name and address and I will put your name on my mailing list, and quote you each week.

W. P. KAVANAUGH  
Bay City, Mich.

### "An Unsolicited Testimonial"

Nachtegall Mfg. Company, Grand Rapids, Mich.  
Gentlemen:

We wish to say that we have at all times been and now are greatly pleased with the execution of your contract with us. The fixtures which you installed for us are very handsome and substantial, and in our judgment show that they have been made and installed by a concern that knows how to do work of this character. We have been impressed all along that you have taken special pains to do faithful and excellent work for us. We shall be glad to recommend your company and your work to any prospects you may have at any time or to have any of them call and inspect the work, if you think it would be of any advantage to you in securing a contract.

Yours truly,  
BULLITT COUNTY BANK,  
Shepherdsville, Ky.  
H. H. COMBS, Cashier.

## 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.

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

For Sale—Old established coffee roasting business. Cause for selling, getting old. S. E. Johnson, 940 Division Ave., S., Grand Rapids, Mich. 126

For Sale—Good established business, real money maker, stock of groceries and dry goods. Best location, in the best town in the Thumb. Wonderful farming community. Excellent roads. Stock and fixtures inventory about \$6,000. Can reduce stock if desired. Bargain if taken at once. Will sell or lease building, 25 x 100 ft. Owner is entering other business. If interested, write Box 87, Cass City, Mich. 127

For Sale—Drug stock and fixtures. Post office in connection. Located in resort region. Inventory or lump. Will make good stock to add to general store. Will sell for removal. Good reasons. L. C. Dawes, Rapid City, Mich. 128

For Sale—Grocery stock and fixtures. Best business town in state. Selling owing to failing health. Address No. 129, care Michigan Tradesman. 129

For Sale—Motion picture show in small, hustling town. Good seats and machinery. All ready for business. Low rent. Leaving town, must sell immediately. Price, complete \$4.75. Write or wire H. A. Dahlquist, Cadillac, Mich. 130

For Sale—Stock general merchandise, consisting of groceries, dry goods, ladies' and children's shoes. Business located in strong agricultural town between Port Huron and Saginaw. Stock and fixtures inventory \$11,000. Liberal discount for cash. Selling on account of owner's ill health. Mariette Mercantile Co., Mariette, Mich. 131

For Sale—Elevator, including grain, flour and feed business, thoroughly equipped. Excellent opportunity. For particulars write Mrs. Mary A. Woolfitt, 701 Grant Place, Bay City, Mich. 132

For Sale—National cash register in first class condition. Registers from 1c to \$99.99. Has three cash drawers and six totals. Check, detail strip and slip printer. C. B. Tuger, St. Louis, Mich. 133

For Sale—Second-hand grocery fixtures, coffee mill, gas and oil tanks, elevator, counters, etc. Rice Bros., St. Joseph, Mich. 134

MEASUREGRAPH FOR SALE—I have for sale one measuregraph machine, model 120; installed about a year ago. Condition good as new. Will sacrifice. Charles Maurer, Colon, Mich. 135

Bargain—General store and market in small town, doing good business. De Coudres, Bloomington, Mich. 136

### 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.

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

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

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

### CASH For Your Merchandise!

Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaars 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

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

## Your Boy!

What will he be?  
What will be a worthy career for him?

### LET US SUGGEST

Let us teach him complete Manufacturing and Production Methods for executive positions with the largest manufacturers in the world.

A business training course in connection, if desired.

Address Manufacturing Dept.  
Flint Business Institute, Flint, Mich.

## Sand Lime Brick

Nothing as Durable  
Nothing as Fireproof  
Makes Structures Beautiful  
No Painting  
No Cost for Repairs  
Fire Proof  
Weather Proof  
Warm in Winter  
Cool in Summer

### Brick is Everlasting

Grande Brick Co., Grand Rapids  
Saginaw Brick Co., Saginaw  
Jackson-Lansing Brick Co., Rives Junction

## GRAND RAPIDS SAFE CO.

Dealer in

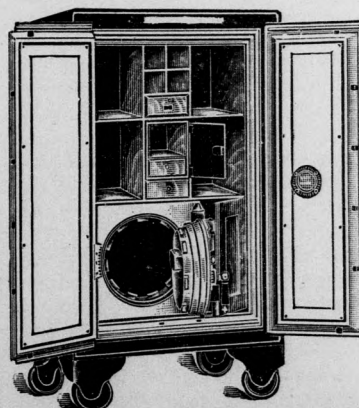
Fire and  
Burglar Proof  
Safes

Vault Doors and Time Locks

Largest Stock in the State.

Grand Rapids Safe Co.

Grand Rapids, Mich.





## IN THE REALM OF RASCALITY.

## Cheats and Swindles Which Merchants Should Avoid.

The Tradesman is in receipt of many enquiries from Michigan merchants regarding J. Leonard Mahoney, who conducts a merchandise sales business under the style of the Federal Selling System, Stock Exchange building, Chicago. As it is quite evident that Mahoney is making a special effort to attract the patronage of merchants who wish to dispose of their stocks, the Tradesman deems it the part of wisdom to advise them to go slow on the gentleman named until the investigation now under way is completed. The writer was in Chicago Saturday and called at Mahoney's office, but he was not in at the time. He is certainly guilty of fraudulent advertising, because he used in the newspapers an engraved plate setting forth that he is a member of the Chicago Association of Commerce. Officials of that organization assert that his claim is false and that they propose to discipline the advertiser for indulging in falsehood in advertising. Mahoney's scheme is to get money in advance on an agreement to dispose of stocks in bulk. He may have made some sales, but many sales he did not make have been brought to the attention of the Tradesman. His usual charge is \$175. Any merchant who gets caught on a sharp hook of this sharper has only himself to blame, because the Tradesman has for forty years warned its readers to beware of any man who wants pay in advance for work he proposes to perform or services he proposes to render. The honest man is always satisfied to accept his compensation after the contract is fulfilled.

## St. Louis Report Denied.

The Tradesman is in receipt of a telegram from Stix, Baer & Fuller, of St. Louis, denying the report that any member of that sterling house has formed an alliance with the notorious Colfax Gibbs. The Tradesman is glad to make this correction, because it dislikes to see so reputable a house get mixed up with so arrant a knave as Colfax Gibbs.

## Go Slow on Ransford.

Harry Ransford, who succeeded in putting the Ransford Furniture Co. in the hands of a creditors' committee within a few months after assuming charge of the concern, is now seeking an opportunity to interest local capital in furniture factories at several small towns throughout the State. If the merchants of any community want authoritative information on this man, they can be accommodated by applying to the Tradesman, which has had occasion to look the man up for one busy community whose good people were nearly taken off their feet by the prodigious promises of the man.

## Beware of the Standard Detective Bureau.

The Tradesman again warns its readers to go slow in dealing with the Standard Detective Bureau, of Muskegon. This organization is the creature of a man of unsavory repu-

tation and is one of the concerns which demands pay in advance for services which may or may not be rendered later. The only safe way is to refuse to have anything to do with the institution.

## In a Different Light.

Two weeks ago the Tradesman stated in this department that John C. Wicklund had left the city rather suddenly because he had permitted a check he had uttered to go to protest. Mr. Wicklund called at the office one day last week and stated that the check was not honored because he stopped payment on same for reasons of his own. This places the matter in an altogether different light, and the Tradesman cheerfully gives Mr. Wicklund the benefit of the doubt in this transaction.

## Fake Promoters Again.

The drive recently undertaken by the Federal authorities against the group of oil company promoters who have infested Texas for years, while somewhat tardy, will be welcome news to every one with the real interests of legitimate business at heart. There are dozens of these gentry quite familiar for many years to every one who has had occasion to deal with the class of persons who insist upon placing their surplus funds in wildcat schemes of all sorts. While it may have been difficult or impossible to get evidence which would ensure conviction, or even indictment, it would seem that there ought to be some way in which the records of men who have become notorious in their past connections with enterprises of doubtful character or worse could be brought to public knowledge in a way which would reach the general public. There are several organizations engaged in combating the infinite variety of fake investment schemes which are offered to the public every day and a few newspapers and other periodicals are also doing good work in the same field. But in the main they are greatly handicapped by failure to reach the general public. A review of the records of some of these men from some Government source would receive greater publicity and do more good.

## Dubiske's Setting Sun.

Ever since the Elliott outfit went on a rock and the Steel chain store concerns went under, the Dubiske outfit has been in a state of quiescence. It is no longer as active as it once was, nor is it boasting so much about its claims that in four years it has marketed over \$32,000,000 of securities among people of moderate and small means. Probably what dealt the Dubiske outfit more or less of a solar plexis blow is the failure of their Stevens-Duryea promotion which in 1920 sold in units of 10 on the basis of \$15,000,000. That investment to-day, according to the market prices is worth \$70. On this basis of financing unsuccessful and growing companies among people of moderate and small means, one can readily estimate what has become of the \$32,000,000 which they claim is the amount of securities they have sold. It would to-day have a market value of about \$140,000.—Financial World.

## Status of Some Dry Goods Staples.

Distribution of dry goods on past orders continues very active. Retail trade has been held back by widespread storms and transportation difficulties in some sections have had a restrictive effect. Production continues very large, the one spot where hesitation is seen being in some lines of silks.

Wage demands in New England threaten to force further price advances at a time when selling agents for mills do not believe they can be passed on successfully to consumers. In some divisions of the industry, special advances have been forced because of scarcity of skilled operatives. As most jobbers and retailers have many comparatively low-price goods to offer, however, it is believed that the initial spring business, at least, will not be characterized by any great price rise in consuming centers.

Filling-in orders from retailers are constant, and jobbers generally speak of a good business for this season and an enlarging demand for goods for Fall delivery. Demand for novelties in styles and colors continues very strong and widespread. Many new fabrics are being shown, with printers especially busy on quick deliveries of new offerings of Egyptian and Oriental designs. There have been advances in hosiery, carpets and rugs and some fine and fancy dress goods during the past week.

Cottons—Staple standard cottons hold very steady. A quieter demand is reported in unfinished goods, especially sheetings, print cloths and some other staples. New lines of modishly-designed percales are selling freely. Bleached cottons are firm but quiet. Wide sheetings are still very firm, with discounts shortened and mills well supplied with business on the popular widths. Advances are talked of, but have not yet been decided on. Fall cotton goods rule very firm, and many mills are now fully sold through September.

Ginghams—The market is very firm, but the supply seems ample for all immediate demand. Wholesalers have been offering attractive assortments in plaids and small checks. Thirty-two inch zephyrs have been selling well. There has been a good demand for light-weight oxford, with either white or colored grounds. The patterns are in checks and bars and have their own appeal. Road orders and house orders for future delivery are still in good volume.

Woolens and Worsteds—New lines of fine and fancy worsted dress goods and cloakings have been selling freely for fall delivery at prices ranging as high as 10 per cent. up on some styles. Staples dress goods are steady. Production of men's wear continues active. Manufacturing clothiers have named closer prices for Fall than the trade anticipated and business is coming along well. It is stated that the larger cloak and suit manufacturers will also follow a very close price-making policy, to insure steady sales and avoid provoking price resistance.

Silks—Owing to the high price at which raw silk is held, there has been some lessening of production among silk mills making fabrics. It is stated

that silk hosiery manufacturers are not getting their usual volume of business on pure silk goods, but find trade steady on fiber silks.

Knit Goods—In knit goods, there have been advances on hosiery during the past week ranging from 2 to 20 per cent., the larger increases being named on a few lines that are sold far ahead. Staple hosiery is priced below the parity of current yarn prices. Knit underwear lines are firm with advances being asked for additional deliveries of spring and fall goods.

Footwear—The expected lull in footwear demand has developed, following the completion of Easter shipments. This is especially true of factories producing men's lines. There are no specific reasons why initial Fall contracts should be placed any earlier this year than is usual, and considerable hesitation in staples is looked for until at least May or June. Meanwhile, sport goods and whites are expected to receive attention for Summer wear. It is believed that fancy shades of kid and suede will rule popular for women's Fall styles, and rainbow shades in bright reds, blues, etc., are selling exceptionally well. Of course, these are specialties, and the bulk of general shoe business centers on medium and low priced staples for both men and women. A continued call for lighter shades for men's wear is noted particularly in the better grades.

Women's Ready-to-wear — The Spring of 1923 will be a dress season with crepe in its various guises as the material that will lead all others. Flat crepe, Canton, printed Crepe de Chine, Roshara, the thin crepes—including Romaine, crepe du jour, Isabelle,orgette and Elizabeth are also very good for afternoon and semi-evening frocks.

For sports dresses crepe knit seems to have the preference. But it is closely followed by Altime crepe, heather jersey, nobby weave, trico-sham, and materials of a rough surface.

The three-piece suit which came into prominence last Winter, reappears this Spring in the lighter materials, sometimes featuring the sleeveless jacket. Black is much used for the more elaborate types.

Plain tailored suits such as navy blue tricootines and twills, are conspicuous for their absence. Perhaps manufacturers are so sure of their market that they think it unnecessary to push them. They are on the racks but not talked about.

The bright colored tweeds of last Spring seem to be a dead issue. Capes and wrappy coats in pile materials, including Bolivias and brytonias, as well as velours are ahead of the sports coats in the wrap departments. They are all quite long, covering the frock of the wearer completely. The large sale of dresses accounts for the correspondingly large sale of this type of wrap.

Owosso—The Walker Candy Co., of Muskegon, Tuesday began the erection of a large warehouse and factory building here. The company expects to start the manufacture of candy for Central Michigan trade, here Sept. 1.



## How Do We Do It?

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

**Loss Ratio Less Than 8%**

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

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

**THE PREFERRED AUTOMOBILE  
UNDERWRITERS CO.**

314 Commercial Savings Bank Bldg.      Citiz. Phone 51370

**NOT A MUTUAL COMPANY**

## GOLD MEDAL

*The Perfect*

## Mayonnaise

Made by the Nucoa Butter Co., churners of Nucoa Nut Margarine.

See our salesmen or write us. A free sample for your customers.

**I. VAN WESTENBRUGGE**  
Grand Rapids      Muskegon

## 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.

## HEKMAN'S

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

**GROCERS—No dead stock if your  
line of baked goods is Hekman's. De-  
licious too.**

 **Hekman Biscuit Co.**  
Grand Rapids, Mich.

## Bread is the Best and Cheapest Food

For better bread  
Buy

**Ceresota,  
Fanchon, Red Star  
FLOUR**

**JUDSON GROCER COMPANY**  
GRAND RAPIDS,      MICHIGAN



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

Write us about  
our **SOLE AGENCY**

**CHASE & SANBORN**  
CHICAGO



## THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

All kinds of Glass for Building Purposes  
501-511 IONIA AVE., S. W.      GRAND RAPIDS, MICHIGAN





# 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.

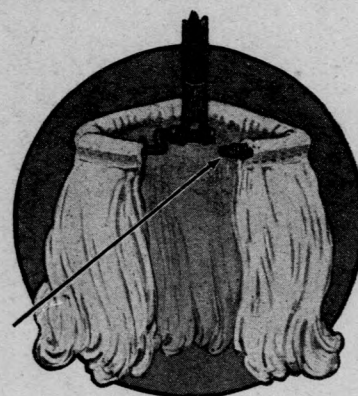
Semdac and Semdac Mops are necessary weapons in the annual spring housecleaning campaign against those twin enemies of all good housekeepers—dirt and dust.

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