

LIFE'S STORY BOOK

Life is just a story book,
That's written by us all,
Recording many incidents
That to our lot befall!

We first arrange the title page,
Then index chapter themes,
To gather real material
Upon which to weave our dreams.

A real old-fashioned story book,
Compiled without a pen,
With nary thought to literature
Or why or if or when.

A book chock full of romance,
That's sprinkled with the dew
Of love and bold adventure;
A story ever new.

A treatise on life's turmoils;
A history of thought;
A work depicting science
And deeds of wonder wrought.

A real old-fashioned story book
As old as Father Time,
That links Life's Immortality
With your soul and with mine.

F. K. Glew.

HEKMAN'S

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

GROCERS—Best of materials, best of baking methods, make the perfect cookie-cake. That's the Hekman product.

Hekman Biscuit Co.
Grand Rapids, Mich.

Citizens Long Distance Service



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

21,850 telephones in Grand Rapids.
Connection with 150,000 telephones in Detroit.

USE CITIZENS SERVICE

CITIZENS TELEPHONE COMPANY

39% Profit for You in WILDER'S

LION DISPLAY

CABINET OF LEATHER



Cost \$18.00
Retails for \$25.00

Ask Your
Jobber
or write us
for full information.

WILDER & COMPANY
Established 1877

226 West Lake St.
CHICAGO

BRINGS YOU MORE BUSINESS

While your profit on a few yeast cakes may be small, your total profit on new trade is limited only by your salesmanship.

A yeast-eater also eats eggs, and sugar, and flour and butter, and potatoes. The small purchase leads to the big family order. A live grocer's only problem is to keep his doors swinging. And that's what we are doing for you with our national advertising campaign on Yeast-for-Health. It's sending thousands of yeast-buyers direct to the grocer.

THE FLEISCHMANN COMPANY

Fleischmann's Yeast

Fleischmann's Service

A New One Every Week

A new breakfast cereal is born every week, and a certain number of your customers will try "the new ones"—but they always come back to

Shredded Wheat Biscuit

the one staple universal cereal food, always the same high quality, always clean, always pure, always wholesome—100 per cent. whole wheat, made digestible by steam-cooking, shredding and baking.

A steady demand all the year that yields a good profit to the distributor.

MADE ONLY BY

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



Franklin said:—

"We may give advice, but we cannot give conduct."

We may advise you to concentrate on the sale of

FRANKLIN PACKAGE SUGARS

But we cannot add to your profits the big sums you save in bags, twine, labor, overweight and waste. To get them you must train your trade to buy FRANKLIN PACKAGE SUGARS.

Franklin Granulated
Franklin Dainty Lumps
Franklin Powdered
Franklin Confectioners'
Franklin Brown
Franklin Golden Syrup
Franklin Cinnamon and Sugar
Franklin Sugar Honey

The Franklin Sugar Refining Company
PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use"

MICHIGAN TRADESMAN

Fortieth Year

GRAND RAPIDS, WEDNESDAY, APRIL 25, 1923

Number 2066

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;
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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.

SAFEGUARD YOUR PREMISES.

Remember that the great majority of fires could be avoided by a little timely foresight and care. Precaution in looking after your premises may be the means of saving lives as well as valuable property. See that your chimneys and stovepipes are in good condition and keep the cracks in your chimneys cemented up. Guard against the accumulation of old dry leaves and rubbish in fence corners and buildings. "An ounce of prevention is worth a pound of cure" in averting fire loss. Safeguard your premises against fire and you will be surprised at the effect it will have on your property. Remember it is the people and the policyholders who pay the loss.

Excursion Rates To the M. S. P. A.

Fare-and-a-half rates have been granted to druggists and their families attending the M. S. P. A. convention at Grand Rapids from the Lower Peninsula and negotiations are under way to secure the same rates for druggists and members of their families from the Upper Peninsula. To secure these rates 250 or more must apply for them. The following directions are submitted by the Passenger Association:

1. Tickets for the one-way tariff fare for the going journey may be obtained on any of the following dates (but not on any other date) June 8-14. Be sure that, when purchasing your going ticket, you request a certificate. Do not make the mistake of asking for a "receipt."

2. Present yourself at the railroad station for ticket and certificate at least thirty minutes before departure of train on which you will begin your journey.

3. Certificates are not kept at all stations. If you enquire at your home station, you can ascertain whether certificates and through tickets can be obtained to place of meeting. If not obtainable at your home station, the agent will inform you at what station they can be obtained. You can in such case purchase a local ticket to the station which has certificates in stock, where you can purchase a

through ticket and at the same time ask for and receive a certificate to the place of meeting.

4. Immediately on your arrival at the meeting present your certificate to the endorsing officer, Louis V. Middleton, Secretary, as the reduced fare for the return journey will not apply unless you are properly identified as provided for by the certificate.

5. Arrangements have been made for validation of certificates by a special agent of the carriers on June 12-14 if the required minimum of 250 certificates is presented.

6. No refund of fare will be made on account of failure to either obtain a proper certificate nor on account of failure to have the certificate validated.

7. So as to prevent disappointment, it must be understood that the reduction on the return journey is not guaranteed, but is contingent on an attendance of not less than 250 members of the organization at the meeting and dependent members of their families, holding regularly issued certificates obtained from ticket agents at starting points, showing payment of regular one-way tariff fare of not less than sixty-seven cents on going trip.

8. If the necessary minimum of 250 certificates is presented to the special agent, as above explained, and your certificate is duly validated, you will be entitled up to and including June 18, to a return ticket via the same route over which you made the going journey, at one-half of the regular one-way tariff fare from the place of the meeting to the point at which your certificate was issued.

9. Return ticket issued at the reduced fare will not be good on any limited train on which such reduced fare transportation is not honored.

It will be seen by the above instructions that it will be necessary for every druggist to ask for certificates for his party when he purchases his ticket to Grand Rapids. For should he fail to do so, he will not only deprive himself of reduced fare, but he might also deprive 249 others of reduced fare.

Now that reduced fare has been secured for you, there is no excuse to stay away from the M. S. P. A. convention at Grand Rapids on June 12, 13 and 14. Come, bring the whole family and stay all three days.

Desire To Profit Must Now Be Avoided.

First, I wish to express my absolute conviction in the soundness of American business conditions. It seems to me that the present satisfactory condition is grounded on the basic prosperity existing from grower to consumer.

The American people are all employed, and at good wages; buying is going on at a pace that shows confidence in the continuance of present conditions. With labor rather scarce and a big consumer demand, we must not permit ourselves to enter a period of inflation similar to 1919.

To avoid this, I suggest close scrutiny of all loans by our banks. I urge that they loan freely for the business needs of the merchant, but

that loans be curtailed to the man who buys for speculation. We must not allow commodities to pass through numerous hands unnecessarily. The banks can do much to prevent a secondary inflation period if they will keep money flowing freely in the legitimate channels of business and prevent parasites from scalping a profit, due to a brisk demand. Merchants must endeavor to sell at a moderate profit and avoid any temptation to profiteer.

I believe, for the best interests of all concerned, we should maintain our present immigration laws. When the war ended we looked forward to a period of great depression, in view of the fact that the European demand would suddenly cease. Now our factories are all busy on home consumption and our people are all employed.

Let us all have faith in our country and in ourselves, buy plentifully for our legitimate needs, and in my opinion we shall have a prolonged period of prosperity. Franklin Simon.

Sugar To Advance Price of Canned Goods.

Brokers hold that business in contracting for futures in canned foods is not what it should be, although the demand from the wholesale grocers for canned foods for immediate or spot delivery is good.

The Michigan Canners' Association will hold its spring meeting at Grand Rapids May 1 and 2, at the Pantlind Hotel.

The price of sugar, unless it recedes, will have an important effect on the packing cost of canned foods. Nearly all opening prices of canned fruits and vegetables so far named have been figured with sugar at 3@4c per pound less than present prices; and the prices have not been revised upward now that refined sugar is worth about 10 cents a pound.

Only a few canners have laid in their supply of sugar for the season, and unless there is a reaction soon those who are not supplied will have to buy it at these high prices. Sugar is freely used in peas, corn and other canned vegetables as well as in fruits, and is an important consideration in figuring costs of production of canned foods and their selling price.

Canned apples still are seeking buyers. This is said to be because of the tremendous quantity of barreled apples which have been carried in cold storage this winter and the low prices at which they are being sold to the bakery trade. The number 10 size of canned apples, which is a bakers' proposition almost solely, as retail grocers do not carry the size in stock, is being offered by Maine canners even as low as \$3 f. o. b. cannery, so it is said, John A. Lee.

Sale of Mileage Books Stopped by Injunction.

Boston, Mass., April 24—A permanent injunction restraining the Interstate Commerce Commission from carrying out its recent order providing for the sale of non-transferable and interchangeable mileage tickets at a 20 per cent. price reduction was issued to-day in the Federal District court. The injunction order was issued after a hearing on a petition of fifty Eastern railroads opposed to the Interstate Commerce Commission ruling.

Washington, D. C., April 24—Interstate commerce commission officials said to-day that the Federal court order issued at Boston restraining the commission's railroad mileage book installations from going into effect would probably be appealed at once to the Supreme court for a final decision.

The court order is likely to prevent the mileage book from going on sale anywhere in the United States on May 15, although the terms of the restraining order as conveyed to the Commission only affects the status of the Eastern railroads, which challenged the Commission's policy before the court.

Ribbon Doll Usurps Rag Doll's Place.

New York, April 24—The rag doll of mamma's day has a rich cousin and competitor to-day in the ribbon doll, according to retailers here, who are cashing in on sales of materials to fond relatives who are handy with their needles.

This is the recipe:

On folded pink, flesh, champagne or ivory satin ribbon draw the outline of a doll. Cut out, sew the two pieces together and stuff with cotton. The very narrowest baby ribbon you can find should be used for the hair. It may be yellow, brown, black or red. Sew it thickly over the head, with bangs in front. Wrap pink or blue ribbon around the waist making a large rosette in both front and back, terminating in streamers that hang to the knees. With a bit of ribbon outline the slippers and the top of the socks. If the hair is bobbed, put a wide ribbon hat on her; if long, just a large bow on top. Now place a string of beads about her neck and give her a place of honor among the Kewpies, the Cuties and the Bathing Girl.

Mistaken As To the Man.

A Grand Rapids man who was in St. Louis recently was told in the lobby of the Jefferson Hotel that Colfax Gibbs had succeeded in interesting Mr. Stix, of the Stix, Baer & Fuller Dry Goods Co., in his scheme to secure the approval of the Securities Commission of Missouri in his Gibbs Petroleum Co. On his return to Grand Rapids he mentioned the matter to friends, who imparted the information to the Tradesman, which published the report as a rumor, without embellishment, in the issue of April 11. As Mr. Stix died in 1916 it is very evident that the original statement must have been made without proper authority and the Tradesman cheerfully calls attention to this fact, so that any reader who may have been misled by the rumor will now be set right.

Reasonable Optimism Justified By Outlook.

The outlook before American business and industry for the coming year would seem to justify reasonable optimism. If we exercise ordinary caution and do not become so overenthusiastic with the turn of the tide that we lose rational control, there seems to be no reason why we should not now enjoy a period of substantial prosperity that will put behind us the whole era of depression which followed the war.

The year just ended saw tremendous advances in prosperity. Despite great strikes in some of our basic industries, which at one time involved about one million men, we have moved steadily toward better conditions in business and industry.

A year ago we faced 600,000 miners idle in the coal industry. To-day they are all at work and will remain at work as actively as railroad transportation and market conditions will warrant, under a wage agreement which, in the bituminous mines at least, insures peace in the industry until next April. The anthracite agreement will expire in August.

Outside of the coal industry pessimism rather than optimism prevailed in the basic industries a year ago. Prior to that time we had had over five million of our workers out of employment. To-day the number of unemployed has been reduced to normal, and there is a steady demand for labor in many lines. One year ago the steel industry's unfilled order tonnage was less than 4,000,000, an indication of dull business. To-day it is almost 8,000,000, the basis for continued steady activity.

The copper industry in April a year ago was practically closed down because of unsold stocks and poor market. To-day mines, mills and smelters are busy, stocks have been depleted and production is fast approaching the best records of the war year. The same conditions obtained in the textile and allied industries. A year ago they were loaded up with unsold goods and strikes brewing which finally involved 80,000 workers. To-day there are empty shelves, plenty of work, no strikes, and employer and employee are sharing in the general prosperity.

Production in our basic industries has reached a volume exceeded only once before, in May, 1917, and this increased production has been accompanied by increased freight shipments.

Despite the threat of industrial depression, there has been little or no reduction in the general wage level throughout industry, and to-day the trend of wage scales is upward. During the last four months wage increases have been reported in practically all of the forty-three industries covered by the Bureau of Labor Statistics. It is estimated that during the last year the payrolls at industrial establishments have increased 25 per cent. This increase was not offset by increases in the cost of living. The Federal Reserve Board finds a vast increase in savings bank accounts.

All of these things point toward

continued high production and consumption. We have work and opportunity before us. Work, gainful employment is the salvation of any nation. The signs all tend to indicate prosperity, and justify optimism, tempered with caution. James A. Davis, Secretary of Labor.

How To Fight the Chain Stores. Written for the Tradesman.

The grocers about the country are doing a good deal of worrying about the more or less new competition which has lately developed and where I have talked to grocers throughout the State I usually hear the question asked, What can I do to overcome the chain store menace?

Well, in the first place the chain store and the cash and carry store have a place in the grocery and meat business world, and it will be both useless and foolish to try to eliminate them entirely.

If people want to buy their groceries and meats without service, i. e. credit and delivery, that is their privilege. But they don't save as much as the advertisements would make them believe.

Statistics gathered by the Harvard Business Bureau show that the cash and carry stores sell goods at only 3 per cent. less than the service stores.

How to fight chain store competition to my mind is as follows:

Paint up your store inside and out if it needs it.

Keep your counters neat and clean and always in order.

Buy seasonable merchandise and give the people what they want when they want it, even supplying the demand for Florida green stuff in the winter if the trade want it, etc.

Display such items as maple sugar and syrup, oysters, fresh fruit in season.

If you are running a general store see that the people don't have to send to Chicago for their hardware and dry goods staples.

Be alive.

Boost your home town steadily, so that people will see that you mean what you say when you talk about loyalty.

Run the cleanest, pleasantest store in town and treat your customers like ladies and gentlemen. Don't be a rough neck.

Handle your charge accounts on a business basis and be sure to impress on your customers your terms when they begin to trade with you.

Answer the telephone promptly and be courteous always. That's the strong point to emphasize to your clerks. Hammer that in.

If there are partners in the business, each handle his end of it.

Price your goods so that there can be no mistake about the price by any of the clerks and price as low as you can, but don't fail to make a profit.

Make your store one where even the children love to come.

Don't forget to read your trade papers for suggestions, especially the Tradesman.

At some other time I will try to make a few suggestions along another line. Paul Gezon,

Sec'y Retail Grocers and Gen. Merchants Ass'n.

The Public Demands Quick Service It's the Turnover that Pays the Dividend

These are days of Thrift and Economy, and the shrewd business man is Successful because he is eager for the things which help him to conduct his business on a more Economical and Convenient Basis.

Weber's Special Banana, Fruit and Vegetable Display Stand
are Economy and Convenience for every Merchant who handles Fruits and Vegetables.



ASK FOR CATALOG FULLY DESCRIBING OUR ENTIRE LINE

Weber Supply & Specialty Co.

2230 S. Union Ave.

Chicago, Ill.

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

TWO NEW DAIRY LAWS.

Defining Cheese and Prohibiting Sale of Filled Milk.

Lansing, April 24—Our Governor has just signed two bills of material importance to the dairy industry. One of these is a Filled Milk bill and the other a cheese bill. Both will become laws in this state in ninety days. Original copies of these bills you will find herewith. An amendment was made to the Filled Milk bill which will provide for prepared baby food containing substitute oils in accordance with the act created by Congress.

T. H. Broughton,
Director Bureau of Dairying.

Filled Milk Law.

Section 1. It shall be unlawful for any person, firm or corporation, by himself, his servant or agent, or as the servant or agent of another, to manufacture, sell or exchange, or have in possession with intent to sell, or exchange, any milk, cream, skim milk, buttermilk, condensed or evaporated milk, powdered milk, condensed skim milk or any of the fluid derivatives of any of them to which has been added any fat or oil other than milk fat, either under the name of said products or articles or the derivatives thereof or under any fictitious or trade name whatsoever.

Section 2. Nothing in this act shall be construed to prohibit the shipment into this State from a foreign state and the first sale thereof in this State in the original package intact and unbroken, of any of the products or articles, the manufacture, sale or exchange of which or possession of which, with intent to sell or exchange is prohibited hereby.

Section 3. Any violation of any of the provisions of this act is hereby declared to be a misdemeanor and any person, whether individually or as a member of a partnership or as an agent or officer of a corporation who

shall be convicted of such violation, either on his own behalf or in the interests of a corporation shall be punished by imprisonment in the county jail for not less than thirty days nor more than sixty days, or by a fine of not less than fifty dollars nor more than one hundred dollars, or both such fine and imprisonment."

Cheese Standard Law.

Section 1. Cheese is the sound, solid and ripened product made from milk or cream by coagulating the casein thereof with rennet, pepsin or lactic acid, with or without the addition of ripening ferments and seasoning or added coloring matter, and shall contain in the water-free substance not less than 50 per cent. of milk fat; and cheese known as American or Cheddar cheese shall contain not more than 40 per cent. of water, and cheese known as Brick cheese not more than 42 per cent. of water. Cheese containing less than 50 per cent. of milk fat in the water-free substance, shall be known and branded as skimmed milk cheese; except that which is known as "Emmenthaler" or "Domestic Swiss cheese," Camembert Cheese," and "Edam Cheese," or "Fancy Cheese," shall contain in the water-free substance not less than 43 per cent. of milk fat: Provided, That the provisions of this act shall not be construed to apply to such cheese as is known as "Dutch Cheese" or Cottage Cheese."

Section 2. No person shall manufacture, deal in, sell, offer or expose for sale or exchange, any article or substance in the semblance of, or in imitation of, cheese made exclusively of unadulterated milk or cream, or both, into which any animal, intestinal or offal fats or oils, or vegetable fats or oils, or melted butter in any condition or state, or modification of the same, or oleaginous substances of any kind not produced from unadulterated milk or cream shall have been introduced.

Section 3. Every manufacturer of

full cream cheese may put a brand upon each cheese, indicating "Full Cream Cheese," and no person shall use such a brand upon any cheese containing less than 50 per cent. of milk fat in the water-free substance. Every manufacturer of American or Cheddar skimmed milk cheese, as defined by this act, shall put a brand upon each cheese so manufactured, indicating Skimmed Milk Cheese," which brand shall be in plain Roman letters and made by indelible ink, and placed on the rind at intervals of not more than one inch, and so made, placed or attached that it can be seen and read and cannot be easily defaced, and the same shall be placed upon the surface of the cheese, before the cheese is paraffined, as well as upon the container thereof. All skimmed milk cheese, except American and Cheddar skimmed milk cheese, shall be packed in containers on which the following shall appear, "Made from Partly Skimmed Milk," and the same shall be placed on the package or container so that it can easily be seen and read and cannot be easily defaced.

Section 4. The proprietor or keeper of any hotel, restaurant, eating saloon, boarding house or other place where American or Cheddar skimmed milk cheese is sold or furnished to persons paying for the same, shall have placed on the walls of every store or room where American or Cheddar skimmed milk cheese is sold or furnished, a white placard on which is printed in black ink, in plain Roman letters of not less than three inches in length, and not less than two inches in width, the words "Skimmed Milk Cheese Sold or Used Here," and shall at all times keep the same exposed in such conspicuous place as to be readily seen by any and all persons entering such store, room or rooms. No persons shall offer, sell or expose for sale or exchange any cheese or package of cheese which is falsely branded or labeled. Whoever

shall violate any of the provisions of this act shall be punished by a fine of not less than fifty nor more than five hundred dollars and the cost of prosecution, or by imprisonment in the county jail or the Michigan Reformatory at Ionia for not less than ninety days nor more than two years, or both such fine and imprisonment in the discretion of the court for each and every offense.

The Old-Fashioned Girl.

St. Joseph, April 24—More and more are men apparently seeking and appreciating personality in women. Love affairs and marriage between young men and women their seniors are becoming rather numerous, as a result, perhaps, of a charm the women have preserved and a mutual love which the younger women sometimes lack, and it is now no uncommon thing to see a man entertain an ardent love for a woman a dozen years his senior. Many remarkable women in the past married quite late in life men much younger than themselves; they lived remarkably happy lives also. Are the younger women in a state of unrest? Are their personalities a chaos of conflicting propensities, feelings and desires? Are they listless and preoccupied? Do they suffer from arrested personality? Do they need an inner courage and self-reliance and penetration? Who can read the old love letters of the celebrated without a glow suffusing the heart? Sometimes every word, every letter, seems to be a living human being, which moves along with beautiful tender hands and feet and god-like lips. Let's have a revival of letter writing; do not let it become a lost art. There are signs on the horizon of a revival of the real old-fashioned girl. Speed the day!

Wilbur W. Marbury.

Anybody will make a mistake once. "Fools make the same mistakes twice." Try to beat yesterday's record today.



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

Barney says—

I want Mr. Rouse to say something to the trade about the boys in the warehouse and how hard they are trying to keep Worden service up to the top notch, for

By Golly—the way the orders have been coming in the last few days, it has been a hard job, but the way they take hold, it shows they are glad to do it.

WORDEN GROCER COMPANY

GRAND RAPIDS

KALAMAZOO—LANSING—BATTLE CREEK

THE PROMPT SHIPPERS

MOVEMENT OF MERCHANTS.

Monroe—The Monroe Lumber Co. has increased its capital stock from \$20,000 to \$60,000.

Sturgis—The Citizens National Bank has completed arrangements for the erection of a modern bank building at an estimated cost of \$100,000.

Stockbridge—J. P. Gates, formerly of St. Johns, succeeds Howard Collings in the garage, automobile accessories, parts and supplies business.

Munger—The Martindale Bean & Grain Co. has sold its elevator, stock, etc., to the Chatfield Milling Co., of Bay City, who will continue the business.

Dearborn—The Dearborn Ice Co. has been incorporated with an authorized capital stock of \$50,000, \$25,000 of which has been subscribed and paid in in cash.

Saginaw—The Saginaw Rubber Co., has been incorporated with an authorized capital stock of \$10,000, \$2,000 of which has been subscribed and paid in in cash.

Coldwater—L. C. Collier is closing out his stock of music and musical instruments and will retire from trade, having conducted the store here for the past 40 years.

Lansing—Simpson & Fuller have sold their wholesale produce and commission stock to Andrew Neller, recently of DeWitt, who will continue the business under his own name.

Detroit—The Wallace Drake Machine Co., 4730 Heck Place, has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,200 paid in in cash.

Byron Center—Paul Brink has sold his stock of groceries and general merchandise at Corinth, to Peter DeMann, who has taken possession and will continue the business at the same location.

Detroit—The Southern Cut Stone Co., Idaho and Detroit Terminal, has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in in cash.

Detroit—The United Enterprises, Inc., 9101-5 Woodward avenue, has been incorporated to deal in general merchandise, with an authorized capital stock of \$25,000, all of which has been subscribed and \$15,000 paid in in cash.

Flint—The Central Fuel & Supply Co., 810 West Second street, has been incorporated with an authorized capital stock of \$10,000, of which amount \$6,250 has been subscribed, \$550 paid in in cash and \$1,850 in property.

Detroit—The Lincoln Park Lumber Co., with business offices at 2422 First National Bank building, has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and \$2,500 paid in in cash.

Howard City—F. L. Larry, of the Larry Hardware Co., has purchased the interest of his partners, in the stock of the Lapeer Hardware Co., at Lapeer and will continue the business under the style of the Larry Hardware Co.

Grand Rapids—The Caple-Hall Motor Co. has been incorporated to deal

in autos, trucks, tractors, auto accessories, etc., with an authorized capital stock of \$50,000, of which amount \$2,000 has been subscribed and \$1,000 paid in in cash.

Eaton Rapids—Knapp & Marshall have leased a store adjoining their dry goods store and installed a complete stock of clothing and men's furnishings. Archways have been cut between the two buildings and many improvements made.

Grand Rapids—The Kessler, Nobles & Mayo Co., 135 Ottawa avenue, has been incorporated to deal in stationery, office supplies, etc., with an authorized capital stock of \$15,000, all of which has been subscribed and \$11,010 paid in in cash.

Detroit—The Bishop-Grassan, Inc., 1504 Randolph street, has been incorporated to deal in furniture, fixtures, etc., with an authorized capital stock of \$30,000, all of which has been subscribed and paid in, \$8,000 in cash and \$22,000 in property.

Detroit—The Mercury Body Co., 3760 Woodward avenue, has been incorporated to deal in autos, parts, accessories and to conduct a public garage, with an authorized capital stock of \$5,000, \$3,000 of which has been subscribed and paid in in cash.

Detroit—Elizabeth, Ltd., 136 Madison avenue, has been incorporated to deal in women's ready-to-wear garments, dry goods, etc., with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed and \$3,000 paid in in cash.

Ishpeming—R. E. Sands, assistant manager of the local store of the J. C. Penney company, has been transferred to Marquette, to become manager of the firm's store in that city. He has been succeeded here by Henry Gustafson, an employe of the Ishpeming store.

Detroit—The Lemcke Motor Sales, Inc., 2861-5 Gratiot avenue, has been incorporated to deal in new and used autos, auto parts, accessories and supplies, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$1,500 in cash and \$8,500 in property.

Detroit—The Howie Glass Co., 4260 Grand River avenue, has merged its wholesale and retail business into a stock company under the style of the Howie Glass Co., Inc., with an authorized capital stock of \$8,000, all of which has been subscribed and paid in, \$334 in cash and \$7,666 in property.

Highland Park—Samuel Blumenenthal, 13847-57 Woodward avenue, has merged his dry goods, men and women's furnishings business into a stock company under the style of Sam Blumenenthal & Son, with an authorized capital stock of \$40,000, all of which has been subscribed and paid in in property.

Sturgis—The Autographic Register Supply Co. has been incorporated to manufacture leaf-type credit-registers, autographic registers, rolls, etc., with an authorized capital stock of \$75,000 common and \$25,000 preferred, of which amount \$50,000 has been subscribed, \$3,000 paid in in cash and \$27,100 in property.

Detroit—L. T. Mentz & Co., 312 Lincoln building, has been incorpor-

ated to deal in coal and by-products, foundry machinery, supplies, etc., with an authorized capital stock of \$1,000 and 19,000 shares at \$1 per share, of which amount \$1,000 and 18,500 shares has been subscribed, \$1,750 paid in in cash and \$14,700 in property.

Detroit—The Henry B. Joy, President of the National Bank of Commerce, has purchased the properties of the Liberty Motor Car Co. at receivers sale. Trade rumors have it that the Liberty line will be changed in some particulars and that new production methods will be installed under the direction of a new manufacturing executive.

Manufacturing Matters.

Lansing—The United Produce & Storage Co. has changed its name to the Herndon Fruit Co.

Holland—The Holland Foundry Co. has increased its capital stock from \$35,000 to \$125,000.

Union City—The Peerless Portland Cement Co. has increased its capital stock from \$830,000 to \$850,000.

Detroit—The Belle Isle East Side Creamery Co. has changed its name to the Belle Isle Creamery Co.

Detroit—The Electricold Corporation has changed its name to the Copeland Products, Inc., of Michigan.

Detroit—Everitt Bros., auto bodies, trimmings, etc., has increased its capital stock from \$50,000 to \$250,000.

Detroit—The United Forge & Machine Co., 2145 Franklin street, has increased its capital stock from \$10,000 to \$25,000.

Detroit—The Miller Tool & Manufacturing Co., 229-35 Sixteenth street, has increased its capital stock from \$50,000 to \$150,000.

Vestaburg—Libby, McNeil & Libby has purchased the salting station of the Alart & McGuire Pickle Co. and will continue the business.

Royal Oak—The Berridge-Morrison Co. has changed its name to the Northern Construction Co. and increased its capital stock from \$10,000 to \$100,000.

Adrian—The Utility Compressor Co. has changed its name to the Utility Electric Refrigerator Corporation and increased its capital stock from \$500,000 to \$600,000 and 25,000 shares no par value.

Kalamazoo—The Electric Lamp Lock Co. has been incorporated with an authorized capital stock of \$3,000, of which amount \$1,500 has been subscribed and paid in, \$200 in cash and \$1,300 in property.

Pittsford—The Pittsford Milling Co. has merged its business into a stock company under the same style with an authorized capital stock of \$12,000, \$7,000 of which has been subscribed and paid in in cash.

Flint—The White Ice Cream Co., 703 East 8th street, has been incorporated to manufacture and sell ice cream, dairy products, etc., with an authorized capital stock of \$25,000, all of which has been subscribed and \$20,000 paid in in cash.

Detroit—The Automotive Fan & Bearing Co., 4835 Woodward avenue, has been incorporated with an authorized capital stock of \$80,000 preferred and 120,000 shares at \$1 per share, of

which amount \$1,000 has been subscribed and paid in in cash.

Flint—The Michigan Great Stuff Products Co., 164 Lena street, has been incorporated to manufacture and sell glycerine paste and cleaner, etc., with an authorized capital stock of \$1,000, of which amount \$600 has been subscribed and \$300 paid in in cash.

Holland—The DePree Laboratories, Inc., 130 Central avenue, has been incorporated with an authorized capital stock of \$36,000 preferred and 720 shares at \$1.50 per share, all of which has been subscribed, \$36,000 paid in in cash and \$1,080 in property.

Grand Rapids—The Doerr Manufacturing Co., 423 Monroe avenue, has been incorporated with an authorized capital stock of \$100 common and 100,000 shares at \$1 per share, of which amount \$70 and 14,000 shares has been subscribed and \$3,000 paid in in cash.

Muskegon—The Alpha Creamery has merged its business into a stock company under the style of the Alpha Creamery Corporation, with an authorized capital stock of \$100,000 common and \$50,000 preferred, \$75,000 of which has been subscribed and paid in in property.

Detroit—The Universal Standard Jig Bushing Co., 3000 Grand River avenue has been incorporated with an authorized capital stock of \$100,000 preferred and 16,000 shares at \$1 per share, of which amount \$6,000 and 6,500 shares has been subscribed and \$1,250 paid in in cash.

Detroit—The Volis Tool & Product Co., 2091 22nd avenue, has merged its business into a stock company under the style of the Volis Precision Tool Co., with an authorized capital stock of \$100,000, of which amount \$60,700 has been subscribed, \$2,600 paid in in cash and \$58,000 in property.

Detroit—The Baker & Haigh Co., 208 Bates street, has merged its office furniture, fixtures, equipment and supplies business into a stock company under the same style, with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in, \$728.63 in cash and \$4,271.37 in property.

Lansing—The Lindell Drop Forge Co. has been organized. It is capitalized at \$350,000. Subscriptions have been taken for \$100,000 of the company's stock, with \$5,000 paid in cash and \$55,000 in property. The incorporators are Charles E. Lindell, George W. Jewett and Dean W. Kelley, of Lansing, and Gus F. Linden, of Chicago.

Most fires are due to carelessness or thoughtlessness. In this land of the free and the home of the brave we pay annually about a million dollars daily for the privilege. So serious lars daily for the privilege. So serious a growing demand that those who are responsible for the fires must be compelled to assume the responsibility for the loss sustained. Such a law is in force in a number of European countries and the result is that the annual fire loss is far lower than ours.

Be optimistic; be cheerful; keep smiling. Nobody wants to buy from a grouch.

Essential Features of the Grocery Staples.

Sugar—The market continues to strengthen and the price continues to advance. New York refiners are now asking 10½¢ for cane granulated. Grand Rapids jobbers hold cane granulated at 11.4c.

With the arrival of warmer and more settled weather farm operations throughout the country have opened up in earnest and with this agricultural activity has come more active business. Reports have it that distribution of groceries and all other lines of merchandise is larger the past few days, while better feeling exists as is usual and natural at this season of the year when thoughts are directed ahead to the probabilities of the harvest season. That the volume of business should not only hold its own but should actually show further increase is entirely reasonable.

Price trends continue upward. Reiteration of the desirability of conforming with the upward trend of prices appears timely. It is all well and good in theory to talk about absorbing the slight advance, but in actual practice if one will take time to figure it out, the absorption far too often causes passage of that very thin line which separates net profit from net loss.

Again, at any given period when declines take effect in the price of any given commodity, the merchant is forced by competition to follow the downward trend of the market. It matters not how large his stock of the commodity may be nor the investment which it represents. For re-sale purposes it is worth the new wholesale cost plus a fair and reasonable carrying charge which comprehends overhead and net profit. Trying to unload at a price which will show a profit over actual cost is practically impossible.

Since merchants therefore, whether they wish to or not, must follow the markets in their downward course it is but simple business and justice that the merchant follow them in similar manner in their upward tendency.

A word of warning, however. If your cost on any given item advances 1c do not jump the retail price 5c. To do so is to risk a lessening of sales and the driving of business to a competitor. Try the split nickle idea instead. Price your goods in odd cents. Not only is this fairer to the customer but moreover it cashes in on that intangible something about the odd price idea which carries with it the thought of a bargain value.

Canned Fruits—Peaches are being liquidated by holders, but retailers are not affording an exceptional outlet and the movement is limited. As dealers are well enough stocked to take care of this business they are not extensively buying for replacement. Coast conditions are unchanged, with more real strength shown there than on the east. Apples are firm and scarce. Cherries are in spot. Apricots are not active. Pears second hands and move in a routine manner. Pineapple is held at such high figures that shortages are met as they occur, but there is little or no speculative action. All grades and brands are down to bedrock. Apples are dull.

Canned Vegetables—Outside interests fail to understand why such a large market should be such an ordinary trader, especially when jobbing centers in other sections make a relatively better showing. There is nothing special to note about the major vegetables. Peas are the scarcest product and are now more of a re-sale proposition than one from first hand to distributor. All cheap lots are scarce, while fancy and extra standards are taken in fair quantities. There is not much present booking of futures. Corn has only one claim to distinction. Fancy Maine corn is so scarce here and in the country that Middle Western corn is taken as a substitute. Standards are no more than barely steady and are taken as needed. Tomatoes are in narrow demand also for spot offerings of all packs, while the attitude toward futures has not changed. Spinach is firmer in the country, which sentiment is reflected here. String beans and succotash are scarce and firmer, as are asparagus tips.

Canned Fish—Salmon distributors are hoping for a continuation of the warm weather of the past few days, as the cool spring has been a handicap to trading. Alaska fish are steady in pinks but dull in reds. Medium reds are even more inactive than reds and chums are scarce. Chinooks are offered in small parcels under various brands and grades and it takes a careful buyer to get what he wants for his own trade. Sardines are not overly plentiful, but there is no advance buying. Most dealers are following the market and take small parcels as needed. The Maine assortment is broken and is confined to a few styles. Tuna fish is almost out in white meat and bluefin is getting in the same class. There is a shortage also in shrimp for immediate delivery as well as for shipment from the factory. Lobster and crab meat are offered in small resale blocks.

Dried Fruits—One of the features of the week is the reports of crop damage to prunes in California and the prospects of injury through rain and cold North winds at blossom time. California packers have withdrawn their consigned stocks of 1922 fruit in Eastern markets, but traders have not seriously considered the probably crop injury either as a spur to buying futures or of old crop. The movement from jobbers to retailer is not particularly heavy. Raisins are being offered by some independent packers for September-October delivery, of new crop at specific prices. The offerings are generally considered as speculative, even though they are guaranteed against the Sun-Maid's opening. Spot raisins were quiet, although there was a little flurry in one, two and three crown muscatels on the spot which developed firmness and slightly higher prices. Package Sun-Maid Thompsons were in better demand but other packs were featureless. There has been continued pressure to sell apricots which has caused a sloppy market owing to a lack of extensive buying interest. The weak spot market has taken the edge off of futures which are offered by independent packers. Peaches and

pears are also favoring the buyer but little advantage is taken of the opportunity. Both fruits are dull. Currants are weak on the spot and the continued slow market has been felt in Greece where the shipment is easier. Citron is scarce and firm here and abroad.

Mazola Oil—Further advances in the price of Mazola oil are looked for, manufacturers having withdrawn all prices which is regarded as meaning an advance when prices are again given out.

Peanut Butter—Still another advance in peanut butter prices has materialized, this ranging from 1 cent a pound on bulk to about 10 per cent. on the various sizes and types of containers for re-sale.

Rice—Prices are irregular, with no real character to the situation. Southern advices are to the effect that the domestic and export trade is only fair and not enough to create excitement. Broken rice is scarce and is relatively firmer than other grades. Some concessions are reported on Blue Rose. Foreign rice on the spot is getting scarcer all the time and as this is being realized dealers have higher ideas which buyers are forced to accept.

Nuts—Brazil nuts have not changed. Dealers do not care to take on stocks for later use, but seem to prefer to wait until the summer before covering. Walnuts and almonds and other nuts are featureless. There is a moderate demand for shelled nuts.

Review of the Produce Market.

Apples—Jonathans, Spys and Baldwins fetch \$1.75@2.25 per bu. Western box apples are now sold as follows: Roman Beauties, Winesaps and Black Twigs, \$3.25; Delicious, \$4.25. Artichokes—\$2 per doz. Asparagus—80c per bunch. Bananas—7@7½¢ per lb. Beets—New from Louisiana, \$1 per doz. bunches.

Brussel's Sprouts—35c per qt. box. **Butter**—The market has dropped off 5c per lb. Local jobbers hold extra at 40c in 63 lb. tubs; fancy in 30 lb. tubs, 42c; prints, 42c. They pay 22c 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—\$3.50 per dozen heads. **Celery**—California is selling at 65c for Jumbo and 85c for Extra Jumbo; Florida, \$3.75 per crate of 4 to 6 doz.

Celery Roots—20c per lb. **Cucumbers**—Illinois hot house, \$2.75 per doz.

Cocoanuts—\$6.50 per sack of 100. **Eggs**—The market has declined 2c per doz. Local jobbers pay 24c for strictly fresh.

Egg Plant—\$4 per doz. **Garlic**—35c per string for Italian. **Green Beans**—18c 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, 15c per lb.; Iceberg from California, \$4.25 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 a little higher for some sizes and still higher prices are looked for in the course of a few days. To-days quotations are as follows:

100	-----	\$4.75
126	-----	5.25
150, 176 and 200	-----	5.75
216	-----	6.25
252	-----	6.25
288	-----	6.25
324	-----	6.25

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 \$5.75 for 24 pints.

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

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

Turnips—\$1.25 per bu.

Employees' Thefts Nearly Ruin Store.

Milwaukee, April 24—Field's, Inc., a women's apparel shop of this city was cleverly robbed of \$10,000 by employees. Following an investigation of the methods used to rob the firm, Samuel T. Gans, vice-president, made the following statement:

"Saleswomen at Field's are equipped with salesbooks in which all sales are recorded. The accounting system, so far as sales are concerned, is based on sales slips from these books. When saleswomen in on the scheme sold an article, they recorded the sale on an original sales slip, and carbons duplicated it on a tissue slip and triplicated it on a receipt for the customer.

"After the department head approved of the sale, the cash, or check and sales book, went to the cashier, who agreed with the saleswoman on a false sale at a smaller price, erased the figures on the original and recorded the false sale, tore the tissue out of the book and destroyed it, and sent the original and the false sale price to the bookkeeper, pocketing the difference."

"The method of stealing was so unique and the system so efficient," declared Robert Hess, attorney for Field's, Inc., that it was hard to discover and it is a wonder any of the store is left. Discovery came when the thieves levied so heavily on the store income that officials became alarmed at the shortage, and investigated, after determining that only by theft could profits be down so alarmingly."

Saginaw—The Auto-Kamp Equipment Co., 2000 Sheridan avenue, has merged its business into a stock company under the style of the Auto-Kamp Trailer Co., with an authorized capital stock of \$10,000 preferred and 5,000 shares at \$1 per share, of which amount \$990 and 10 shares has been subscribed and \$1,000 paid in in cash.

1924 Will Be a Year of Diminishing Profits.

The answer to the question, "What is the prospect for American business in the coming year," seems to depend essentially on the general outlook for American business for the next three or five years.

In my judgment this long term outlook, which will be the strongest element influencing the 1924 business, is a growing competition in American business which will amount to a super-competition. It will be the greatest competition in business this country has ever experienced. This will be due to the fact that we shall not be able to export, at profitable prices, our surplus, either in most of our farm products or manufactured goods, and shall be obliged to depend upon our home market. Inasmuch as our producing capacity will exceed greatly our home market requirements, there is likely to be an increasing competition which will grow in intensity unless circumstances not now foreseen arise.

The failure to export our surplus, which will be at the root of our difficulties, is due to the growing militarism of Europe and the world. This militarism is costly and must be paid for with high taxes. These high taxes added to the enormously high taxes in all European countries, which have resulted from the costs and losses of the war, will make a total tax in all European countries greater than they have ever before been obliged to bear. The results of the ensuing inability of the European nations to buy freely of us will be intensified by Europe's inability to buy freely of South America, China, Japan and other countries, which countries will in turn be less able to buy our products.

American business is now in the boom period. Our production is almost the highest in our history. Our country has still many wants dating from the war period, such as housing, railroad reconstruction and many other similar needs which are keeping our industry busy.

Added to this are unexpected foreign demands, due to the political conditions in Germany which are suppressing an important part of the German output, especially that of the Ruhr. But coming conditions are likely to interfere with even these demands.

Approaching the outlook for American business for the coming year from the standpoint of this outlook, it seems to me that at least the stock market boom will end with this year and that a general feeling of caution will dominate the business situation early in 1924.

My judgment, therefore, is that 1924 will be of diminishing profits for American business, due to the beginning of more intense competition, and also that it will be a year of growing uncertainty in volume of business. All in all, it will be a year that will be the beginning of the cycle of difficulties. That will be due not only to the super competition in business that I foresee but also the political and social conditions which must arise therefrom.

There are ameliorating possibilities

in sight, the chief of which I believe is the likelihood of our country joining the International Court of Justice, as recommended by President Harding. If this is done, it will be making a foundation for the beginning of the real reconstruction of Europe and will furnish the basis for the effective combatting of the growing militarism which is at the bottom of the bad outlook.

Edward A. Filene.

Corporations Wound Up.

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

F. S. Carr Co., Boston, Mass-Detroit.

Rowley Brothers Co., Chicago and Grand Rapids.

Detroit Improved Realty Co., Detroit.

Michigan Candy Corp., Muskegon.

Meridian Power Co., Ann Arbor.

Flour Buyers Service Ass'n, Pt. Huron.

Butternut Cheese Co., Butternut.

Beaver Island Transportation Co., Charlevoix.

Michigan Tire and Accessories Co., Grand Rapids.

Congdon-Russell Co., Delaware-Detroit.

Refrigerating Machinery Co., Detroit.

Michigan Maple Block Co., Petoskey.

Fisher Tool and Supply Co., Detroit.

W. L. McCullough Co., Ypsilanti.

Wilson Cheese Factory, Birch Run.

Huron Construction Co., Pt. Huron.

Poland Coal Co., Detroit.

Brander Co., Grand Rapids.

Dyar Realty Co., Detroit.

Macatawa Transportation Co., Macatawa.

Hunter-Scrase Dump Truck Co., Detroit.

Jobbers Finding Less Demand.

Jobbers of men's wear fabrics say that the recent activity has quieted down considerably. Sales of seasonable cloths have been hampered by the unfavorable weather, which has held down the sales of spring suits. A short time ago the local contractors were behind on their production of suits according to one well-known jobber, but they are now well caught up. The demand for worsted suitings has undergone several changes during the past few weeks. Zebra stripes are in less favor now, with tans and grays coming to the fore. The jobbers are buying some stock goods from the mills, but it is agreed that the latter are now holding only small quantities of the really desired fabrics.

Novelty Veilings For Fall.

The newest thing in veilings, which Paris has sponsored and which is expected to go big here next season, is the nose veil. This is made from material nine inches wide, or half of the regulation width of yard veilings. Besides the novelty appeal the new veil is expected to find favor with many women because its shortness affords a large degree of convenience. In addition to staple black, brown and navy colors, wholesalers here expect such shades as golden brown, beige and gray to be in demand. In some instances an added color touch will be given by the use of small borders of Persian motif. These veilings can be retailed from 50 cents to \$1 per yard.

Some Local Architectural Features.

The facades of old stores not infrequently are ruined, so far as regards their appearance, by the installation of display windows. One often notices a store front that seemingly is supported by the large plates of glass that ornament the entrance. While such store fronts are substantially supported, they appear weak, and the uninitiated expects the plate glass windows will be crushed at any moment.

When the Ashton building was erected in 1893 it was generally recognized as an artistic and substantial addition to the architecture of the city. The red stone used in the Ionia avenue facade was quarried in the Upper Peninsula, near Lake Superior, and shaped into blocks by a local stone cutter. The deep carvings above the arch and along its sides were cut by one man, to whom \$7 per day was paid. He remained on the job several months. In 1893, when cabinet makers were paid 80 cents for ten hours work and boss carpenters \$1 per day, the wage paid to the carver on stone was considered extreme.

In remodeling old houses—an industry that is extensively carried on in Grand Rapids—local builders and architects are disposed to install more windows than are needed to afford light and ventilation to the rooms. The wall space that should form a background for furniture is sacrificed, and the inlets for cold air in winter weather are largely increased. Such "improvements" may add to the appearance of buildings, but the inconvenience resulting and the added expense to the cost of heating more than offsets such value. In certain sections of the Southern and Far Western States, on account of periods of extreme heat, extra windows are considered necessary, but in Michigan and other Northern States they are not. Comfort and convenience are sacrificed by many architects in planning new houses. Owners are easily impressed with the illuminated

plans of architects, and the essentials in the construction of the home are overlooked.

Of the buildings that were erected during the past year the Hotel Rowe ranks first in architectural appearance. Located at the junction of two wide avenues, admirably proportioned as to height and frontage, with ornament discreetly applied, it impresses the spectator instantly and commands his admiration.

Without doubt the most notable building of the current year is the Fountain Street Baptist church. Day by day, as new features of the structure are revealed by the workmen, the spectator realizes that the edifice will be far in advance of, and a great improvement over, the church architecture of the past.

Arthur S. White.

To Show Virtues of Real Leather.

To demonstrate the importance and reliability of real leather for soles, heels and industrial belting to buyers in both the trade and consumer fields, a nation-wide publicity campaign will be started in the near future by the American Sole and Belting Leather Tanners, Inc. The campaign will be financed by tanners representing more than 90 per cent. of the entire production of sole and leather belting in the country. If present plans are followed it will be devoted to outlining the history of the leather industry, which is one of the oldest of all, and to making clear the advantages to be derived from the use of the leathers tanned by the members of the association.

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What will be a worthy career for him?

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GRAND RAPIDS, MICHIGAN

Still Need For Sound Common Sense.

The retail buyer's job has never been an easy one. Just now it is a position demanding more thought, skill and knowledge than at any time in the past.

A few years ago the buyer was at his wits end to obtain merchandise. He placed orders at every possible opportunity, hoping by this method at least to keep his stock up. Then all at once something happened. The public stopped purchasing. At the same time orders placed so far back as to be practically forgotten began to roll in. Cancellations became as common as the orders had been a few months before.

It was a slow, hard climb out of the cellar the buyer found himself in. Prices declined, sales almost stopped, collections were few and far between. Hundreds of merchants simply could not buy, and stocks gradually dropped below normal. Then came another change and the public gradually loosed its purse strings again. The seller was in the saddle, and slowly, but surely, business headed upward. We were back on the road and headed toward prosperity again.

But still there were disturbing factors. Labor clamored for lower living costs and higher wages in the same breath. Fuel shortages slowed up production of manufactured articles and advanced costs. At the same time the farmer found his market slow and prices for his produce out of proportion to the prices he must pay for merchandise.

Some betterment has been noticed in these particulars during the past six months, but the farmer's produce is still out of line with other commodities. Labor is perhaps more satisfied, but labor prices are high. The fuel situation is better because winter is over. Transportation is still far from perfect and will give cause for worry at intervals.

Meanwhile prices of practically everything in the mercantile line have been advancing steadily. A strong upward movement in wholesale prices has been in progress for some time. There are apparent shortages in some lines. Meanwhile there is an honest difference of opinion as to what the future holds in store—as to whether or not a period of inflation is close at hand to be followed by another so-called "Buyers' Strike." It is at least a time for careful, considerate and conservative buying on the part of the retail merchant. The profits of the past, as well as the future, depend upon his buying.

The probabilities are that we have a busy spring and summer ahead of us; that stocks must be kept up in range in order to hold business; that merchandise sure to be sold within the next few months should be purchased. But there should be no speculating, no overbuying, no duplicating of orders.

The business outlook on the whole is favorable. There is little unemployment, good wages predominate and there is every indication of a betterment in the farmer's condition. If business men are conservative, if they do not try to over play their hands, business should continue good for a

long time. The retailer is as much a factor in keeping business good as the manufacturer or the jobber. If he pyramids orders, he will help to pyramid prices, and if orders and prices are allowed to pyramid there will come a time when the public will refuse to buy. We are not in that period now, neither are we actually near it, but that does not mean that we are immune. It merely means that there is still need for sound common sense of the stop, look and listen variety.

Women's Coats Continue Active.

The current business of the stock houses in the ready-to-wear trade consists largely of orders for coats. Sports models in polaires and similar cloths are the most actively sought. Whole-

salers, while making some reductions on other lines, are said to be refusing concessions on these garments. Some of the jobbers are still stocking up on them in anticipation that the demand will remain active for some weeks yet. Twill coats, as well as silk, are meeting with growing favor, especially in the 48 and 50 inch lengths. They are wanted for wear later in the season, and wholesalers who are featuring them are confident that the demand will continue brisk.

Want To Keep Prices Down.

Every effort is being put forth by garment wholesalers to name close prices on their Fall lines. No exact statement of the amount of advance that will be found necessary can be made now, but a figure rather fre-

quently heard in the trade is 15 per cent. This, according to those who quote it, will about cover the increased manufacturing cost. There are some who assert that their lines will show no advance. An executive of one of the leading concerns said yesterday that its lines would not be priced higher, due to advantageous piece goods purchases. This will apply, however, to early season purchases only.

Clarksville—G. C. Ward, formerly in trade at Barryton, succeeds Pratt & Pratt in the grocery and general mercantile business.

South Boardman—L. D. Bellinger succeeds Dick Hunter in the grocery business.



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BRIGHTER IRISH OUTLOOK.

Mulcahy's and Cosgrave's policy of stern repression, so loudly denounced by certain radical organs in England and America, has proved the truest statesmanship of Ireland. The document found on Austin Stack when he was captured last week called for a cessation of rebel hostilities on the ground of the great losses lately sustained, the heavy odds constantly faced, and the futility of further military effort. It took an iron hand to force the drafting of such a paper, and no amount of palaver would have effected the collapse of irregular resistance, now apparently almost complete. More than three score executions have taught the rebels that there is a point beyond which guerrilla warfare becomes plain murder. To hold as prisoners 10,000 Irishmen, to comb the country with troops and keep the enemy on the run, was not easy or pleasant, but it was the only way. Cosgrave and Mulcahy pursued the policy that Griffith and Collins would have employed had they lived, and after a few months of it De Valera has only a handful of assassins left. Harshness is sometimes the only way.

Ireland emerges from her years of civil war spent and impoverished. De Valera can take satisfaction in reflecting that he has accomplished a tremendous amount of ruin. In the fifteen weeks following the establishment of the Free State more than a hundred mansions and houses were destroyed. He has put Ireland face to face with a deficit of about \$75,000,000 for the coming year and made her taxes probably heavier than England's. Those Ulstermen who were told that they would have a much lighter burden if they joined the Free State are now glad they stayed out. The prospect of uniting the whole island under one government has become remote indeed. But if peace and order are at last assured, Ireland will rapidly regain all the lost ground. Her position, compared with that of many small states of Europe, is fortunate and her prospects bright.

HOW TO CUT SUGAR PRICES.

While the causes of the spectacular rise in sugar prices are many—anticipated crop shortage, increased consumption, speculation and a tariff that not only adds one and three-quarters cents direct to every pound but makes heavy indirect additions—the American people have in their hands a single remedy of unquestioned effectiveness. They need not call on the Department of Justice or Tariff Commission. If they simply point the rifle of an economy campaign the coon will scramble down the tree. During the war we rationed our sugar supply rigidly. After the war we swiftly cut the price of clothing by the partial boycott that found expression in the overalls campaign. If consumers will only organize to restrict the use of sugar, by the time the canning season begins the price will reach a reasonable level again.

The Government estimates the present per capita consumption by Americans at 102.8 pounds annually. It has long been steadily rising, and at a time of prosperity like the present it stands abnormally high. In 1921 it

was estimated at 90 pounds; in 1920, with prices at a peak, at 87. During 1918, when we were on a sugar ration, it was only 74 pounds. These figures show that the American people could easily cut 10 pounds per capita off their present requirements, or 500,000 tons. The rise in price will itself operate to reduce consumption. But if we co-operate to restrict the demand we shall get the same amount of sugar at a reasonable rate that if we keep on competing blindly with each other we shall get at an outrageous price.

DELIGHTING TO HONOR.

Our Government has discovered two ways of showing its appreciation of business men who freely gave their services to it during the war. One is to indict them. The other is to bestow upon them Distinguished Service Medals. To receive the latter is the happier fate of Mr. Baruch and several of his associates on the War Industries Board.

In conferring them the other day, Secretary Weeks declared that the work done by these men is really inseparable, in its general effect, from that performed by uniformed officers. Hence, although the general rule is against giving that particular medal to civilians, he had made an exception in their favor. Such a course, we believe, was urged upon Secretary Baker before the Wilson administration ended. Nothing was done then, but now a deserved though belated recognition is given for what was truly a patriotic service and sacrifice during the stress of war.

It is not probable that any objection will be raised by military men. Under modern conditions war calls upon all classes in the Nation to put forth supreme efforts, and those who spend themselves on work to supply the sinews of war are not to be marked off sharply from the soldiers and sailors who do the actual fighting.

CANNED FOODS MARKET.

The past week was one of the dull-est of the current year in the canned food market. There was trading, of course, but it was in pickups, with few large lots of any commodity figuring in spot transactions. Minimum parcels were taken and the question of price or a possible shortage later on did not stir dealers to expand their operations. The principal consideration among jobbers seems to be to liquidate their own stocks, keeping their reserves rather on the decline than on the increase. The inaction seems to be the result of a universal policy of conservative buying. That is quite apparent, but to explain the reasons for such an attitude would take a volume, since industrial, economical, financial and other factors are concerned. A dull spot market is often enlivened at this season by free or normal trading in futures, but this year the contract business in its volume is similar to that in old packs. In a word, all phases of the market are featureless.

The world of fashion do move. Millinery monarchs now insist that the headgear must match the handbag. Who knows but the time may come when the hat will match the purse.

AMERICA LEADS THE WORLD.

Boston recently celebrated the hundredth anniversary of the first piano made by Jonas Chickering, whom William Steinway called "the father of American pianoforte making. Europeans cannot deny that the best pianos are to-day made in America. No artist from abroad ever brings along his foreign instrument, because he knows he can get a better one over here. To be sure, it was in Italy and Germany that the first real pianofortes were made—so called because, thanks to the hammer mechanism, one could play on them softly or loudly at will. The first of these instruments were, however, so crude that Bach preferred to stick to his old clavichord. Improvement was slow but steady, but thanks to such firms as Erard in France, Broadwood in England, Bechstein, Bluthner and Bosendorfer in Germany the instrument reached a stage where American inventive genius could come into play, with the results just stated. To a foreign sneer that we have no native composers as great as Bach or Beethoven we can always retort courteously that we make the best pianos in the world anyway, as well as harps, though it may not be true that an eminent musician refused to go to heaven unless he felt sure he could play on a harp made by Lyon & Healy in Chicago.

What Jonas Chickering did—not a hundred years ago, but in 1853—to make himself immortal was to combine the overstring with a metal frame in one casting. This was done in a square piano, which he did not live to complete. At this point the Steinways stepped in and still further improved the tone and action of the piano in their own way. Other firms contributed their inventions, great or small thus making the best American pianofortes incontestably supreme.

SOMEBODY MUST PAY.

Of the personal hardships, individual sufferings and economic disasters which follow the burning of a city, too many American cities can testify. The economic significance of these fires is not confined, however, to the cities which burn. Every fire, whether it consumes a whole city or only the roof or other portion of an individual house, has to be paid for.

A burned house or city does not replace itself. Food, clothing and shelter are produced only by human effort; and labor expended in replacing waste is withdrawn from producing more things for the satisfaction of human needs. Hence, every fire makes every man's struggle for a living harder, by compelling him to spend for his neighbor's waste what he might otherwise spend for his own comfort.

Our annual waste of \$3 per capita means that every man, woman and child pays \$3 a year for fire waste. That means that the man with the average family, a wife and three children—a family of five—pays \$15 a year fire tax. The United States Government in its reports adds to this fire waste the cost of maintaining fire departments, which is as much more. This means \$30 a year to the average family. If on some blue Monday in every year a repre-

sentative of the Government were to come around and ask each of us for a \$30 check to pay our share of the National carelessness, then we would realize what we pay. But we do not realize that we pay it, because this tax is indirect.

RETAIL TRADE GOOD.


The statistics of the two leading mail-order houses for the first quarter made a remarkably good showing with sales nearly 40 per cent. above those of the corresponding three months of 1922. If the changes in prices since 1920 are taken into account, the volume of mail-order sales are now running but little below those of three years ago. Farmers are said to have purchased freely of tractors, plows and pleasure cars. An even better report comes from the leading chain stores located mainly in the cities. Four leading five and ten cent systems for the first quarter of 1923 show an aggregate gain of 26½ per cent. or nearly \$14,000,000 as compared with sales in the corresponding period last year, heretofore the highest quarter year on record.

According to the Federal Reserve Bank of New York there is a consistent and rapid growth in both wholesale and retail sales from year to year. In the case of retail sales by department stores the growth since 1919 has averaged about 7 per cent. a year. This growth is more rapid than the rate of growth of the population in the cities represented and appears to indicate either that the department stores have absorbed trade formerly handled by smaller concerns, or else an increase in the per capita purchasing power.

THE COTTON OUTLOOK.

Reports from the cotton belt indicate that there will be a considerable increase in acreage for the next cotton crop, but the prospects for a yield that will fully meet normal demand and leave a comfortable carry-over are not so promising as they were earlier in the year. The cold, wet weather has delayed planting, and an early start is one of the essential things in the campaign against the boll weevil. Along with this there should be intensive cultivation, but shortage of labor is going to prove an obstacle to this last-named feature of the planter's programme. With the passing of winter negro labor has been lured to the North by prospects of higher wages than are paid on the farm. It is reported that where the boll weevil did most damage last year the emigration of farm labor has been most pronounced. These conditions do not favor an increase in yield sufficient to make up the world shortage. The farmers undoubtedly will endeavor to raise more cotton than they have done in the past two years. High prices alone are sufficient to induce them to increase their output if possible, but the outlook for a 13,000,000 bale crop, which it is estimated the world markets will require, is not altogether promising at present.

If you think you have to chew on something while working around the store where you will meet customers, watch yourself in the mirror for a few minutes of chewing.



Procter & Gamble

UNKNOWN

The less it's known
the harder it sells

The better it's known
the better it sells

How often do your clerks change?

How easy is it to teach them all what to say about unknown goods?

Who wouldn't find it a relief if the clerk never had to do anything but hand the customer something, *quick*, when it was asked for by name?

Procter & Gamble

CINCINNATI

BRANCHES
Send Mail Orders
to Nearest Address

Atlanta
Baltimore
Boston
Buffalo
Chicago

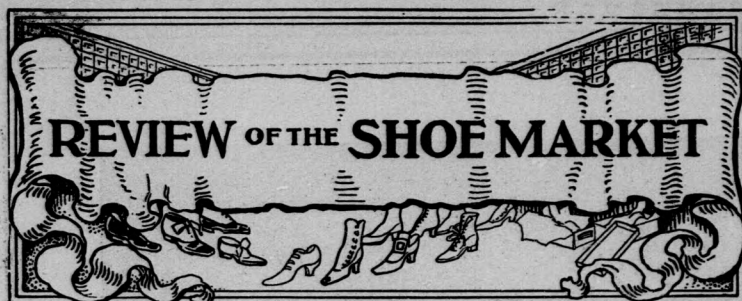
Cleveland
Dallas
Denver
Detroit

Kansas City
Los Angeles
Memphis
Minneapolis

New Orleans
New York
Philadelphia
Pittsburgh

St. Louis
San Francisco
Seattle
Syracuse
Toronto, Ont.





How Much Do You Know About Calf Leather.

The majority of men's and a large percentage of women's footwear is made of calfskin. It lends itself well to the colors of brown, tan and black, and has a lustre all its own. Its quality to retain grain effects makes it applicable for a still greater variety of purposes. Calfskin is esteemed highly by the stylists.

The cow family is found in all parts of the world. The skin best suited for the making of fine leathers comes from animals raised for dairy purposes rather than merely beef. In Russia, cows and their young are often sheltered in part of the same hut with the peasants themselves. This care, coupled with the fact that nature has endowed them with a heavy growth of fine hair to protect them from the cold, makes for a fine, firm texture and grain. When the animals are slaughtered, the skins are removed with great care and immediately preserved. This accounts for the natural high quality of the raw Russian calf.

It is well to note that at one time a considerable number of skins were tanned in Russia by the bark process, and in finishing a combination of oils were used, which imparted to the leather a fragrant aroma and acted as a disinfectant against a type of insect which infests and destroys leather.

Today many excellent raw skins come from the Scandinavian countries, Norway and Sweden. In this country we get excellent raw material from the "dairy" states, such as New York, Ohio, Wisconsin, etc.

The beef states of Texas, Arizona, Wyoming, etc., provide inferior skins, although better beef. When one understands that leather is really the gelatinous substance of skin converted into insoluble matter, he can readily understand why constant nourishment is necessary for making the best leather.

We have what are known as "packer" and "country" hides. The first name is applied to those skins taken off in the packing houses. "Country" hides are those skins taken off by the small butcher or farmer. As the packers produce the best skins, they naturally receive the highest prices and the demand for their hides is greatest. There are several ways of preserving skins, known as green salted, dry salted and flint dried.

The tanner buys the skins and stores them in his "hide cellar." When needed they are trimmed, washed and bated, then tanned, either by the bark process or by the chrome process.

The bark process is used when a firm, springy leather is desired, especially for men's shoes; and from three to six months are required to properly

convert the skin into leather. Skins tanned by the bark process may be distinguished by their buff or tan colored center.

The chrome process requires only from three to five weeks and is used when a strong, pliable leather is desired. It may be distinguished from bark tanned leather by its center, which is of greenish shade. Sometimes, however, in the dyeing of chrome leather the color penetrates so deeply that it looks as though the leather were buff instead of green, and in that case only one well versed in this subject can tell the tannage.

After the tanning the leather is dyed and then "fat liquored," to set the color and lubricate the fibres; then dried and staked (stretched). The seasoning is then applied so that the desired finish may be imparted to the leather.

To impart a semi-gloss the leather is placed between two large flat plates which come together under tremendous pressure and leave the leather "smooth plated."

To make boarded, boxed, Scotch grained or like leathers, a heavy seasoning is applied, which is later "glazed" or "rolled" and then the grain effect imparted with the "board" or with an embossing press.

For a dull or gun metal finish the seasoning is comprised of oils and glycerine which are ironed into the skin.

By this is easily understood why it is important that the proper polish be used on shoes, for in the course of wear the seasoning is removed and should be renewed by the use of scientific shoe polishes containing oils to lubricate the fibres, coloring matter to perpetuate the color and waxes to impart a lustre, thus keeping the leather always in the best possible condition.

It must be remembered that footwear is judged by its appearance, and anything you can do to continue the finish of your shoes is desirable.

J. V. Lobell.

Inside Stealing a Store Menace.

Of the eighteen possible causes of stock shortages and inventory losses in retail stores the one on which the least stress is said to be laid is theft by employees who sell the goods. Yet thefts of this kind, according to the head of a well-known service system, play a larger part in such shortages and losses in many stores than is generally supposed.

"Only recently," said this executive yesterday in discussing the subject, "one of our inspectors detected a man in the act of stealing who had been employed for fifty-two years by a certain store and who was the most

Oxford Weather HERE AT LAST

Once this line is on your shelves you will never be without them

Send in Your Mail
Order To-day



MORE MILEAGE OXFORDS

MEN'S OXFORDS KID LEATHERS

544	Men's Brown Kid Blucher Oxford Polo Comb Last Rubber Heel Welt 6-11 B C D	\$5.35
571	Men's Black Surpass Kid Blucher Oxford Polo Last Rubber Heel Welt B C D 6-10	4.50
584	Men's Brown B Grade Kid Oxford Pilgrim Last Rubber Heel Welt 6-11 C D	4.90
595	Men's Choc. Glazed Kangaroo Blucher Oxford Quaker Last Rubber Heel Welt 6-11 C D	7.00
587	Men's Black Surpass Kid Oxford Pilgrim Last Rubber Heel Welt 6-11 C D	4.50
Calf Skins		
533	Men's coco calf Blucher Oxford Quaker Last Solid Leather Welt Wingfoot Rubber Heel 6-11 B C D	\$4.25
534	Men's Toney Red Calf Saxon Last Oxford, Orange Stitch Folded Tip Solid Leather Welt Wingfoot Rubber Heel 6-11 B C D	4.25
535	Men's Black Calf Saxon Last Oxford Four Row Stitched Pinked Tip and Vamp. Solid Leather Wingfoot Rubber Heel 6-1 B C D	4.25
536	Men's Toney Red Calf Oxford Four Row Stitched Pinked Tip and Vamp. Solid Leather Welt Sole Wingfoot Rubber Heel 6-11 B C D	4.25
579	Men's Toney Red Calf Oxford Hague Last Orange Stitched Solid Leather Welt Sole Wingfoot Rubber Heel 6-11 B C D	4.25
580	Men's Black Calf Oxford Hague Last Four Row Stitched Pinked Tip and Vamp Solid Leather Welt Sole Wingfoot Rubber Heel 6-11 BCD	4.25
582	Ruby Red Calfskin Ox Plug Pattern BCD	4.25
581	Black Calfskin Ox Plug Pattern BCD	4.25
572	Men's Black Calf Saxon Last Four Row Stitched Scrowell Tip Solid Leather Welt Sole Wingfoot Rubber Heel 6-11 BCD	4.25
Side Leathers		
528	Men's Black Side Saxon Last Oxford Spaced Stitching Perf Tip Natural Finished Bottom Welt Sole Rubber Heel 6-11 C D	3.65
529	Men's coco Side Saxon Last Oxford Spaced Stitch Natural Finished Welt Sole 6-11 C D	3.65
Two Specials for Competitive Trade		
514	Men's Ruby Red Side Oxford Medium Tip Goodyear Welt Rubber Heel 6-10 D	3.25
515	Men's Havana Brown Oxford Goodyear Welt Rubber Heel 6-10 D	3.85

HIRTH-KRAUSE CO.

From Hide to You

Shoe Mfgs. and Tanners

Grand Rapids, Mich.

Herold-Bertsch Shoes

Michigan  Made



Above are the two big farm papers of Michigan. Every week in one of these papers we are telling Michigan folks about Herold-Bertsch shoes, and sending them to you to buy. In this way we are increasing the good will developed by our 30 years of honest shoe values, and making it easy for you to sell more and more H-B goods. Let your community know through your windows and your ads where they can buy the Herold-Bertsch shoes and oxfords they've been reading about.

HEROLD-BERTSCH SHOE COMPANY
Grand Rapids

trusted employe in the place. In a certain drug store two women clerks were discovered stealing. It was found later that the thefts of one of them totaled \$3,500, while the other had stolen about \$1,500 during the period of her activities. In still another case a woman clerk had stolen about \$5,000 over a period of years. Upon being caught she made a clean breast of the whole matter. Following this she drew \$2,000 from the bank with which to pay back part of the money, and promised to sell her automobile and other property to make up the rest of the deficiency.

"Our service is meant to improve store service as well as detect theft. The owner of a well-known specialty shop in an Eastern city recently subscribed for it because he felt that the clerks were not giving quite the service they should render to the class of women who were his patrons. He had no suspicion that any of his employes were dishonest and openly said so. Yet on their first visit to his shop our inspectors caught two clerks redhanded. The owner was amazed.

"During the five years this service has been in operation we have had several thousand actual detections of theft annually, and yet only a relative few of the store owners had any idea that they were losing money in this way. In one instance the inventory loss was reduced in a single year from 5 per cent. to 1 per cent. after it had been demonstrated that inside stealing had been going on.

"One reason that the average store owner thinks he is safe from thefts by selling employes is that practically all of them have rules regarding the handling of sales that, if honestly followed, would make a theft quickly apparent. Yet it very frequently happens that clerks who are not honestly inclined find ways of circumventing these rules for their own profit, no matter what method is used in recording a sale. Sometimes the stealing is done by a clerk in conjunction with a cashier, but for the most part the game is played as a lone hand.

"One of the things we have found is that paying high salaries to clerks is no guarantee against stealing by those who are dishonestly inclined. The clerk who gets \$30 a week, for instance, is just as likely to have tastes that can only be gratified by dishonesty as the one who gets \$12. Yet when the stealing is detected the merchant who pays good wages is astounded.

"The service we supply is founded on desire to prevent stealing by employes rather than on a wish to detect it. It is for this reason that we urge merchants who use the service to let their employes know that they are being watched, and to make them feel that every customer is a possible inspector. It is always pointed out, however, that this is done as much for the protection of the honest worker as for the store. It is further pointed out that if a department shows losses all the employes in it are under suspicion, although only one is usually guilty, and it is shown that the weeding out of the dishonest clerk is desired for the protection of the others.

"Clerks who are really honest do

not object to being watched, and it has a powerful deterrent effect on those who are not honest. It has the effect of restraining the clerk who might otherwise be weak enough to succumb to the temptation to steal small sums and in that way get started on a life of crime. In connection with this I might say that so far as we are concerned the actual detection of crime is secondary. We would much rather have a subscribing store show a smaller inventory loss through the psychological effect of our inspections than have our records show a number of detections of thefts actually committed, for once the theft is completed, the store is the loser.

"That the deterrent effect of the inspections is real is shown by our actual experiences. Using arbitrary figures to illustrate what I mean, it may happen on the first inspection of a store with 100 clerks that thirty 'violations' and three dismissals for theft will result. On the second inspection there will be but ten 'violations' and one dismissal. The third inspection may show as few as two

'violations' and no dismissals. A fourth inspection may possibly show a clean slate all through the store. Dishonesty cannot wholly be eliminated from a large store, but its reduction can plainly be seen in the decrease of the inventory loss.

"In order for our inspectors to do their work properly it is necessary for them to be thoroughly posted on the system used by a store in recording sales and the rules governing it. It is their duty to report any violations of this system. In case of apparent theft the matter is taken up by the manager in charge of the work in that particular store. It is also the duty of the inspectors to report any thing in the way of poor service, whether it be inattentiveness, slowness in approaching the customer, or any other of the many things that can be injurious to a store by giving it a reputation for poor service.

"The inspector is required to report on each purchase made, and any fault complained of is later taken up with the offending employe by an executive of the store. In this way the

sales force is required to give the proper kind of service, for the clerks never know when any wrong act or inattention is going to be reported to the man higher up. Some stores have inspectors of their own that they use for this purpose, but the weakness of such inspectors lies in the fact that clever employes soon learn to spot them. In our case the inspectors are shifted from city to city, with the result that it is impossible for the clerks ever to know just who they are. The value of this uncertainty is obvious.

"Both men and women inspectors are employed, and the methods used by them are comparatively simple. They work in crews, under the direction of a special manager, and make test purchases in the various departments of a store. The inspections may vary in time from two a week in the larger stores to six a year in some of the smaller shops. Whenever a thief is caught the personnel of the store is informed of the fact in one way or another, and the deterrent influence of the detection is marked."

name "Alabastine" and trade mark Reg. U. S. Pat. Office.

This Cross and Circle, always printed in Red on every genuine package of Alabastine, is, to the user, a symbol of quality and uniformity. To the dealer, a guarantee of salability, satisfied customers, constantly increased demand, sure profit and no remnants or dead stocks. In 5 lb. packages; White and beautiful tints; ready to use by mixing with pure cold water; full directions on each package.



Chief Earmarks of a Boom Are Lacking.

The year 1919 and the first half of 1920 are generally regarded as a boom period that is almost without precedent in the history of the country. Today business activity in many lines exceeds that of the peak of 1920, and yet we are told that there is no boom in evidence, but rather a course of healthy growth. This distinction between the two periods appears to be correct. The mere fact that the production of steel, automobiles, and so forth, has passed the best previous record, attained in a boom period does not prove that a boom has returned. The essential characteristic of a boom is the inflation of prices and of credit along with industrial expansion. If prices continue to rise while production remains stationary it will be evident that credit is no longer being used to increase output but to stimulate speculation. Business then will have passed from the state of healthy growth into one of unhealthy inflation. In other words, a real boom will have arrived.

By comparing present conditions with those of the last boom period it will be seen that there are certain fundamental differences. First and foremost is the fact that price levels now are at least a third below what they were at that time. Again, although there has been considerable expansion of credit during the past year this has not reached the point at which the banks belonging to the Federal Reserve system have found it necessary to resort to rediscounting on any large scale with the regional banks. Credit expansion so far has been followed by increased production. The rise in prices has been slower than the expansion in output, and so long as this condition continues the business situation will remain sound. The present situation differs from that of 1919-20 in another respect; distributors of merchandise are not piling up large stocks. There has been some speculative buying by distributors of merchandise who believe that prices are going still higher, but so far as can be gathered from reports from various disinterested quarters such practices are the exception rather than the rule. The memories of the second half of 1920 are still too fresh to permit a widespread repetition of such a practice.

Although several prominent industrialists have recently declared that the output in their particular lines of business has about reached the limit of the country's physical capacity, there is evidence that further expansion in many other lines is still practicable. The National Industrial Conference Board has just completed a

nation-wide survey of the labor situation, which shows that in 1,011 plants, representing practically every line of industry, the number of workers employed during March represented considerably less than capacity employment.

Of these firms there were 315 which had unfilled positions due to their inability to obtain labor, and the remaining 696 firms evidently had an adequate supply. It also developed that these 315 firms reporting a shortage had need for only 9,800 more workers than were on their payrolls. These were already employing 175,000 workers. It is not so much the shortage of labor as the unevenness of its distribution that creates the problem. In some communities where there was an actual surplus of labor of one type there was a shortage of the kind of labor that was most in demand. This, however, is a situation not peculiar to the present time. Similar complaints have been heard somewhere in nearly all periods except those of acute industrial depression.

William O. Scroggs.

Legislative Bounties.

Tax exemptions for the encouragement of any sort of industry are equivalent to a legislative bounty or subsidy. A few states have carried this policy to considerable length, offering tax exemption for a period of years to new railroads, factories, steamship lines and other enterprises in order to encourage their development. The results in most cases have been negative. On the other hand, the tax exemption granted by New York State to new buildings has vigorously stimulated construction activities. As a general principle, tax exemption as an aid to industry is not regarded by economists as a sound Government policy. Many of them have been inclined, however, to favor exemption as a means of aiding building activity, on the ground that the housing shortage has created a National emergency and that such a measure can be justified as emergency legislation. This policy, however, is now coming in for a considerable amount of criticism on the ground that it has overestimated building thus forcing up construction costs and making high rents necessary if the landlords are to realize a fair return. As these critics see it rents must remain high or the owners of new buildings erected under this plan must later write off some loss. This is matter which time alone can decide, but if the exemption finally helps the consumer it should be hailed as the first instance in which this long-suffering individual has ever derived any direct benefit from a bounty or subsidy.

Grand Rapids National Bank

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

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

Combined Capital, Surplus and Undivided Profits over

\$1,450,000

GRAND RAPIDS NATIONAL BANK
GRAND RAPIDS, MICH.

COMPETENT HANDS

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

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

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

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GREEN & MORRISON—Michigan State Agents

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

Permission granted to the Lincoln Housing Trust to sell its certificates in the State has been suspended, according to an order recorded by the Michigan Securities Commission. This action followed the filing of a suit in equity in the Wayne Circuit Court by Edward Gray, owner of Grayhaven, near Grosse Pointe, in which it is alleged that the entire plan of the Housing Trust is illegal, a lottery and violates provisions of the Tontine Law (Sec. 8091, Compiled Laws of 1915). The order, written in the minutes of the Commission's proceedings, reads:

Certain information having come to this Commission concerning the Lincoln Housing Trust, of St. Louis, Mo.; therefore be it

Ordered—That the order entered Feb. 3, 1921, permitting the Lincoln Housing Trust to sell its certificates in Michigan be and is hereby suspended until further order of the Commission; be it further

Ordered—That a copy of this order be sent to the company by registered mail.

After thoroughly analyzing the Housing Trust's plan some time ago the Tradesman, in reports issued to a large number of enquirers, said that "other projects bearing a similarity to the Lincoln Housing Trust have either become insolvent after several years of apparently successful operation or have been halted by state or Federal authorities." Joseph E. Jones, of St. Louis, originator of one of the Housing Trust's fiscal agencies, replied that "marked features of protection and safeguards distinguish the Lincoln Housing Trust from many other plans which on the surface are apparently similar."

With the departure from Chicago for Leavenworth prison, where he began a ten year sentence for an alleged fraudulent stock sale, another chapter has been written in the prosecution of Samuel J. Pandolfo, former president of the Pan Motor Co., of St. Cloud, Minn., by the National Vigilance Committee of the Associated Advertising Clubs of the World.

The prisoner, known as the "Ponzi of the automobile world," was found guilty in Judge Landis court, in Chicago, two years ago, after a bitter fight. His legal counsel appealed to a high court and the conviction eventually was upheld. He was sentenced by Judge Landis on four counts of five years each, but the court ruled that he could serve two sentences concurrently, to be followed by two more concurrently, thus permitting him to serve twenty years in ten.

Shortly after Pandolfo launched the Pan Motor Co., in St. Cloud, and predicted that it would equal the Ford Motor Co., of Detroit, the Better Business Bureau of Minneapolis challenged his advertising and began an investigation.

The matter finally was referred to the National Vigilance Committee, which continued the enquiry and issued a report. Evidence in the hands of Federal authorities resulted in the indictment of Pandolfo, president and chief promoter of the company. A

resume of the case, issued by the Vigilance Committee, says:

Pandolfo and his sales force sold approximately \$9,500,000 worth of stock to 70,000 persons.

Evidence showed that Pandolfo made false entries in his books, but as the records stood they revealed he received between \$500,000 and \$1,000,000 net.

Pandolfo admitted on the witness stand that he not only was without funds when he started the scheme, but owed approximately \$100,000.

Notwithstanding the large sums realized from stock sales the company at the time of the trial owed about \$250,000 and had only \$5,000 cash with which to meet obligations.

Advertising of the Pan Motor Co. predicted that its success would equal that of the Ford Motor Co., of Detroit.

It pointed out that \$100 invested in the Ford enterprise early in its history had grown to a value of \$250,000. Computation shows that to bring such returns the \$10,000,000 capitalization of the Pan Motor Co. would have to attain a value of twenty-five billion dollars.

While the majority of investors in Pandolfo's enterprise lived West of the Mississippi river, it is believed the list of clients included residents of Michigan, as the promoter's flamboyant circulars were received in this State from time to time.

After Pandolfo's conviction officials of the Pan Motor Co., in St. Cloud, asked the National Vigilance Committee to assist them to re-organize the company on a sounder and more practical basis and the request was promptly complied with.

The struggle for good advertising isn't ended when you have produced one good advertisement. Go right at the next one.

PERKINS, EVERETT & GEISTERT

CITIZ. 4334.

BELL, M. 250.



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

Fenton Davis & Boyle

BONDS EXCLUSIVELY

G. R. NAT. BANK BLDG.

GRAND RAPIDS

Detroit

Chicago First National Bank Bldg. Telephone: Citizens 4212 Main 656
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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.



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

Buy Safe Bonds
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54,000 SATISFIED CUSTOMERS

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GRAND RAPIDS SAVINGS BANK

THE BANK WHERE YOU FEEL AT HOME

CURTAILING USELESS MAIL.

In New York and other large cities there has been much complaint recently of delays in the handling of both letter and second-class mail. The local post office officials have pointed out that they were forced to limit expenditures to the appropriations the last Congress made and by various makeshifts have tried to overcome the difficulty. No one seems to have suggested that the public, and particularly the business public, might co-operate in an important degree by eliminating a good deal of useless mail. There are far too many letters written these days. Even what may be called legitimate letters, that is, letters on some specific business matter written to one particular person, might be reduced in number to the advantage of all concerned, as the experience of almost any business man will show if frankly examined.

But the burden on the Post Office Department is largely increased by the evergrowing flood of circulars and circular letters, nine-tenths of them never read, and a large proportion of them never even opened. Because the mechanical costs of getting out matter of this sort have been reduced to a minimum, a large number of business firms seem to believe that they can bring their wares or their services to the attention of the public by almost any sort of an announcement hacked out and mailed to a more or less inaccurate list of prospective customers. Presumably some of these communications must bring results or use of them would have been discontinued, but examination of those which have been delivered to the present writer during the past few months makes it hard to believe. When not actually slovenly in appearance, they have almost invariably been entirely unconvincing and in many cases contrast strangely with the carefully prepared advertisements of the same concerns in newspapers and periodicals. It is hard to see why at least 90 per cent. of them could not have been eliminated to the benefit of all concerned.

MAMMOTH LIFE POLICIES.

Not so many years ago it was possible for a magazine that was hard up for novelty to startle its readers by reminding them that John Wana-maker's life was insured for \$1,000,000. After a while million dollar life insurance policies became so numerous that few magazines could afford space to print the complete list. Nothing short of a policy for \$3,000,000 or \$4,000,000 could be counted on to excite public attention. Now we have the story of the second application for

a five-million-dollar policy. One such policy is carried by Adolph Zukor, assisted by almost every insurance company of standing in the United States and Canada. The new policy is asked for by S. S. Kresge, who operates a chain of five and ten cent stores. This application is given special interest by Mr. Kresge's endeavor to have the commission go to a friend whose application for a license is pending before the insurance department of New York. Within living memory this commission, which would amount to \$150,000, would itself have been a pretty sizable policy.

Life insurance officials are entitled to point to the growth in the size of policies as no less significant than the growth in the number of policies. The idea of life insurance has been "sold" to people in all walks of life. Yet it was not an insurance official—it was a politician—who put his finger upon the underlying cause of all such phenomena as mammoth insurance policies. When his political opponents tried to make capital out of the first billion-dollar Congress this country had seen, Tom Reed came to its defence with a characteristic epigram: "This is a billion-dollar country." The wonder is that there are not more huge insurance policies. Probably the total amount of life insurance carried increases faster in proportion than total income, but it may be questioned whether the very largest policies keep pace with the rest. There seem to be a good many new millionaires to every new life insurance policy that gets into the newspapers.

EDUCATE THE FIRE CROWDS.

People will rush to a fire where they can do nothing but get themselves and their automobiles in the way while upon their own premises at home is duplicated the cause of the fire which they are watching.

If their interest in fire control could be transferred from what is the fire department's business to what is their own business, the fire department would have less business.

When most people look at a fire, they seldom think of applying its fire prevention lesson to themselves. If they accept the fire as a warning in any way, it is as a warning that they should take out more insurance.

People who stand about criticising the efforts of a fire department at a fire had better be at home criticizing the fire dangers of their own homes and working as hard to remove the fire hazards there as the fire department is working to put out the fire.

Why not bring some of these facts home to the people who attend our "fires?" Where there is a fire prevention organization in a city, let it pre-

Our Work is Constructive

WE expect to be very busy helping to create estates for the living. The establishment of a "Living Trust" implies a cheery and generous impulse and we are glad to advise with our clients and to receive their deposit, in these funds.

Your "Rainy Day funds" in our hands will be not only safely invested, but will be safe from the encroachment of "Emergency Demands" and "Fancied Necessities" which would use the principal.

Money placed in trust is freed from the hazard of your business. Though everything else you have may some day be swept away, such a fund will stay, and its usefulness will be doubly appreciated.

Get our new booklets and read them:

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

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"Oldest Trust Company in Michigan"

THE
MICHIGAN TRUST
COMPANY

GRAND RAPIDS, MICH.

How Do We Do It?

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

Loss Ratio Less Than 8%

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

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

**THE PREFERRED AUTOMOBILE
UNDERWRITERS CO.**

314 Commercial Savings Bank Bldg.

Citz. Phone 51370

NOT A MUTUAL COMPANY

CHANDLER & VANDER MEY

LOCAL INVESTMENT SECURITIES

707 Commercial Bank Bldg.

Citizens Phone 62425

Grand Rapids, Mich.

pare some placards or large cloth signs to be carried about just inside the fire line where all the people watching the fire could read them. Put such messages on these signs as would emphasize to the people the lessons which were being read to them before their eyes. Not only would it be a good place to call fire hazards to their attention but it would also be pertinent to enquire of them whether their automobiles are parked so that the fire department can operate efficiently.

OLD MEN FOR COUNSEL.

Is it the correct policy to retire the older men in a municipal fire department when they are no longer able to do whatever physical labor is required of the youngest recruit? There can be but little question that the older men in the ranks who are no longer able to bear up physically in the fire service must be replaced by those who can meet the physical necessity of fire department labor. But it is an entirely different problem when directing officers of the department are concerned.

Keep old men for counsel and direction has been a policy which has saved many an institution from ruin. Of course older men to be retained must be men who have profited by their experience and who have developed their mental powers through years of service. It is a mistaken policy, say many who are familiar with fire department directing, that would consider great physical strength as a chief asset of a directing officer of a fire department. When a chief has proved his courage, his boldness and his fearlessness in his early years of service, he should not be expected to do such work at fires as would lead him into special danger simply for the effect which it will have upon the morale of his department. At times it will be necessary for him to go in places of danger in order to make necessary investigations, but for the most part his place will be where he can keep an eye upon the entire situation, depending upon his subordinates for accurate information.

Many of the generals in the late war would have been dead after two or three weeks of such physical exertion as was put forth by millions in the rank and file, yet they were capable of days of concentrated mental attention and that was what was expected of them.

So long as an officer of a fire department is in such physical condition that he can direct the fire department operations and so long as he is still mentally alert, it is an extremely expensive procedure for a city to pension him. The city loses the benefit of his many years of experience, while adding the amount of his pension to the taxes being paid by the people.

BOLTING OUR HISTORY.

Four of the six non-fiction best sellers last month were Wells's "Outline of History," Thompson's "Outline of Science," Van Loon's "Story of Mankind," and Robinson's "Mind in the Making." More outlines are coming. John Drinkwater and John Macy each have in hand a cosmic history of literature, from the Book of the Dead to Scott Fitzgerald. There will be outlines of art, of music, of industry, and everything else, if the market holds up. Mr. Wells opened the floodgates, and what at first seemed a passing eddy in the literary stream has now become a menacing tide.

Mr. Wells and the other pioneers, for whom we have high respect, did not realize how easy imitation would be. To write a good history of ten or fifteen years of the life of one nation, such men as Macaulay and Henry Adams found a pitilessly difficult task, requiring all their mental equipment, applied with tireless industry, during a good part of their lives. But anybody with a facile pen can sit down and in a few months turn out a complete history of mankind. All he needs is a small reference library, the capacity of skimming glibly over thin ice, and a "philosophy"—by which is meant the ability to theorize without looking into the evidence. If Gibbon and Hodgkin spent years trying to account for the decline of the Roman Empire, so much the worse for Gibbon and Hodgkin. A young man who has just received his B. A. can read a few pages of an encyclopaedia, and in a brilliant passage show that Rome collapsed because she neglected the single tax. Reviewers will then fall over themselves in praising his "brilliant unconventionality," "searching thesis," and "subtlety of interpretation."

A little knowledge, to amend Pope, is a dangerous thing, unless it is offered to us by those who have drunk deep and humbly from the Pierian spring.

Citizens 64-101

Bell Main 2101

VanAken-Johnson Company INVESTMENT BONDS

303-305 Powers Theatre Bldg.

Grand Rapids, Mich.

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.

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.
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WM. N. SENF, Secretary-Treas.

Michigan Shoe Dealers Mutual Fire Insurance Co. Lansing, Michigan LEGAL RESERVE COMPANY

Write

L. H. BAKER, Secy-Treas.

LANSING, MICH.

P. O. Box 549

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.

Lining Up For the Next National Battle.

Grandville, April 24—The Democrats have begun early to lay their plans for capturing the Presidency. The Ford boosters are taking time by the forelock in pushing their man into the limelight. There may be such a thing as being too previous, in which case the Ford spasm may die out before time for the convention.

It would be as well for the country if this should prove to be the case, since no genuine patriot would be pleased to see Ford become its President.

Doubtless the old line Democrats are not tumbling over themselves to manufacture campaign powder for the automobile-maker.

Should, however, the unexpected happen and the man from Detroit capture the nomination at the hands of a Democratic convention, it will be necessary for the remainder of the people to carry on a campaign of education in order to combat the idea of making a President of inefficient timber such as Mr. Ford is known to be.

At first the mention of the automobile manufacturer as a candidate was met with incredulous smiles. These people reckon without their host when they undertake to minimize the popularity of Ford among the working classes. Oftentimes a party hopelessly in the minority will grin and bear it by accepting a most undesirable candidate if they imagine by so doing there is probability of success at the polls.

One has but to recall 1872, and the substitution of a radical Republican on the Democratic presidential ticket. Although the sacrifice was made in vain, yet it has its strong points.

Roosevelt, as a third party candidate in 1912, carried a Democrat into the Presidential chair, and from this it is easy to assume that Ford, as an independent candidate in 1924, would be more palatable to Democratic taste than to have him as the regular nominee. It therefore seems plausible to think that this is the real plan being worked out at this early stage of the game.

In neither case does there seem to be a possibility for Ford to win. However, as a loser on a third party ticket he could command the respect of the Democrats for thus enabling them to outwit the wicked Republicans and get McAdoo or some equally hair-brained Democrat into the Presidential chair.

Politics is a game that requires considerable shrewdness to work out well. As for Ford, he doubtless believes he is the man for the place and has confidence that he could win on any ticket. It would surprise many people if he should become our next President, yet stranger things have happened through political manipulation than the success of Ford as a candidate for President.

The new addition to our voting mass, the women, have to be reckoned with. Not but what they are as intelligent and capable as their brothers, yet it cannot be denied that women sometimes let their sympathies and emotions lead them into strange pastures. The fact that the women vote of California elected Woodrow Wilson to the Presidency for the second time is as well known as anything in political history. Under the wickedly false pretense that "he kept us out of war" the trick was done. Nevertheless, a little later the women of America joined with their masculine friends in administering the greatest flogging to Wilson and his party ever suffered by any other candidate in this country.

Such is the uncertainty of politics. Some of the strong Democratic leaders are again forcing the league of nations to the front as a partisan issue. This is, doubtless, a mistake, as they are sure to learn at a later date. The people are becoming dead tired of that old issue and will have none of it.

Although President Harding and Secretary Hughes seem bitten with the same adder, it is not by any means certain that this issue, long since dead and buried by an adverse vote of millions in this country, will not again come to the front. If it does the two parties are certainly hard up for living issues of fact which it seems to the writer are facing them from every cornfield and factory in this country.

Domestic affairs there are of sufficient importance to keep the two parties guessing. Some of the leading business heads are demanding a change in the immigration laws such as will admit a lot more from Europe to take their places among the working class here. Is such a change desirable? Is it worthy of a moment's consideration, when we realize how prosperous our country is becoming under the present law? Certainly a man must be lacking in good judgment who sees the needs of the hour to be a large influx of foreigners at the present time. Doubtless the present complete employment of the working classes would not be here but for the rigid exclusion act, and those business men who are making this cry may be suspected of sinister motives to say the least.

The political situation, a little more than a year before the meeting of National conventions, is interesting, to say the least. The sudden conversion of the President and his secretary to favoring the league of nations through a National court (a mere side issue to the old boggy) has complicated matters very much. It has given courage and a vast hope to the Democrats, and disheartened old-line Republicans.

The injection of the Ford candidacy has some amusing features. His admittance of a lot of disabled ex-soldiers to one of his hospitals seems rather unique after his characterization of such soldiers in war time as anything but desirable citizens. The automobile maker must be given credit for knowing a good thing when he sees it and governs himself accordingly. Old Timer.

Survey of Business Conditions.

The twenty-nine district sales managers of a large manufacturing concern in the East in reporting on the state of business in their respective districts show that manufacturing activity is good in all sections except Western Canada, where it is reported as quiet. Retail trade shows considerable irregularity, and owing to unfavorable weather experienced no improvement during the past month. On March 1 nineteen districts reported retail trade as good, fair, or improving; on April 1 only seventeen gave that rating. On April 1 nine districts reported retail trade as quiet, as compared with six on March 1.

In view of the discussion of labor shortage the reports on labor conditions by these observers have a special interest. Of the twenty-two districts from which reports were received nine reported the labor situation as normal, eight reported a scarcity of labor, three reported an over supply, and two stated that conditions varied for different classes of labor. Everywhere sentiment with regard to the future was optimistic.

Wayne—The Wayne Woodworking Co. has been incorporated to manufacture wood into baker's woodenware, doors, sashes, etc., with an authorized capital stock of \$25,000 preferred and 25,000 shares at \$1 per share, of which amount \$12,000 and 3 shares has been subscribed and paid in cash.

Better Than Government Bonds Are Our 5% Dividend Shares

This is a strong statement, but here are the facts:

1. They pay a higher rate of interest.
2. They are backed by the best security on earth—First mortgages on Grand Rapids homes.
3. They are withdrawable on demand at cost (plus 5% interest if in force three months or longer). The law allows us to demand 30 days written notice of withdrawal, but in our 35 years experience we have never taken advantage of this provision.
4. They can be purchased in amounts of \$50 or more.
5. The Association is managed by successful men whom you know.
6. And last, but not least, every dollar is loaned to help someone Own a Home and make "Grand Rapids a Better Place in which to live."

Grand Rapids Mutual Building and Loan Association
WIDDICOMB BUILDING

Resources Nearly \$4,500,000

"Save Where Your Savings Grow Fastest."

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

The Mill Mutuals AGENCY

Lansing, Michigan

Representing Your Home Company,

**The Michigan Millers
Mutual Fire Insurance Co.**

And 22 Associated Mutual Companies.

\$20,000,000.00 Assets

Is Saving 25% or More

Insures All Classes of Property

ROBERT HENKEL, Pres.

A. D. BAKER, Sec.-Treas.

Lower Freight Rates Apparently a Foregone Conclusion.

Grand Rapids, April 24—The controversy staged between Senator Couzens and Frank H. Alfred, President of the Pere Marquette Railroad, has more than passing interest for the people of Michigan and for the entire Union, so far as that goes.

In a recent article on the railroad situation I made the statement that I believed when the issue became fully defined that Senator Couzens would be found aligned with other progressive senators and representatives who have indicated that they propose to see that the public gets a square deal in transportation matters, and recent newspaper interviews with that gentleman indicate that my prediction was correct.

In a recent letter addressed to President Alfred, the Senator declares that the public wants lower freight and passenger rates and is going to have them or know the reason why, and unless the railroads and the Interstate Commerce Commission grant them, Congress will do something to bring about this result.

The letter constitutes another chapter in the history of the struggle to obtain relief for the public and also goes into the matter of railroad inefficiency in management and operation.

"The public already knows you railroad men are out to cover up your deficiencies and so do your stockholders. There is no use in trying to cover up because the public is going to get better railroad management," he says.

As I stated in a former article, when referring to the wage controversy, I believed the railroads were entitled to be considered, but I thought they should, at least, "come into court with clean hands." There are many reasons why the railroads should be considered when it comes to the matter of rates, but the moral position of these organizations has been at a very

low ebb for many years and one sees very little evidence of a willingness on their part to be fair with their patrons. They have always fought to the last ditch any attempt at legal regulation and have resorted to many forms of petty annoyances which would not have been tolerated among primary school attendants.

President Alfred came back at the Senator in a carefully prepared literary offering which is equally interesting reading.

The claim made by the Senator is that the railroads are retrograding in the matter of efficiency and service and have been in this bad way for many years. He specifically declares that for at least eighteen years there has been no improvement in locomotive efficiency and he offers statistics to prove that locomotives, while they have grown in size and supposed hauling power, actually have declined in work accomplished. He asserts that if the thirty-nine leading railroads would raise their locomotive efficiency to the best ten roads, they would accomplish a saving of at least \$300,000,000 yearly which could be applied to public relief from exorbitant transportation charges.

Senator Couzens goes on to say that while there is a pronounced restlessness all over the country as a result of unfair charges and unsatisfactory service, the public in general and railroad critics in particular have singularly overlooked the fact that unnecessary costs in operation have been largely responsible for these burdens. "It is a common complaint that, while the country seems exceedingly prosperous, and that better times are coming, there is restlessness and uncertainty on every hand. Many will adopt the policy of the ostrich and bury their heads in the sand, failing to see this restlessness; others will try to camouflage the situation by investigating committees that should be investigated themselves; and still others will form boards of enquiry

that start out with the best intentions in the world, but eventually wind up with so many compromises that they might just as well have taken a pail of white paint and covered the thing up in the first place."

Additionally the Senator disposes of a contention of Mr. Alfred to the effect that railroads must operate in times of depression, by stating that railroad operation is most largely a matter of piece work, the expenditures for which are regulated by the volume of traffic. In other words are not absolute fixed charges. "They only work in proportion to the traffic hauled, the outlays for their labor rising or falling with the volume of freight and passengers transported."

Revision of the Esch-Cummings transportation act has been selected by those members of the new Congress who will constitute the backbone of the farm bloc and it will be the big issue to be campaigned for during the present congressional recess and will be forced into the foreground at the next session.

Senator Capper, of Kansas, has publicly announced that his constituents will not be satisfied until freight rates are materially reduced on agricultural products. Naturally, coming from an agricultural state, home interests would influence him in obtaining relief for the farmer class, but he is a fighter from away back, and may be reckoned upon to render valuable assistance to any move to relieve transportation burdens for all classes.

"The big issue before the whole country," declares Mr. Capper, "is the reduction of higher-than-war-price rail rates and the repeal of Section 15A, the rate making clause of the Esch-Cummings act. The issue will grow bigger as we approach it and until it is finally settled."

Members of both houses and railroad interests fully realize that there will certainly be a battle royal over rail rates in the next session of Congress, and that it will begin on the

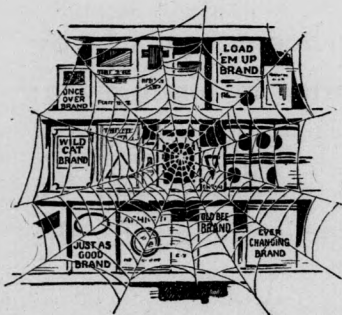
opening day next session, unless there should be a special session of Congress, in which case the rumpus will be launched sooner. Already railroad interests have started disseminating propaganda, and even President Harding has applied his ear to terra firma in an effort to discover just what ought to be done.

President Holden, of the Burlington system, whose organization recently declared a stock dividend of \$30,000,000 to its owners, is loud in his denunciation of any movement to reduce railroad charges. In reply to Mr. Capper's statement that thousands of acres of farm products rotted on the ground last year, because of high freight rates, Mr. Holden makes the claim that the Burlington's haulage of grain was much in excess of any previous year, to which contention Mr. Capper responds with the information that grain can in no wise be considered a perishable commodity, but that thousands of acres of the finest apples, peaches, melons, onions, cabbages and potatoes the country ever produced did rot last year right where they grew, and even the year before last because high freight rates and low prices did not make it pay to gather them and a similar fate may overtake these crops during the coming season. This also applies to many of the coarser farm products, which are being transformed into fertilizer, because the railroads placed upon them a much higher rate than the traffic would bear.

This condition applied especially to all parts of Michigan where, had it not been for the truck service from adjoining states, few, if any, shipments could have been made at any profit whatever, and the consequent financial loss would have been more appalling than it really was.

In justice to certain well disposed railroad officials it must be granted there were such in that particular calling who conceded that relief from excessive charges of this character

THE VALUE OF A DOLLAR



depends upon the business wisdom of the merchant who invests it.

The dollar that goes into merchandise of no known or recognized value is the

idle, unproductive dollar

—eaten alive by the "shelf warmers!" The dollar that goes into the Kellogg cereals for which demand has been created by quality, by national and local advertising, and sales promotion is a working dollar and a profitable investment in good times and bad!

**THREE-FAT-ACES—Kellogg's Corn Flakes,
Kellogg's Bran, and Kellogg's whole-wheat Krumbles**

ought to be forthcoming, but they were in the minority, with the consequence that through the medium of the Interstate Commerce Commission, these abuses were legalized, which is one of the reasons why the Auditor General Fuller has asked for a special appropriation of \$35,000 for salaries for additional clerks to take care of the volume of returned taxes from the rural districts of Michigan alone, representing victims of that economic system which confiscates homes and sustenance to satisfy the greed of corporations.

Happily, in Michigan, we have Senators Couzens and Ferris, Congressman Woodruff and possibly representatives, who will assume activity in this campaign. And it is not unlikely that they in common with other National law makers who have from time to time declared themselves, will have the support of President Harding, who has shown evidence of great interest in the problem by declaring that "the demand for lower freight rates on farm products and basic materials cannot be ignored and that the transportation problem can not be waived aside."

The whole trouble seems to rest with that section of the Esch-Cummings law under which the Interstate Commerce Commission is required to fix rates which will provide a fair return to railroad investors. The present rate of return has been fixed at 5 3/4 per cent. on the valuation of the roads. Many members insist that the valuation is too high and that in effect it is keeping rates far above what they should be, and producing earnings on many of the stronger lines greatly in excess of what they were previous to the war. The real abuse in the application of the provisions of this enactment is the disposition to allow the stronger lines to declare large (in some cases double) dividends, in order to bring up the earnings of certain weaker vessels which are perennially in the hands of receivers, which were built for purely speculative purposes, usually operated at a loss and haven't a show of redemption in a million years.

This has been erroneously called the "guarantee clause," but in law it certainly does not amount to a guarantee as the Interstate Commerce Commission could, if they were so disposed, declare 4 per cent. to be a fair return on these holdings.

Many railroad executives are not radically opposed to repealing this particular section of this law, but they are afraid that, once the bars are let down, other amendments more objectionable will be incorporated.

President Alfred, he it said has put up a very comprehensive and interesting response to the claims of the Michigan Senator from the viewpoint of the executive who is ambitious to make a showing with his shareholders, and I believe he has handled the subject conscientiously.

One point which he has made in his public statement is certainly meaty and will meet with the approval of such conservative business men and others as are opposed to undue control of utilities by the General Government:

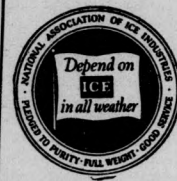
"There is one way, and but one way, that the costs of handling freight by railroads can be reduced and that is to repeal those laws that have taken from the general managers the power and right to handle the railroad's business. The railway problem will never be settled in any other way. We can never hope for Governmental operation to be an economical operation. The politician and the labor agitator have kept the pot boiling too long so far as railroads are concerned."

So say we all. Frank S. Verbeck.

C. A. Brubaker, dealer in general merchandise at Mears renews his subscription to the Tradesman and says: "Here is where I put one over, getting \$10 worth for three measly bucks."



40 Years Ice Service
to
Grand Rapids Homes



COLLINS ICE CO.

*Have You Ever
Taken a Drink*

From the beautiful springs that feed the lakes of Northern Michigan? If you have not— you have missed one of the greatest of drinks; cold, sweet and clear as crystal. From these lakes all our ice is cut and harvested, in the freezing process by nature even the slightest chance of impurity is squeezed out, which makes it 200 times purer than if it was run through the most improved filtration.

Natural Ice

Will be delivered to your home regularly by courteous men who take pride in serving you; our 40 years of serving the public assure you of constant and efficient service. Call on either phone and forget your ice supply for the balance of the season.

Telephones Citiz. 4471

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COLLINS ICE CO.

THE DEVIL'S TATTOO.

Thirty-Five Years Devoted to Wall- oping Big Business.

With his trusty cudgel in both hands, Robert Marion La Follette is still drumming his devil's tattoo on ancient pulp of Octopus.

(Actually, now, what would happen to the politicians were Big Business suddenly to shut up shop and go out of business? Did you ever think of that?)

Worrying and walloping the Octopus from say, 1890 to 1923, has been a theatrical and well paying industry. And it has been and still is as easy as falling off a log, though its profits are often fabulous—governorships, senatorships and so forth.

Assailed and denounced in bygone years, the Octopus made no defense. Never uttered a word. Not so the captains of the walloping industry. They were all words, which they emphasized with clawing gestures and dramatized with tousled manes. And an occasional statute which chastized but did not exterminate. Why execute the goose, when clubbing it would be better still?

Then the Octopus began saying something in reply, at so much a line, agate measure. "It is rich, or ought to be; let it pay the bill," was the view of many publishers. To the wallopers, however, columns were free. Thus the industry of walloping was built up without cost, except to the depraved old Octopus itself. Wallöping, therefore, was a fine and exciting sport, as well as a steady source of bread and meat. And so it continues to be.

Well, Senator La Follette was an eager volunteer among the argonauts who set sail on the ocean of language in search of the Octopus. Many of the adventurous sailors found it, and, returning home, have lived in riot and by riot ever since. Some, however, were ravished or saw a new light and dallied in tents made of rams' hides dyed red, the roofs of which were badgers' skins, with the hair inside. The Octopus, you see, got them, swallowed 'em, so to speak, having first embraced them with its eight narcotic arms and lulled them to sleep.

Years ago—fifteen of them, at least—Senator La Follette, his auburn head more porcupinish than usual, his strong brow torn with furrows, his gray eyes gleaming through thin, wrinkled slits, his small features tight and intense, said to me: "I never quit."

So far, he has lived up to that boast. His tattoo on the wincing pulp has never ceased, never lost a beat. He is as fiercely devoted to the people as he was thirty-five years ago. And of all the wallopers of Big Business, once the Octopus, in the Senate or elsewhere, with the single exception of Col. Smith Wildman Brookhart, the Iowa statesman, he is the easiest to picture and understand. He is no mystery at all in the light of the fact, or in the open secret of his great desire and high design—namely, the Presidency of the United States.

Commonly, the public and rhetorical foes of railroads, banks and cor-

porations, when not born with a frenzied passion to free suffering slaves from cruel masters, attribute their escape from iniquity to subtle or coarse attempts at their seduction. Someone tried to buy them up. And so forth. "The idea; and I a green and upright boy." And so on.

Even so fearless, alert, tireless, confiding and denunciatory a character as Senator La Follette met the Devil in broad daylight. The Devil on this occasion was short and fat and waddled on his legs, which were slightly bent. At that time, and in this special instance, the Devil was in the lumber business and the big chief of Wisconsin politics. The encounter was almost fatal, physically, to Robert M. La Follette. But let him describe the melodramatic event:

Philetus Sawyer, one of Wisconsin's senators, was a very rich and powerful man. Treasurers of the state had lent out public money, to banks, notably and pocketed the interest. Sawyer had been on their bonds and was threatened with a suit in the sum of \$400,000. The Democrats, it should be noted, were coming in. An investigation would occur. A settlement would be required.

Therefore, Sawyer telegraphed and asked La Follette to meet him in Milwaukee. Sawyer was no longer young and his stomach was large, but he was a fast worker. He tried at the meeting to hand La Follette "more money than I had ever dreamed of having."

"That," he said, the roll in his fat, unholy hand, "is your retainer. The

other half will be paid when your brother-in-law, the circuit judge, decides the case."

It was terrible. I have seen Senator La Follette's eyes fill with real tears while giving an account of old Sawyer's attempted debauchment of youth and innocence.

La Follette hastened home and told his brother-in-law everything. The brother-in-law publicly announced that he would not sit at the trial of the Sawyer case, should there be such a case. He gave no reason. Whereupon Chicago and Milwaukee reporters became interested. And at last La Follette was "compelled to relate the facts." The press of his party called him "a liar and a scoundrel."

"That was the tragedy of my life. My health broke. I went west and

Your Savings Can Earn You Profits Making Fiber Furniture



Invest in a Thriving Furniture Factory

Grand Rapids has dozens of prosperous furniture factories. The stock in most of them is owned by just a few persons and the public generally does not participate in the profits. The Thwaites Furniture Co. offers you an opportunity to share in its profits through the sale of a limited amount of \$10 par value common stock.



BILLIONS are being spent building homes. There is an extraordinary demand for furniture to furnish them. Factories are busy and earnings are big. Would you like to share in the profits of the only fiber furniture manufacturer in Grand Rapids, the world's greatest furniture center?

The Thwaites Furniture Co. sales were over \$300,000 last year. Orders now booked run it to capacity throughout the season. Much more business is in sight, if production facilities can be enlarged to handle it. To secure capital for expansion, a limited amount of \$10 par value common stock is being sold, owners of which will participate fully in the profits of the business. There is no preferred stock.

An Unusual Record of Earnings 15% Dividend Last December

This company was started in November, 1918, with just \$100 capital. On August 1, 1922, its paid in capital was \$75,000, all from accumulated earnings put back into the business. It manufactures the famous FIBER-KRAFT line of durable, inexpensive fiber furniture, sold throughout the country and in big demand. Its president and general manager is John Thwaites, who has had 30 years' experience in making fiber furniture, and who founded and was for nearly 10 years head of the Ypsilanti Reed Furniture Co., which paid 15% dividends semi-annually during his connection.

Let us send you full details of this company, its record of earnings and prospects, and the investment desirability of its stock. Sign and mail coupon.

THWAITES FURNITURE CO. GRAND RAPIDS, MICH.

THWAITES FURNITURE CO., Grand Rapids, Mich.

Without obligation send full details of your company and your \$10 par value common stock.

NAME _____

ADDRESS _____

worked on a farm for a month. Then I returned to my home and redoubled my efforts to purify the politics of Wisconsin. Men must go into the fire to be tempered. I went. It did me good. Sorrow comes to all. Shadows fall across every life. I suffer as much as anyone can, but at the climax I become as hard as iron and my heart turns to stone."

In this gross manner, then, temptation lay hold on Robert M. La Follette, and in this manner he escaped from the lascivious clutches of bossism, joined in an unholy alliance with money. Whatever may said for or against him, Senator La Follette is always a rough and ever a ready fighting man. "Battling Bob" he is often called, both in ridicule and adoration. The soubriquet fits him.

"I have decided," he informed E. W. Keyes, postmaster at Madison and boss of Dane County, "to be a candidate for prosecuting attorney."

The office paid its incumbent \$66 a month. La Follette had just been licensed as a lawyer. Furthermore he was in love. Keyes eyed him contemptuously and turned him down. The office boy of today may, in ten years, be the general manager. Or the private in the ranks may become chief of staff to General Pershing. Treat the boys kindly. And don't underestimate a seeming lack of inches in any man's longitudinality.

Keyes looked down on La Follette. There came a day when he stiffened his chastened neck looking up. That upstart of a boy borrowed his mother's old Morgan mare (stylish, beautiful and mettlesome horses were the Morgans), and with harness and a buggy, borrowed from someone else, made what he now describes as "a house to house canvass."

He was nominated and elected. That was in 1880, forty-three years ago. Senator La Follette has been an office holder ever since. Holding office is his business, as manufacturing may be some other man's business, or merchandising, or banking. It might not have been his business, indeed it would not have been, had he stood five feet eight of five feet ten in his stocking feet. Had his measurement, up and down, been more generous, billboards today in vacant lots, and electric lamps on theaters, would have heralded in bright colors and gay flashes the coming or presence of

Robert Marion La Follette
The Eminent Tragedian

Comedy? "The School for Scandal?" "The Cricket on the Hearth?" "Rip Van Winkle?" Never. Nothing less than murder with rapier or poniard.

All concepts of Senator La Follette, as a politician, agitator, walloper and public character should be hypothesized on the great hope that was early in his heart and on the golden purpose which, he planned, would sweeten and distinguish his life. Starting there, deductions fall into no errors of absurdities.

"I can't remember the time when I didn't intend to be a lawyer."

Those are his words. But there

was an unexpected and delightful intermission. Elderly gentlemen, now attorneys at law, dwellers, during their youth, in villages or on farms, if they are honest in their self revealing, will admit, with a flame of crimson in their faces, maybe, that the practise of law, as they believed, gave them, as no other profession could, opportunities to talk in public. Those who were never captivated by thoughts of such opportunities were unimaginative and humdrum youngsters, who, having come to the bar, loved to write out deeds and documents and look forward to the time when they would have estates to administer and aged widows to manage and counsel. (They are now with the corporations.)

Opportunities to talk! But, far, far better still, to be talked about. "Did you hear Dan Bustem's speech when he was defending Abe Beaver for stealing his grandma's heifer? Well, sir, he pictured Abe going down the lane in the moonlight leading the heifer and told all about Abe's thoughts while he was doing the same, how Abe's heart was broke, how Abe's wife, one of God's noblest and sweetest little women, and Abe's innocent and sleeping children didn't know a thing about it. He had us all crying, even the prosecutor. I tell ye, some day Dan'll be in Congress."

That was the age when the American bar was in full flower with tears and elocution and when lawyers were poets, artists, actors—and merry statesmen. To be talked about! Why did Andrew Jackson wear his hair in the fashion set by the Marquise de Pompadour? Why did Lord Byron bare his esophagus? And Charles Dickens array himself in the prismatic colors of the rainbow? "Please notice me" seems to be printed on the chest—never the back—of all humanity.

But we must hurry along with this attempted exposition of Senator La Follette. At Madison, seat of the university, there were lithographs hung in store and barber shop windows. It was the lithograph age with the American theaters. Lawrence Barrett was on the way. And John McCullough. In the plays of Shakespeare. Young La Follette was already a talking man.

He had seen in his mind's eye a barren law office, in a small town, up a flight of dirty stairs and down a long, black hall, and himself, sitting on a kitchen chair, waiting and listening for a farmer with a litigious look in his countenance and mud on his cowhide boots. And then the lithographs! Theaters! Audiences! Music! Applause! Every night! Boston and San Francisco with New York and Chicago between!

So young Mr. La Follette wrote an oration on Iago, and with it, in his best speaking style, won an interstate oratorical contest against six other colleges. There was some enthusiasm at the Wisconsin University, and Iago was made into a pamphlet and offered for sale at a local book store. John McCullough, the chair-maker and successor of Edwin Forrest, playing at Madison, read the pamphlet "and sent for me."

He praised La Follette's study of Iago, saying: "I would advise you to become an actor had nature been more kind to you in stature."

"Doesn't talent count?" La Follette asked.

"The eye of the public, as well as the head, must be filled," McCullough answered.

Although he was not a very large man, he towered over La Follette; his head, shoulders, neck and chest were magnificent. "Suppose," he roared, purposely, no doubt, "I were playing Othello and you Iago and I took you thus and shook you (actually taking and shaking as he spoke), what would the audience say? 'For shame! For shame!' would be heard in all parts of the house."

Down must have fallen many of the lithographs hanging in the stores, news depots and barber shops of hope. But, presently, Lawrence Barrett also came to Madison. He read La Follette's Iago. They met, the actor and the student. "Study Hamlet for a year," said Barrett, "and then write for me such a paper as you have written on Iago."

More than that, which was enough, Barrett sent Iago to Edwin Booth, who replied that La Follette's conception of the character was similar to his own. The study of Hamlet, though continued for a year, was never put on paper. Long, long after, Hamlet was the subject of one of Senator La Follette's chatauqua lectures.

"Usually, however," and I detected some weariness in his words, "the local committees wanted politics or railroad legislation."

The heavy voice and vise-like grip of McCullough forever and sadly ended, it seems sensible to think, the histrionic dreams of young Robert La Follette. Thenceforth Wisconsin was to be his theater; its inhabitants his audience. The empty office and kitchen chair slipped back into the picture of himself.

If Keyes had said: "You may have the nomination, Robert," or if Sawyer had patted his pompadour and said: "You are the kind of a boy we need in our business," who can tell what might have happened in Wisconsin before, during and since the World War?

The Morgan mare and borrowed harness and buggy taught Robert M. La Follette a lesson in tactics and gave permanent form to his office-seeking policy. He declared war on the bosses. It was new medicine and good medicine in those days. Snake-dancing up to that time had been performed mostly by those who knew little, if anything, about acting.

All La Follette campaigns are alike in principle to the one with which he began his first enterprise in politics, out there in Dane County—house-to-house electioneering not in a buggy but with printed matter. He has told me that he distributed 1,600,000 documents during one campaign. He has the names of five active reliable partisans in each precinct of the state. These men supply him with lists of voters classified as Republicans, Democrats, fair Demo-

crats, progressives, reactionaries, socialists and so forth.

Two years after leaving the office of prosecuting attorney, Robert M. La Follette was a member of Congress. He had not reached the age of thirty. Across the border of Minnesota, about that time, Moses Edwin Clapp, born on the banks of Rattlesnake Creek, in Indiana, and nurtured in his youth on saleratus biscuit, split in the center, with pork and molasses placed between the pieces, was attorney general. "The Black Eagle of the Northwest," he was called in pride and affection.

The railroads, he said, were enemies of the people. He began branding them and cutting their tails off. La Follette caught up the booming echoes of the Black Eagle on their way back to Minnesota, amplified them, decorated them, lit them up with tragedy and made himself governor. And there you are!

One step led to another, until at last, and just recently, Wisconsin, under La Follette, old Sawyer, dead and buried, even went so far as seriously to consider a proposal to abolish the State's National Guard.

"The people and the railroads of Wisconsin were on the best of terms," Roswell Miller, president of the Chicago, Milwaukee & St. Paul System, once told me without excitement or bitterness: "When a railroad did anything wrong, the evil was small and easily corrected. Then La Follette appeared and began to stir up voters."

"After he was nominated the first time for governor," Mr. Miller continued, "men having the management of his campaign came to us for money. We informed them that we would contribute, if assured that we should be treated fairly. In a few days the men gave us that assurance. We had nothing to fear, they said. The St. Paul road would not be harassed for political purposes. We gave the men \$5,000. The contribution, let me add, was never duplicated."

"Then La Follette appeared and began to stir up the voters."

"Wishin' you lots of sickness, my darling creetur," said Sairey Gamp, the fat nurse, with a moist eye, to Betsey Prig, another nurse, "and good places. It won't be long, I hope, afore we works together, off and on, again, Betsey: and may our next meetin' be a large familys, where they will take it reg'lar, one from another, turn and turn about, and has it business-like."

James B. Morrow.

Robert J. Fuchs, who has just sold his stock of general merchandise at Dublin, to W. A. Seaman, writes the Tradesman as follows: "I wish to say that every merchant, in any kind of business, really should have the Michigan Tradesman on his desk. It has always been a great benefit to us. It is certainly a great book for the money."

You want to have a store of your own some day, don't you? Do you realize that the habits you form as an employe will stick to you as a proprietor?



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.

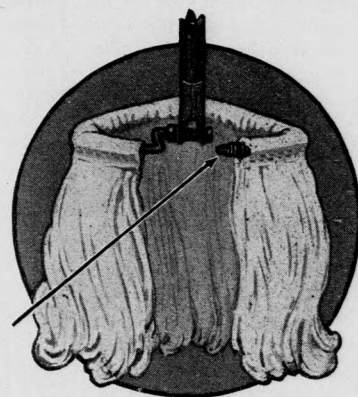
Semdac and Semdac Mops are necessary weapons in the annual spring housecleaning campaign against those twin enemies of all good housekeepers—dirt and dust.

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



Michigan Retail Hardware Association.
 President—J. Charles Ross, Kalamazoo.
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 Secretary—Arthur J. Scott, Marine City.
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 Fremont; Charles A. Sturmer, Port Huron;
 Herman Digman, Owosso.

Suggestions in Regard to Handling Smallwares.

Written for the Tradesman.

The hardware dealer, whose individual sales often run into hundreds of dollars, is apt at times to despise the possibilities of the smallwares department. Yet these possibilities should not be neglected. For, if the 25-cent articles do not bulk large in the day's business, it as a rule represents rapid turnover; so that the profit in proportion to actual investment may in the long run prove very substantial.

Right now, housecleaning lines should be to the fore; and these include quite an array of small and relatively low-priced articles. In many places, the 10-cent stores do a great deal of business in these lines that the hardware dealer might just as well secure.

It is not good business to knock a competitor; but most hardware dealers will find it worth while to study the methods of these competitors with a view to finding out what features are adaptable to the retail hardware business. Close buying, of course, is a factor in the success of the 10-cent store with cheap household lines; but knowing how to get rid of the goods is fully as important.

A feature of the 10-cent store is the "special." The hardware dealer, for instance, may see in the window some day a pile of granite (seconds) dish pans and a big sign on top of the pile announcing that they will be "on sale Thursday, Friday, Saturday." The dish pans, priced at 10c., probably cost more; perhaps 100 per cent. more. But the number for sale is relatively few. There are enough offered at this price to attract big crowds of bargain-hunting women who, after the dish pans are all sold out, will linger to buy other articles which will yield the store a substantial profit.

I remember the opening of the first 10-cent store in a certain town. The big "special" was a "real cuckoo clock" at 10 cents. There were, I think, just a dozen of them; that was announced. When the doors opened at 8 a. m., the store—a big one—was almost instantly filled to overflowing with women, struggling frantically to secure the coveted clocks. When they found they couldn't get one, did the 990 disappointed women go home and swear never again to visit that

store? Not at all. They had come for bargains, and they lingered to secure bargains—things as a rule not so much bargains but a great deal more useful and necessary to them than the clocks.

That is one of the outstanding ideas of the business—to feature specials that represent such emphatic savings, they cannot fail to attract. Feature them in limited quantities. The loss even where an article is sold at half cost may not aggregate \$3 all told; which is cheap advertising if it fills the store. There is nothing to prevent the retail hardware dealer getting exactly the same results; the only essential being to put on a leader that is a leader.

In picking a special, get something bulky that will fill the window with a small quantity. When a buyer comes in for the special send her to the back of the store—always have your specials for sale there. Thus the buyer walks the whole length of the store; and the chances are she will see something else she wants. In selecting specials, it may be just as well to feature some article not included in the regular stock. Watch your chances for picking up something of this sort at a favorable price.

Then use your windows. Try a 10-cent trim or a 10-15-25-cent trim, at least once a month. Give it your personal attention if possible. Study the windows of the 10-cent stores, and put on something similar, if you can't improve on it. Don't forget to feature the prices prominently. "Anything in this window 10c" makes an effective slogan.

It is important to have up to date window fixtures and equipment. This need not be expensive; such equipment can be stored when not in use, and for the efficient display of certain lines it is immensely helpful.

The arrangement of goods in a 10 cent store is a prominent factor in their sale. Everything is so arranged as to make buying as easy as possible for the customer. For instance, picture hooks and picture wire occupy places side by side. The screw driver is in direct line of vision of the purchaser of the screws. In other words, the goods are grouped, and through the eye, unconsciously, the person buying nails is persuaded to buy a hammer.

Perhaps you already have a 10-15-25 cent counter. If you have, try the grouping of articles that naturally belong together. The person buying a gas mantle, for instance, is more likely to buy gas tips too if he can see them at the same time he buys the mantle.

Use price tickets freely. Avoid all fancy lettering, using only the plain

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICH.

Exclusive Jobbers of Shelf Hardware,
 Sporting Goods and
FISHING TACKLE



VIKING TIRES do make good

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

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

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

BROWN & SEHLER CO.

State Distributors

Grand Rapids, Mich.

Michigan Merchants

If you are not already doing so, you can increase your business by carrying a reasonable line of automobile staples.

We shall be very glad to assist you in your selection.

Sherwood Hall Co., Ltd.

Established 1865

Grand Rapids

Foster, Stevens & Co. Wholesale Hardware

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

Grand Rapids, Mich.

black letter on white cards. The minute your price tickets begin to show signs of wear, replace them; and keep your tables or counters looking bright and snappy.

A mistake the hardware dealer often makes with his 10-15-25 cent counter is in putting it in an out of the way place. If you want to get the best results out of these counters, give them a prominent place, where they can be seen by everyone entering the store. In a wide store, it is usual to place these counters midway between the rows of silent salesmen on either side.

It is important to keep the goods themselves bright and clean. Most goods of this sort sell by appearance rather than by quality. A feather duster and a cleaning cloth will do wonders in keeping up the appearance of this department.

Primarily, the 10-cent-store methods can in any case be adapted to selling of low-priced smallwares in the hardware store. If an article shown on a table with a price ticket attached will practically sell itself, why use the time of a skilled salesman to do it? So it will usually be found good business to utilize the 10-cent-store methods to sell these lines which you have in stock anyway.

Whether or not the department should be amplified to include other lines which the hardware dealer does not ordinarily handle is a matter for the individual dealer to decide. A study of the 10-cent-store will indicate what is popular. Of course, a hardware store cannot carry all the lines shown in a 10-cent store; nor would all these lines sell in a hardware store. But in making your own selection, remember that women and children represent perhaps 90 per cent of the patronage of these stores; and if you cater to them you will be safe.

It is a good thing to feature the cheaper lines of kitchen utensils; having a good strong line of enameled ware for a leader. It is just as well to be careful in taking on combination novelties. Some of these will undoubtedly be good; but the standard articles that are in steady use in hundreds of homes are the things to feature.

Small hardware staples, such as screw eyes, hooks, staples, hasps, hinges, etc., are good lines to feature on your tables with price tickets attached. It is a not unusual thing for a hardware clerk to be asked for a few cents worth of nails, of varying lengths—"just a nice assortment." It is a good stunt to have a good assortment of all sizes of nails done up in packages to sell at, say, 5c. or 10c. As you are selling, not by the pound, but by the package, you can figure a good margin of profit; and a clerk can put up the packages in odd times when he is not busy.

There are many other lines that can be featured. Then, too, the occasional "stickers" which accumulate on the shelves can often be cleaned out in quick order by using them as features or putting them, at a reduced price, on your 10-15-25c. counter.

Victor Lauriston.

Do you try to write your advertisements without having learned how to do that kind of work?

Will Again Probe Pullman Charges.

The Interstate Commerce Commission has announced that it will again enter upon an investigation of Pullman charges, including the surcharge as well as the regular rates for sleeping and parlor car accommodations, and will in a short time announce dates and places for hearings on the question.

For a long time, traveling men and business men generally have been agitating for reductions in the charges and were successful in securing hearings on the subject about a year ago, but without results at that time. Pullman charges, which were advanced 20 per cent. in May, 1920, and on which an infamous surcharge of 50 per cent., to be turned over to the carrying railroads, was permitted as a result of case Ex parts 74, have materially hampered traveling men in the pursuit of their business, the Commission has been told, and numerous complaints have been received from commercial travelers' organizations and business organizations, especially as regards the surcharge.

The proposed hearings are ordered by the Commission on its own initiative as a result of these complaints, and will include an investigation into the propriety and reasonableness of the surcharge, and of the rates of the Pullman Company for the accommodation of passengers in sleeping cars, as well as the bases of compensation as between the roads and the Pullman Company with respect to the use of the latter's cars.

Work a Blessing.

Written for the Tradesman.

Blessed is he who has a desire to work.

Blessed is he who is able to work.
Blessed is he who knows how to work.

Blessed is he who has work to do.
Blessed is he who loves to work.
Blessed is he who works.

Blessed is he who can inspire others to work.

Blessed is he who is his own employer, superintendent, inspector and paymaster.

Blessed is he whose work benefits others.

Blessed is he whose work is appreciated by those for whom he works.

Blessed is he who sees the results of his work.

Blessed is he who has faith in his work for the future.

Blessed is he who can work without thought of money.

Blessed is he whose work can not be measured by money.

Blessed is he who works for God.
Blessed is he who works with God.

Blessed is he whose work is well done.

Blessed is he whose past work is a pleasant memory.

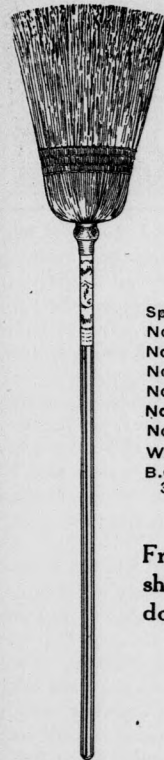
Blessed is he who is satisfied with his life's work.

Blessed is he whose work is all done.

E. E. Whitney.

E. C. Lloyd, dealer in dry goods, carpets, cloaks, etc., at Belding, renews his subscription to the Tradesman and says: "This is the only trade paper my whole family read. It is more than a trade journal."

R. & F. Brooms



THE
DANDY
LINE

Also
B. O. E. LINE

Prices

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

Freight allowed on
shipments of five
dozen or more.

All Brooms
Guaranteed

Rich & France

607-9 W. 12th Place

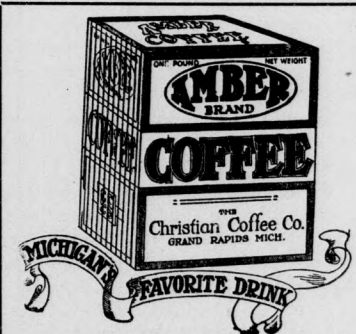
CHICAGO, ILLINOIS

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



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.

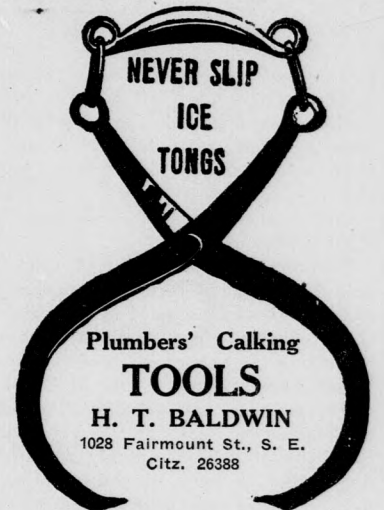


STRAIGHT
SIZE—

The Johnson
Original 10¢ Cigar

VAN DAM

MANUFACTURED BY
TUNIS JOHNSON CIGAR CO.
GRAND RAPIDS, MICHIGAN



Plumbers' Calking
TOOLS

H. T. BALDWIN
1028 Fairmount St., S. E.
Citz. 26388

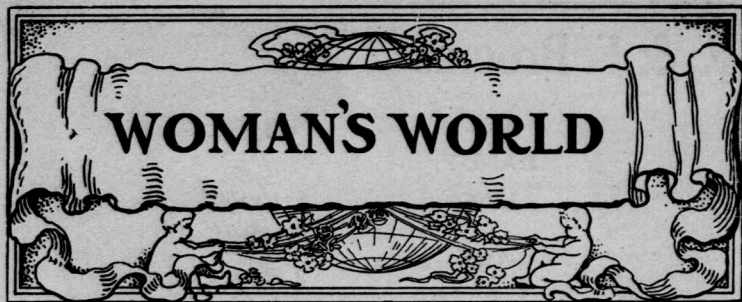
MCCRAY REFRIGERATORS

for ALL PURPOSES

Send for Catalogue

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

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



WOMAN'S WORLD

Some Advantages Breast Fed Babies Enjoy.

Written for the Tradesman.

The young woman who called at my house was almost in tears. She is an enthusiastic, even gushing, person, always either at the peak of delight or in the depths of depression.

"Seems as if it would be wicked to be happy!" she exclaimed, "with all those children starving."

"Who's starving now?"

"Why, in the Near East, and Russia, and everywhere. I have just been hearing the most heartrending appeal for contributions, and I can't get out of my mind the picture of those little babies dying for lack of food."

"It is pretty awful," I said. "The terrible punishment for the war is falling, as usual, upon those who were in no way to blame for it. The babies are always the ones to suffer. But you don't have to go across the ocean to find babies suffering, even starving, as the result of things they are not to blame for."

"Oh, yes I know. 'The poor ye have always with you.'"

"Just at that moment," I said, "I wasn't thinking about the poor."

"Babies wouldn't starve unless their parents were poor!" she cried. "How could they?"

"Just now I am thinking of a baby who is suffering for lack of proper food, whose mother happens to be rich."

"What in the world do you mean? Who is that mother?"

"Nobody that you know, I think. And I should not care to name her, anyway. I was reminded of her partly by what you said and partly by something I have just read about infant mortality in the city of Baltimore, issued by the Children's Bureau in Washington. Also by the fact that this baby of this exceedingly well-to-do mother is very ill and may be dying because they do not seem able to find the right food for it. I know because the mother told me so herself, to-day. She was on the way to that meeting which you have just attended—to hear about the starving babies in Europe. I dare say she gave a good round sum to feed them. And so she should."

"How old is the baby?"

"About six weeks."

"She ought to be able to buy the right food for her baby. Besides, I've always heard that mother's milk—"

"That's just the point. She spoke of that herself; but she told me she simply was not going to suffer the inconvenience and all that of nursing her baby. She had money enough to employ skillful doctors to tell her what to feed the baby and she purposed doing it."

"After I got home I stumbled upon this article about the Baltimore investigation, and was particularly interested in the statement that 'the mortality among artificially-fed babies averages between three and four times that among breast-fed babies.'"

That's all very well for women who can stay at home and attend to their babies," my visitor remarked. But what is a woman to do who has to go out and work whose husband is ill or out of employment; or a widow?"

"Yes, there is that, too. In fact, that is what the Children's Bureau report was particularly about. It shows that the wages of the father are directly related to the mortality among children, because when they are below a certain point the mother has to work away from home. And when she does this in the period just before the baby is born, or during the child's first year, the baby is much less likely to live."

I got the article and read:

Of the mothers in families in which the fathers earned less than \$450 a year 29.2 per cent. (of the mothers) were gainfully employed away from home during pregnancy, while only 1.2 per cent. of those whose husbands earned \$1,250 or more were so employed. The contrast is even more striking as to employment during the infant's first year. . . . The greater prevalence of mothers' employment in the low-income groups is evidently a factor in the high infant mortality rate which characterizes families with low incomes. As the income rises the infant death rate decreases.

And within the same income groups the mortality rate is higher for babies whose mothers are employed outside the home.

Even if they are employed outside the home in what they are pleased to call charity and good works—and social duties," I added, on my own responsibility.

"Surely you wouldn't have us ignore the starving babies in Europe?" she cried.

"By no means! I would not have us ignore suffering and bad conditions anywhere. Not even those in our own country and in our own lives and our own homes." Prudence Bradish.

(Copyrighted, 1923.)

Battle Creek—The Kellogg Co., formerly the Kellogg Toasted Corn Flake Co., has purchased the local Quaker Oats plant. This acquisition, together with the main plant, gives the Kellogg Co. 30 acres of floor space and makes this the largest food plant in the world.

The headline may attract your attention to your advertisement, but what is going to get that advertisement read, and what is going to be its effect when it is read?

Many grocers have found that

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



American Sugar Refining Company

"Sweeten it with Domino"

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

Multigraphing, Addressing, Form Letters, Mailing Lists

WATKINS LETTER SHOP

Citz. 64989

112 Pearl St., N. W.

Bell M. 1433

We say little—Our work and service speak for us.

Supreme Ham



MORRIS'

Supreme

Hams, Bacon, Boiled Ham
Canned Meats, Butter, Eggs
Cheese, Margarine, Sausage
Lard, Shortening, Salad Oil

Phone or Write Us
for Quotations

MORRIS & COMPANY

PACKERS & PROVISIONERS

Keep the Old Flag Flying Over American States.

Grandville, April 24—It seems, judging from current news, that we are to thrash the league of nations business all over again.

Politicians seem to be up a stump, as it were, as to where to get off at in these perilous times (perilous for the man who baits his hook to secure the most votes) when old landmarks in politics have been washed away.

To be an office seeker now is much more nerve wracking than it was in days of lang syne, when some leading question separated the two big political parties and almost any man could tell where he stood.

The league of nations issue was supposed to have been thrashed out at the presidential election two years ago. Certainly seven million votes piled on top of it ought seemingly to have crushed the gizzard out of it.

Notwithstanding all this adverse majority to entering the league, the question again bobs up, having at least a lively wiggle to its tail, since ex-President Wilson has come out in favor of the old league. Democrats are lining up behind the ex-President, while progressives, belonging to neither party, are seeking to find a home somewhere in the new alignment.

The pretense that our entering a sort of peace court—a court of justice for the world—is altogether different from the old question of a world league will hardly hold water.

It is rather humiliating to see Secretary Hughes and the President backing up this new scheme to get old Uncle Sam in the tights as regards world affairs.

Letting well enough alone seemed preferable at one time, but foreign emissaries are at work trying to convince America as to her duty in the matter of mingling in the quarrels of all Europe. The moment we take the one false step, then good bye to peace and quietude for the United States.

President Harding is a very friendly, good natured man. Naturally he seeks re-election and, no doubt, has been over persuaded that the surest way to the hearts of the people is through this new compact with foreign nations. Why, let me ask, has the situation practically changed since two years ago? The same passions and bitter scheming are going on now among our foreign brethren that were going on then. There has been no decided change in conditions. Unless the French invasion of the Ruhr has made matters that much worse for us, should we decide to join the union of growling, discontented states of Europe? Their quarrels are certainly not ours. We have kept out of them so far. Why in nature should we join in now and make for us a bed of thorns?

Politics make strange bedfellows and we find here a mixture of all sorts of creatures bent on doing anything to get into power. Power thus gained is of a fleeting nature and not worth the candle used for obtaining it.

The British Lord Robert Cecil is touring this country making speeches favoring our joining with Britain this new-named league of nations. It is the tiger with the same old spots, however, and it seems rather pitiful to find our President falling in with the weasel words of the world's political tinkers, who are determined to leave no stone unturned to get Uncle Sam into the consomme.

America stands on broad, defensible grounds right here on this continent. An attempt to wheedle her into a new league is based on the same old grounds which made the league of nations so unpalatable two years ago.

Why is it considered so desirable to have the United States in the league? There must be some purpose in this desperate attempt to inveigle this country into a league in which she has no interest other than the interest of common humanity.

Even our admirable Mr. Hoover has entered heart and soul into the new

movement to connect the United States with the broils of Europe. In the main this gentleman has proven very level-headed. But even the best of men make slips some times, as Hughes and Harding are both seemingly doing just now.

The Hon. Robert Cecil affirms that none of the pronouncements of the court for peace will rely on force to make them good.

This being true, where is the use of the court? No teeth for the enforcement of its decrees. Just an ask you to be good, and if you won't, then crawl off in a corner and pout. Such arguments are bits of nonsense which people of good sense know are not true. The court must have power to enforce its decrees else it would be a dead letter from the start.

You may be sure there is a colored gentleman in the woodpile and that Robert Cecil and his co-workers, seeking to entangle the United States in the meshes of the net, know how it is to be worked out—after the one false step has been taken on our part.

There is only one way to deal with such carefully worded coquetry on the part of our dear friends across the brine, and that is to turn the cold shoulder to every flowery word of coaxing and stand as we have ever stood, four square to the winds that blow, sustaining our own land every day in the week.

It is singular that the President has for a moment let himself be inveigled into entertaining this new propaganda.

The American people have a duty to perform, which is to keep the old flag flying as it has flown for a century and a half over the American States, undefiled by any compromising situations in connection with foreign countries. Nailed to the mast for American liberty and independence.

Old Timer.

Panacea For Pernicious Union Agitation.

The world is wrong!

We need a living wage, women's rights, a change of government, more taxes on the rich, employment insurance, the thirty hour work week, repeal of the Volstead act, recall of judges and let's pass some nice new laws!

So say the soap-box orators and others.

But I say the world is only tired and needs a rest from the blatant mouth-pieces of single-track minds.

One-half the physical jawbone exercise of these panaceists expended on productive labor would long ago have made the old world grin with glee.

Fundamental economics teach that everywhere the loafer retards the effect of the worker, among laborers, artisans, executives and employers alike.

Theoretically each unit in the social structure pays for what it receives in productive labor of mind or hand; but multitudes in late years have been sucking a living by their wits and not paying in service or labor for what they received, reaping where they had not sown.

This class are too often our millenium agitators. They have never thought seriously of work.

Work will increase the wealth of the country, hasten and anchor prosperity, bring down the cost of living and bring happiness to its participants.

Why look farther?

Hamilton B. Wood.

Serve your customer best not by selling him what you want him to buy but by supplying him with the merchandise that will be most helpful to him.

What is the Price?

A natural question, and one which must be answered before the sale is made.

Where the selling price is not established through advertising the burden is yours.

When the manufacturer advertises the price he assumes the burden for you.

He makes selling easy.

He insures your profit.

Consistent advertising of

K C

Baking Powder

Same price for over 30 years

25 ounces for 25¢

price shown in the advertising and on the package tells the story for you.

It 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



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.

Favor Velvets For Fall.

All indications point to silk velvets being among the leading fashionable fabrics for Fall. For evening wear and high-grade afternoon costumes their vogue will be unchallenged, according to leading style observers here. The situation will be further accentuated by the fact that the supply will be substantially restricted, owing to the practical elimination of one great foreign source of supply, Germany, because of the conditions now existing in the Ruhr. The domestic mills have a comparatively limited production, which is all contracted for.

Embossed silk velvets are said to be the leading novelty in these fabrics, with embroidered effects running a close second. Chiffon velvet is highly favored, with attention also directed to the short pile weaves. Wool velvets will be featured in a new series of loop texture novelties in various weights, based on last season's brocade de Smyrne. A lightweight cloth for dresses and coats will be stressed. The patterns include fine ridged and block designs in self tone.

In novelty jacquard velours varicolored effects are introduced, not only in rich variations of cashmere colorings, but in floral patterns of brilliant shades on green following the "carpet of flowers" design. Suggesting the pile fabrics, a new version of the clipped curly boucle of last season has been brought out in the moss-like coating known as moussaye.

To Study New Silk Problem.

Can products made wholly or in part of artificial silk be merchandized so as to deal honestly and frankly with the public, while at the same time doing justice to two important industries? That is the question the Directors of the National Retail Dry Goods Association have decided to put in the hands of a special committee, which will be authorized to investigate the matter and to present its final recommendations directly to the members of the organization and to the manufacturing trade. This action has grown out of the realization of the fact that the great development in the production of artificial silk has made it very difficult even for trained silk men to tell fabrics or garments made wholly or in part of imitation silk, upon superficial examination, from those of real silk. Because of this it is felt that the retailers should use some other term than "silk" in describing the merchandise made

from the artificial product. The personnel of the committee will be announced shortly.

Printed Silk Vogue To Continue.

Retailers continue to find a strong demand for printed silks. All reports indicate that the novelty appeal of these fabrics is as potent as ever. Manufacturers here see in this reason to expect that prints will also be favored this Fall, with the emphasis placed, however, on the more conservative patterns. The printers are now turning their attention to the development of designs for next season, and preparations are under way for a number of new effects to be brought out for dresses, linings, kerchiefs and shawls. Persian, Hindu and Egyptian motifs will be retained, according to one of the leading printers. In addition, the trend will be toward flowers, borders, imitation embroideries, small-figured dress designs and warp prints. Converters, it is expected, will take earlier action than they did for the Spring season, when there was a marked congestion of orders on the printers' books.

Sleeveless Golf Coats the Thing.

Although there is a big business being done here in jacquettes and golf coats with sleeves, manufacturers of knitted novelties for women assert that the real leader at the moment is the sleeveless golf coat. The demand for this garment first became really noticeable about two weeks ago, and since that time it has expanded steadily. All three articles are wanted in fiber silk, real silk and mohair. So far as colors are concerned, the biggest thing is white. Bright green, light tan and copenhagen blue are also much wanted. With the waning of the strike in the metropolitan district, production is increasing steadily, and April shipments will show a marked increase over those in March.

Being in the wrong occupation will not make a failure of you, because if you have ambition and energy, you will either get out and into the right occupation, or you will succeed in spite of adverse conditions.

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.

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.

DO YOU KNOW

that there never was a more successful business than the production of folding cartons? Do you know how large the dividends from this business have been?

THE WOLVERINE CARTON COMPANY

offers you the opportunity to invest in this most successful industry. This is a real opportunity. Do not let it pass. Investigate at once.

F. A. Sawall Company

313-14-15 Murray Bldg.

Grand Rapids, Michigan

Specials For This Week

CHILDREN'S BLOOMERS—

No. 55. Black and White Sateen Sizes 8 to 12. Assorted. Dozen \$ 4.50

LADIES BLOOMERS—

No. 120 E Sateen in White, Light Blue, Maize, Grey, Nile, and
 Flesh, Sizes 27 to 29. Dozen 10.50
 Flesh Color, only, Sizes 27 to 29, per dozen 4.00

NOTION DEPARTMENT

No. 1501. A real Paris Garter with Moire Pad and ¾ in. Cable
 Elastic Web. Special, dozen \$ 2.15
 No. 3209. Excellor Suspenders, 1½ in. Web Phosphor Bronze
 Springs, Nickel Trimming, 1 dozen to box, @ 4.25
 No. 701. Bleached Turkish Towels, 18 x 36, per dozen 2.25

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Good Blue Chambray Work Shirts

@

\$8.37 ½

T623 Plump weight.

T625 Fine yarn medium weight.

Regulars to dozen bundles.

14½ to 17.

Daniel T. Patton & Company

Grand Rapids, Michigan - 59-63 Market Ave. N.W.

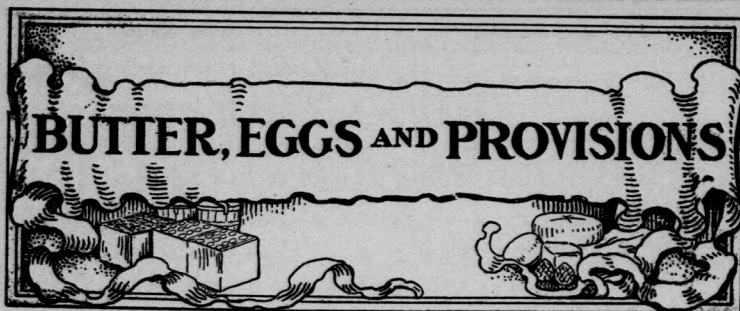
The Men's Furnishing Goods House of Michigan

PRICES CURRENT ON STAPLE DRY GOODS.

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

Dress Goods.		Comfortables, Indian Blankets & Bath	
32 in. Wool Mixed Storm Serge	42 1/2	64x78 Blanket Comfortables	2 50
36 in. All Wool Storm Serge	77 1/2	68x80 " " " "	3 10
44 in. All Wool Storm Serge	97 1/2	72x80 " " " "	3 25
50 in. All Wool Storm Serge	1 20	64x78 Comfortables	3 00
French Serges proportionately,		68x80 " " " "	3 50
Danish Poplar Cloth	42 1/2	68x84 Two in one	3 50@3 75
Juilliards Novelty Checks & Plaids	1 85	72x90 Bath Robe Blankets with	
54 in. All Wool Coating	1 50@2 00	Cords, Tassels & Frogs	4 00
Linings.		Crib Blankets.	
30 in. Black Satine	20	30x40 Stitched	72 1/2
36 in. Satine, black & colors	30@37 1/2	30x40 Scaloped	77 1/2
36 in. Percaleine	13 1/2	36x50 Stitched	1 00
Windsor Cambric	12	36x50 Scaloped	1 10
36 in. Radiant Charmeuse	52 1/2	36x50 Bound	1 40
White Goods.		Camp Blankets.	
Indian Head.		Camp Blankets	2 50
33 in. Soft Finish	23	Auto Robes	2 50
36 in. Soft Finish	26	Auto Robes	2 50
44 in. Soft Finish	32	Wool Blankets.	
54 in. Soft Finish	39 1/2	66x80 Wool Mixed	5 75@6 25
All Linen Finish 1/2 c yard more.		68x 80 All Wool	7 50@8 50
Ginghams and Wash Goods.		70x80 Wool Mixed	6 50@7 50
27 in. Plain Colors	15@17 1/2	70x80 All Wool	8 50@12 00
27 in. Checks & Plaids	19	Comforts.	
32 in. Checks & Plaids	19 1/2	Small sizes cheap Grades	22 50
32 in. Checks & Plaids, better		Larger sizes, better grades	24 00@48 00
quality from	23 1/2@32 1/2	Sheets.	
32 in. Tissues	35 @45	63x90 Pequot	17 65
39/40 in. Voiles	18 1/2@37 1/2	63x99 Pequot	18 67
40 in. Organdies, all colors	42 1/2	72x90 Pequot	18 75
32 in. Romper Cloth	22 1/2	72x99 Pequot	20 65
27 in. Apron Ginghams	14 1/2	81x90 Pequot	20 65
27 in. Cheviots	17 1/2	81x99 Pequot	22 63
Plisse & Serp. Crepe	20 @27 1/2	63x99 Pepperell	14 35
36 in. Challies	15 1/2	63x99 Pepperell	15 70
32 in. Madras	25 @35	72x99 Pepperell	15 85
32 in. Suitings, from	27 1/2@35	72x99 Pepperell	17 25
36 in. Chiffon, from	32 1/2@42 1/2	81x90 Pepperell	17 35
27 in. Poplins	32 1/2	81x99 Pepperell	19 00
36 in. Poplins, from	27 1/2@42 1/2	72x90 Lockwood	15 25
Percales.		72x99 Lockwood	16 69
36 in. 64x60	Lights 16 1/2, Darks 17 1/2	81x90 Lockwood	16 75
36 in. 68x72	Lights 16 1/2, Darks 17 1/2	81x99 Lockwood	18 34
36 in. 80x80	Lights 21 1/2, Darks 22 1/2	Cheap Seamless Sheets	15 75
Crashes.		Cheap Seamed Sheets	10 25
18 in. P. Bleached	22	Pillow Cases.	
18 in. P. Brown	31	42x36 Pequot	4 68
Other grades accordingly and less 5%.		45x36 Pequot	5 04
16 in. Irish Imp. Br. Linen Crash	16 1/2	42x36 Pepperell	4 90
15 in. Bleached Towelling	9 1/2	45x36 Pepperell	4 14
17 in. Glass Towelling, Red Stripe	12 1/2	42x36 Lockwood	3 96
18 in. Absorbent Towelling	16 1/2	45x36 Lockwood	4 20
16 in. Blea. Linen Crash, from 20 to 25		Cheap Pillow Cases	2 25
Diaper Cloth.		Bedspreads.	
18 in. Red Star	1 35	72x84 Bedspreads	1 75
20 in. Red Star	1 45	Better qualities and larger sizes up	5 00
22 in. Red Star	1 55	Carpet Warp.	
24 in. Red Star	1 70	White Peerless	56
27 in. Red Star	1 85	Colors Peerless	62
Damask.		Oilcloth.	
64 in. Mercerized	62 1/2	5-4 White	3 40
72 in. Mercerized	72 1/2	5-4 Meritas White	3 85
58 in. Mercerized	45	5-4 Meritas Fancy	3 75
58 in. Bates or Imp. Hol. Red Dmk.	75	5-4 Meritas White	4 85
		5-4 Meritas Fancy	4 75
Pattern Cloth.		Batts.	
58x72 Mercerized	1 35	3 lb. Quilted Cot. Batts	1 00 per batt
Larger sizes, good qual. from 2 50@3 00		3 lb. Plain Cotton Batt	97 per batt
Towels & Wash Cloths.		8 oz. Small Cotton Batt	16 per batt
Turkish Towels from \$2.25@3.00 depending on size and quality, and whether plain or fancy.		10 oz. Small Cotton Batt	23 per batt
Huck Towels from 62 1/2@66.00 per doz. depending on size and quality and whether part linen, hemstitched, etc.		12 oz. Small Cotton Batt	32 per batt
Wash Cloths from 45c per doz. to \$1.50 depending on size and quality and whether plain or fancy.		1 lb. Wool Batts	1 45 per batt
Bath Sets from 75c@1.30 each.		2 lb. Wool Batts	2 50 per batt
Draperies.		Wide Sheetings.	
33 in. Cretonne	16 1/2	7-4 Pequot Bleached	54
Harmony Art Cretonne	25	8-4 Pequot Bleached	60
Normandy Silkoline	19 1/2	9-4 Pequot Bleached	66
36 in. Better Grades Cretonnes from 25c @62c, depending on quality.		10-4 Pequot Bleached	72
Scrim & Etamines, from 10 1/2@19 1/2		7-4 Pequot Brown	54
36 in. Plain & Fancy Marquisettes		8-4 Pequot Brown	60
from 16 1/2@32 1/2, depending on quality.		9-4 Pequot Brown	66
Curtain Nets from 25c@62 1/2, depending on width and quality.		10-4 Pequot Brown	60
Blankets.		7-4 Pepperell Bleached	45
45x72 Cotton Felted Blankets	1 07 1/2	8-4 Pepperell Bleached	50
50x72 Cotton Felted Blankets	1 20	9-4 Pepperell Bleached	55
64x74 Cotton Felted Blankets	1 55	10-4 Pepperell Bleached	60
60x76 Cotton Felted Blankets	1 75	8-4 Pepperell Brown	45
64x76 Cotton Felted Blankets	1 85	9-4 Pepperell Brown	50
68x80 Cotton Felted Blankets	2 30	10-4 Pepperell Brown	55
72x80 Cotton Felted Blankets	2 50	7-4 Lockwood Bleached	43
Seconds about 5 to 10% less.		8-4 Lockwood Bleached	48
Singles and Single 2nds proportionately.		9-4 Lockwood Bleached	53
64x76 Barlan Heather Plaid	2 30	10-4 Lockwood Bleached	58
72x80 Barlan Heather Plaid	2 90	8-4 Lockwood Brown	43
Seconds about 5 to 10% less.		9-4 Lockwood Brown	48
Singles and Single 2nds proportionately.		10-4 Lockwood Brown	53
60x76 Plain Woolnaps	2 30	Tubings.	
64x76 Plain Woolnaps	2 55	42 in. Pepperell	31 1/2
68x80 Woolnap Plains	3 35	45 in. Pepperell	33 1/2
72x84 Woolnap Plains	3 70	42 in. Pequot	37
Seconds about 5 to 10% less.		45 in. Pequot	39
Singles and Single 2nds proportionately.		42 in. Cabot	31 1/2
60x76 Woolnap Plaids	2 50	45 in. Cabot	33 1/2
68x80 Woolnap Plaids	2 65	4-4 Bleached Cottons.	
64x84 Woolnap Plaids	4 15	Lonsdale	20
Seconds about 5 to 10% less.		Hope	17 1/2
Singles and Single 2nds proportionately.		Cabot	21
60x76 Woolnap Plaids	2 50	Fruit of the Loom	21
68x80 Woolnap Plaids	2 65	Auto	17 1/2
64x84 Woolnap Plaids	4 15	Big Injun	15
Seconds about 5 to 10% less.		4-4 Brown Cottons.	
Singles and Single 2nds proportionately.		Black Rock	17
		Velvet	15 1/2
		Cheaper Cottons	10 1/2@12 1/2
		Lockwood B.	17

Cambrics & Nainsooks.		Childs Waists.	
Knights	21	"Cub" Knit Waist	2 25
Berkley, 60	22	"Bear" Knit Waist	3 75
Old Glory, 60	19 1/2	Muslin Waist	2 25@3 50@4 50
Diamond Hill	17		
Ticking.		Boys' Underwear.	
Straw Ticking	17 1/2	Fleece Union Suits, Heavy	7 50/2
Feather Tickings from	28 1/2@30	Egypt Ribbed Union Suits	Rise .75
Fancy Satine Tickings from	29 1/2@35	"Hanes" No. 958 Ribbed U. S.	6 37 1/2/20
36 in. Imp. Hol. Ticking	37 1/2	Part Wool Union Suits, all sizes	12 00
		50% Wool Union Suits	14 50/20
Denim.		Heavy Fleece Vests & Pants	Rise 1 00
220	25	Part Wool Vests & Pants	Rise .37 1/2
240	23	Boys' 72x80 pin check Ath. Stan. S. 4 75	
260	21 1/2	"Hanes" 756 & 856 72x80 pin check	
Prints.		Athletic Suit	6 12 1/2
In Various colors	14 1/2		
Cheese Cloth.		Misses' Underwear.	
36 in. Bleached Curity Gauze	07 1/2	Velvet Vests & Pants	3 25/16
Better Grades	8 1/2@10	Velvet Fleece Union Suits	Rise .37 1/2
		Med. Weight Fleece Union Suits	Rise .62 1/2
Flags.		Part Wool Union Suits	Rise .50
Small Spearheads, doz.	1 90	Velvet Fleece Union Suits	Rise 1 00
Larger sizes from 4x6 ft. to 10x15 ft.			7 50/2
ranging from, each	\$2.00@3.00		Rise .75
Napped Goods.		Spring.	
27 in. White & Twill Shaker 46 1/2@17		Misses Gauze 12 cut Union Suits	4 25
Cashmere Twill	18	LSS1 "Sealpac" Athletic Suits	8 50
27 in. Light Outings	13 1/2@14 1/2		
27 in. Dark Outings	14 1/2@15 1/2	Ladies' Underwear.	
36 in. Light Outings	16 1/2@17 1/2	7 lb. Brush Back Vest & Pants, Reg.	7 75
36 in. Dark Outings	17 1/2@18 1/2	Heavy Fleece Vest & Pants, Reg.	8 50
		Wool Vests & Pants	Reg. 15 00
Notions.		Med. Wt. 8 lb. Ribbed U. S.	Reg. 8 75
Star Snaps, gro.	60	11 lb. Brush Back Union Suits, Reg.	13 50
Kohinor Snaps, gro.	70	Silkateen & Wool U. S.	Reg. 23 00
Wilsons, gro.	75	Mer. & Wool Union Suits	Reg. 23 00
Satin Pad S. Garters, doz.	2 00		Ex. 25 00
Sampson fly swatters, doz.	75		
Roberts needles, per M.	2 50	1x1 rib, 12 cut Vests, Dou. extra	3 25
Stork needles, per M.	1 00	1x1 rib Bodice Top Vests	Reg. 2 25
Self Threading Needles, paper	06 1/2	1x1 rib Tu. V. N. vests, lace tr.	Reg. 2 25
Steel Pins S. C., 300, per box	43	12 cut, lace & cuff knee Union	
Steel Pins M. C., 300, per box	45	Suit, Double Ex.	6 25
Brass Pins S. S., 160, per box	43	1x1 rib, band & bodice top lace	
Brass Pins S. C., 300, per box	75	union suits	Reg. 5 00
Brass Pins M. C., 300, per box	80		Ex. 6 00
Coats Thread, doz.	59	Men's Underwear.	
Clarks M. E. Thread, doz.	59	Red Label Shirts & Drawers	10 25
J. J. Clarks Thread, doz.	56	Red Label Fleece Union Suits	18 00
Belding Silk, 50 yd. doz.	1 00	Black Label Shirts & Drawers	9 25
Cobro Silk net with elastic, gro.	4 50	Black Label Fleece Union Suits	17 00
Gainsborough Hair Nets		1658 Hanes U. S. 16 lb. cot. ribbed	16 75
Single Strand	80	San. Fleece Shirts & Drawers	7 50
Double Strand	1 00	"Hanes" rib. shirts & Drawers	9 00
Wolverine nets, gro.	9 00	Wool Shirts & Drawers	14 00
Arrow Net, gross	9 00	San. Fleece Union Suits	N. 12 50
Duro Belle, doz.	90	Heavy Ribbed Union Suits	13 50
R. M. C. Crochet Cotton, per box	75	Part Wool Union Suits	36 00
B-4 O. N. T. Cro. Cotton, per box	90	Mer. & Wool Union Suits	34 50
Silkene Crochet Cotton, per box	90	100% Wool Union Suits	54 00@57 00
Sansilk Crochet Cotton, per box	55		
M & K or Dexters Knit. Cot., white		Spring.	
per box	1 50	Lawrence Shirts & Drawers 7 00@7 50	
Black and colors	1 75	Bal vigan Shirts & Drawers	4 25
Allies Yarn, bundle	7 50	Balbriggan Ecu Union Suits	8 00
Fleishers Knitting Worsted Skeins	2 30	Ribbed, Ecu Union Suits	8 75
Fleishers Spanish worsted balls	2 60	64x60 pin check nainsook, Ath. S. 5 37 1/2	
Fleishers German'tn Zepher Balls	3 70	72x80 pin check nainsook, Ath. Suits	6 25
Fleishers Saxony Balls	3 70	Fancy striped nainsook	8 00
Fleishers Knitting Worsted Balls	2 60	B. V. D. Athletic Suits	12 50
Fleishers Scotch & Heather Balls	2 90	Fancy Strip Madras	9 00
Excello Suspenders, doz.	4 50		
President Suspenders, doz.	4 50	Bathing Suits for Spring Delivery.	
President Suspenders, Ex. Heavy	6 00	Men's all pure worsted, plain	22 50
		All pure worsted with chest stripes	27 00@32 00
Infants' Hosiery.		Ladies pure worsted plain	25 00
Cotton 1x1 Rib Hose	1 00	Ladies all pure worsted striped and	
Combed Yarn 1x1 Rib Hose	1 85	color combinations	27 00 up
Mercerized Lisle Hose, Cashmere		Men's Dress Furnishings.	
Silk Hl. & toe, 60% Wool Hose	4 00	Shidwell Collars, linen	1 60
Silk & Wool Hose	6 12 1/2	Flannel Night Shirts	10 50@13 50
		"Lime" Collars, per box	35
Children's Hosiery.		"Challenge" cleanable, doz.	2 75
BS No. 1 Cotton Hose	2 35	68x60 percale dress shirts	8 00
R. & F. 07 1/2		68x72 percale dress shirts	9 50
2 Thread 200 Needle, 3 lbs. on 9 2 50/8		Fancy Madras Dress Shirts	13 50@21 00
R. 10 F. .05		Silk & Satin Strl. on good gr.	22 50@36 00
Misses 300 Needle Combed Yarn		Men's Work Furnishings.	
Hose	2 25/7	No. 220 Overalls or Jackets	16 50@19 50
Misses Cot. 28 oz. Dou. card. Hose	1 25/7	No. 240 Overalls or Jackets	15 00
R. & F. .05		No. 260 Overalls or Jackets	13 50
Misses Merc. 344 Needle Hose	2 35/7	Stiefels, 285, rope stripe, Wabash	
R. 10 F. .05		stripe Club or Spade overall or	
Ladies' Cotton & Silk Hosiery.		Jacket, 2 seam triple stitched	16 50
176 Needle Cotton Hose	1 35	Black saaten work shirts	10 50@12 00
220 Needle Cotton Hose	1 50	Golden Rule work shirts	8 00
220 Nee. Co. Yarn, seam back Hose	2 50	Piece dyed work shirts	7 62 1/2
232 "Burson" rib top	4 25	Best Quality work shirts	9 00@10 50
232 "Burson" rib top, out size Hose	4 50	Boys' Furnishings.	
520 "Burson" split sole Hose	4 25	Knickerbockers	6 00@15 00
220 Needle Mercerized	4 00	Macknaws, each	4 25@8 50
Pmt. 100, lisle, hem top	4 00	Overalls, Brownies, etc.	6 50@8 00
460 Needle Top full Mercerized	4 75	Youths' overall, 265 Weight	10 25
Fibre Silk Hose	62 1/2	Coverall Heavy Khaki	12 00@16 50
12 Strand Pure Silk Hose	13 50	68x72 Dress Shirts	8 50
Pmt. 110 Silk & Fibre	8 50	"Honor Bright" Stiefs Wabash	
260 N'dle 18 in fibre boot mock sm.	6 75	Stripe Romper, red trim	9 00
10 Strand 18 in. Boot Silk	9 00	"Honor Bright" Khaki Romper,	
Ladies' Full Fash., 42 Gauge, all		Red trim	8 50
Silk Hose	19 50	"Honor Bright" Plain Blue Romper,	
		Red trim	8 50
Ladies' Fleece & Wool.		Ladies' Furnishings.	
220 needle, 2 lb. combed yarn	2 25	Middy Blouses, red, green or navy.	
200 needle, 2 1/2 lb. comb. yarn hose	3 00	Parker & Wilder, wool flan., each	4 00
200 n'dle, 2 1/2 lb. O.S. comb. yn. hose	3 25	Tricollette Overblouses, each	3 25
176 needle out size Hose	2 50	64x60 Percale aprons, Lights	8 50
		64x60 Percale aprons, Indigo	9 50
Men's Hose.			
E. & F. Hose Cotton	1 50		
Record, med. weight Cotton	2 00		
R. & D. Heavy Cotton Hose	1 60		
176 Needle Cotton Hose	1 35		
200 Needle Combed Yarn Hose	2 15		
200 needle full mercerized Hose	3 00		
240 needle fibre plated Hose	4 50		
Pure Thread Silk Hose	6 00		
Nelson's Rockford socks, bdl.	1 50		
Nelson's Rockford socks, bdl.	1 70		
Nelson's Rockford			



Marketing Reindeer New Alaskan Industry.

There are to-day more than 100 herds of reindeer in Alaska, varying in size from 400 to 8,000 head. According to the estimates made by Government experts the territory is capable of supporting at least 4,000,000 reindeer by grazing. The Government is alert to the possibilities of this unique source of national wealth, and through the stations of the Bureau of Education at Point Barrow and elsewhere is educating the native population in the best methods for increasing the herds and conserving the meat supply and the various by-products.

The reindeer industry has already reached a point where the marketing of meat and by-products is no longer local. Most of the grazing to-day is done on the coast ranges, but herds are gradually appearing in the interior. It is estimated that each reindeer requires a range of about thirty acres per year. The area, though apparently rather extended, is no greater than is required for cattle grazing much nearer home. In the western states it is usually estimated that a cow requires from two to two and a half acres per month, or from twenty to thirty acres per year. In Norway, where reindeer culture has been reduced to a science, it is found that each reindeer requires from twenty-five to twenty-eight acres a year.

In a series of feeding experiments carried out by the Government it was found that a reindeer requires in the course of a year, more than 3,000 pounds of reindeer moss and about half as much wild native hay. As long as the grazing grounds stretch invitingly in all directions in Alaska, there is an unlimited supply of such foods. The animals require little attention. It has been found that they will roam over many miles of wild country and return by instinct to their homes. Since they are, besides, very fleet of foot and capable of making long drives with little rest, the meat supply is largely independent of the railroads, and can be driven hundreds of miles if necessary to the stations convenient to the railroad or the sea.

The butchers in most countries naturally face a large expense in providing ice for keeping meat. In Alaska there is an unlimited supply of cold storage conveniently at hand. A demonstration has been made at the station at Point Barrow of the possibility of building natural cold storage plants. Storage rooms have been made by hewing out chambers in the frozen ground. These are located on hills so that they can be entered by a tunnel, while their position eliminates the possibility of being flooded by

water. The cost of feeding, transportation and providing ice for keeping the meat is thus reduced to a minimum, and the reindeer meat can be marketed at a surprisingly low figure.

The reindeer also provide means for transporting meat from the interior to coast cities or railroad stations. They are readily broken to draw sleds in Winter and will pull heavy loads over the snow. The wild animal is first roped and securely tied by its feet. After remaining in this position for two days without food it is sufficiently hungry to follow a man. When it is first harnessed to a sled it starts off at a wild gallop, but soon becomes exhausted and slows down and subsequently work well in harness.

It is believed that the meat of the reindeer will soon have a large sale and be available in many parts of the country. In addition to the meat the hides are a great source of wealth and are to-day exported in considerable quantities. The horns are used for making knife handles and smaller articles. The hair is used for stuffing life preservers, filling horse collars and similar uses.

Potato Per Capita High in this Country.

The estimated per capita production of white potatoes in 1922 averaged 4.16 bushels for the United States as a whole, according to the final tabulation of the United States Department of Agriculture. This average is exceptionally high, having been exceeded only six times in the fifty-seven years that the department has been keeping crop records. The highest per capita production was in 1895, when the average for the country was 4.56 bushels. The 1922 total crop, as has been announced before, was the largest on record.

Among the states, Idaho led with a per capita production of 35 bushels, followed by Maine with 27.9 bushels. North Dakota with 27, Colorado with 19.1, Minnesota with 17.9 and Wisconsin with 15.1. Table 1, accompanying the statement, shows the detailed per capita production for each state for 1920, 1921, 1922 and the average for the period 1911-1920.

Table 1 also gives details concerning the total production of potatoes for the same years and shipments from each state for 1920, 1921, 1922. Excluding the thirteen Southern states, which produce mainly the early potatoes, the production of the other thirty-five states was 376,866,000 bushels in 1920 and 337,980,000 bushels in 1921. From the larger crop of 1920 the shipments were 31 per cent. and from the smaller crop of 1921 shipments amounted to 42 per cent.

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Early Bird Fine Chick Grain,
Full-O-Pep Fine Chick,
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DETROIT

Figuring on the basis of shipments to Dec. 17 for the 1920 and 1921 crops in order to get comparable figures for the 1922 crop, 19 per cent. of the 1920 crop, 25 per cent. of the 1921 crop, which was the smallest of the three, and 19 per cent. of the 1922 crop were shipped to that date.

The shipments of 151,000,000 bushels, or 42 per cent., from the small crop of 1921, compared with 125,000,000 bushels, or 31 per cent., from the larger crop of 1920, is explained by the irregular distribution of the 1921 crop, which was very heavy in commercial producing States and sections and very light in heavy consuming states and sections, thus requiring a maximum shipment from the regions of surplus to regions of deficiency.

Reported shipments of the 1922 crop from the nineteen states which produced a surplus were about 54,000,000 bushels to Dec. 17, compared with about 63,000,000 bushels from the 1920 crop, both to Dec. 17.

From the sixteen states which do not produce as many potatoes as are needed for local consumption—the so-called deficiency states—shipments to Dec. 17 were about 26,000,000 bushels in 1922, about 21,000,000 bushels in 1921 and about 24,000,000 bushels in 1920.

The thirteen Southern states, which produce mainly the early potatoes, shipped about 12,000,000 bushels in 1922 and about 7,000,000 bushels to each of the years 1921 and 1920.

Table 2 presents an analysis of the potato crop of 1922, according to its suitability for farm use, for marketing and for grading. As an average for the United States, 11.9 per cent. of the crop is unfit for table or seed stock. This percentage is unusually high, partly because the ample crop limited the market for inferior potatoes, especially in states of surplus which must ship to distant markets. The price for even No. 2 potatoes will not justify the expense of marketing in many cases, and much of this grade will necessarily be fed to live stock, sold to starch mills, or otherwise utilized locally or on the farm.

About 31 per cent. of the total crop is needed on the farm for food and seed. This percentage is as low as 25.5 per cent. in the nineteen states producing a surplus of late potatoes and as high as 45 per cent. in the sixteen states producing a deficit. These percentages are somewhat larger than would be expected in a year of average production, but for reasons already stated the farm would be expected to use this year more than a normal supply.

Bees Sold By the Pound.

A bee-hive on every farm is no longer advocated by the leading bee-keeping authorities. Honey production is coming more and more into the hands of the specialist. Bee-keeping is becoming a business of details and requires a great deal of hard labor to make it profitable. There are many bee-owners who are not bee-keepers. Bee-keeping on the "let-alone plan," where little supervision is given, is proving unprofitable and may be a direct menace to the industry, especially if bee diseases are common in the community, declares

L. P. Whitehead of the Economic Entomology Department of the University of Wisconsin.

"The successful bee-keeper to-day is the one who takes a bee journal, keeps up-to-date in his methods of management and applies himself diligently to his task. Good bee-keeping is profitable," Mr. Whitehead insists.

"Many enquiries regarding the best way to obtain a start in bee-keeping are received each year by the College of Agriculture. Get a start by purchasing established colonies of bees from some neighbor bee-keeper; or by hiring the bee-keeper to hive swarms in prepared hives which he provides for this purpose. If this is not possible, bees in screen wire packages can be purchased by the pound from dealers in the Southern States. A bee-keeper in one of the Northern counties of Wisconsin is receiving a carload of package bees from Texas this Spring. A three pound package with an untested queen, when received May 1 and introduced into a hive which has plenty of stores and is well protected from cold weather, will build up strong enough to store a good surplus of honey this season.

"Full strength colonies can best be secured early in the Spring. There are many warm days in April when the buyer can thoroughly examine all colonies before buying. The desirable colony will be one in a standard hive with straight movable combs and enough bees to cover from four to six of these combs. Such a colony if provided with plenty of honey and properly managed should build up rapidly and be in prime condition to store honey when the main honey flow begins about the middle of June."

Californians Stop Canning of Spinach.

A telegram came yesterday from the Pacific Coast to a brokerage firm in Chicago to the effect that all California canners had stopped packing canned spinach because of an insect pest which had destroyed the leaves of the plant. The telegram stated that there had been a meeting of the spinach canners of California on Tuesday at which they agreed to stop canning spinach entirely for the spring season. It is estimated that ten thousand tons of spinach would be lost in Santa Clara valley alone.

This information is from a reliable source and is likely to start active buying in canned spinach both in California and in the East. Local operators believe that the destruction of the spring crop of spinach on the Coast is incident to or caused by the drought, which has prevailed in California.

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Value of Courtesy and Service in the Hotel.

Hartford, April 24—From the reports I am receiving it looks very much as though Fremont will have a new hotel this fall in place of the De-Haas House, which is being torn down to be replaced by a new bank building.

Chicago hotel architects have submitted plans for the new structure, which have been practically accepted by a committee representing local investors, and work will be started at once, with the hope of completing and opening the establishment by early fall.

The plans as submitted contemplate the Fremont State Bank as occupying the corner, a space of 36x75 feet. The remainder of the frontage will be occupied by two stores. The hotel lobby will be 32x45 feet, connected with a dining room with a seating capacity for 150 guests. The kitchen and sample rooms will also occupy part of the first floor. The new hotel will contain about thirty rooms, all with running water and several equipped with bath. The heating plant, as well as barber shop and billiard room, will be located in the basement. The estimated cost of the new structure will approximate \$42,000, which will include a portion of the furnishings.

Fremont, commercially, is one of the best cities of its size in Michigan, and I am very pleased to know that its citizens have been found equal to the emergency and have practically insured the building of this type of institution. They will, no doubt, suffer some inconvenience during that period consumed in the construction of this project, but they will have an opportunity of appreciating just what the absence of a proper public house really means and will, no doubt, give it a strong moral and financial support when the proper moment arrives.

The justly popular Belvidere Hotel, at Charlevoix, is to be managed this season by Andrew I. Creamer, a well-known resort hotel operator from North Carolina, who will take over the management of the property about May 1.

The Belvidere is owned by members of the Charlevoix Summer Home Association who have cottages surrounding the hotel proper. A new casino for dancing and other entertainments has been completed on the shores of Pine Lake, only a few steps from the hotel. A new sun parlor has been added, from which guests may enjoy the view over this lake. Many other new improvements have been made among which is the addition of some thirty bath rooms, which will give nearly every apartment a private bath which is something unusual in summer resort hotels.

It has frequently been remarked that as much courtesy and thoughtfulness should be extended to the hotel guest as the guest is used to receiving in his own home. As a method of building up business it might be said that this policy, while somewhat old fashioned, is one that never has been improved upon.

There is something in the sight of a cheerful, beaming countenance, kindly and friendly, that outshines any artificial light yet invented. Light rays shine only one way; the light of a cheerful countenance shines around corners and devious turns and beckons from far off places. A genial host lends zest to otherwise somber surroundings.

Good old fashioned courtesy will sometimes build up business when all other reasonable methods have proven unsuccessful. It is a stimulant than which no better has been invented.

People go far out of their way for a friendly nod and a word of kindly greeting. And when, in addition to the friendly nod and greeting, we sense a real presence—the sincerity which is the handmaiden of courtesy—then, indeed, is the cup well filled. We are intrigued, inveigled; we smile

in spite of ourselves; we feel lifted up and inspired.

Old-fashioned courtesy that is sincere—remember that.

My theory is that hotel men as a rule in making up their menus, pay too much attention to the meat details and too little to providing fresh vegetables in bounteous quantities.

Most people like vegetables, but they do not find sufficient of them on the hotel bills of fare, and, when they do, they are produced by the introduction of the can opener. A high grade canned product may be occasionally used in a case of emergency, but infrequently in their use should be the rule in serving same. This is not said for the purpose of giving the canning industry a black eye, for they produce many brands of goods which are really meritorious, but because too many hotels seek the channel of least resistance in supplying this element of food and occasionally we find some who cannot distinguish the difference between canned goods.

While fresh vegetables are not as cheap a source of energy as some of the cereals, they are, as a rule, less expensive than fruit; and when economy is necessary, fresh vegetables may replace fresh fruit.

The habit of eating between meals, and an unwholesome desire for more food, is never so prevalent among liberal users of vegetables as among meat consumers. Like fruit, vegetables tend to prevent or correct the disease known as anaemia, which is due to a lack of red corpuscles in the blood; they also tend to prevent constipation and its attendant ills. All vegetables contain valuable mineral properties needed to keep the blood in proper condition, and to build up and renew bones and tissues.

Certain varieties of vegetables, such as onions, cabbage, turnips, carrots and beets are usually easily obtainable at a season when other varieties are not to be procured readily, and will answer the general purpose very well, but it is a mistake to lie down and say you are unable to provide the rare varieties when it is so easy to establish communication with some produce dealer in a larger city, who will usually be glad to watch out for your requirements and deliver the articles by parcel post. Do not overdo the thing by attempting to imitate the large city establishment, but there are such staple articles as celery, lettuce and young onions, usually obtainable, which will make a hit with your guests and prove good advertising as well.

Another item on the country bill of fare which will be worth watching carefully is the item of beef. It is an element of staple daily consumption and, if of good quality, will satisfy 90 per cent. of your guests. If you are familiar with beef cuts and possess sufficient energy to visit the market and make personal inspection of what you are buying, the difficulties of the situation will be minimized. If you are not an expert, tie up to some reliable market man, who is also an experienced meat cutter, hold him to a strict accountability for what he sends you, arrange to have him reserve for you the choicest cuts of the particular class you are using, and you will find that he will take pride in meeting your requirements, and you will have the satisfaction which comes with reasonable service.

I have visited hotels and eating houses where the roast beef—usually the piece de resistance on the average bill of fare—was distressingly inferior. There is no need of describing what was wrong with it, except to say that it was neither inviting in appearance or palatable in taste. Even where the raw beef is of proper grade, it is frequently spoiled in the cooking, which is a criminal waste. Many country hotels lack proper utensils for doing the right kind of cooking. In the preparation of roast beef, a double roaster is very essential, being a labor

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Nelson & Matthews	Carson City, Mich.
McMorran Milling Co.	Port Huron, Mich.
Abrams Burt Co.	Eaton Rapids, Mich.
Richard Early & Son	Kalamazoo, Mich.
Phillips Produce Co.	Battle Creek, Mich.
Tanner & Daily	Bay City, Mich.
Beaverton Elevator Co.	Beaverton, Mich.
Breckenridge Farmers Elevator Co.	Breckenridge, Mich.
Harrington Coal Co.	Holland, Mich.
Michigan Butter & Egg Co.	Lansing, Mich.
Merrill Farmers Elevator Co.	Merrill, Mich.
J. A. Kenney & Son	Mt. Pleasant, Mich.
F. Mansfield & Co.	Remus, Mich.



saver and a preserver of the rich juices which are the real features of the roast. Where the patronage of a hotel is not sufficient to warrant providing a roast large enough to furnish rare done slicings, there is still no excuse for not serving juicy beef.

This also may be said of steaks, which, in rural hotels are customarily fried. With the proper cut and quality of beef you can fry quickly, serving piping hot with butter sauce and your guests will bless you. The practice of serving steak, in appearance and tensile strength resembling a porous plaster, is not to-day considered good form.

Frank S. Verbeck.

How Various Grades of Flour Are Described.

Written for the Tradesman.

Every kernel of wheat contains various grades of flour, such as, Pure Middlings Flour, Straight Flour, First Clear Flour, Second Clear Flour and Low Grade Flour.

The word "Patent" is really misleading, as it was derived from the new process of making flour on steel rolls and all flour so manufactured is really "Patent" flour. The term was first applied when the roller mill process came into use, which, of course, was a patented process.

The term "Patent" covers a multitude of sins, and, in the first place, there are very few flour salesmen who know anything about whether their flour is a 50 per cent. Patent, 60 per cent. Patent, 70 per cent. Patent, 90 per cent. Patent or just a pure Straight, or 100 per cent. Flour.

To make the subject clear, will say that a 50 per cent. Patent means that 50 per cent. of the flour has been cut off in Straights, Clears and Low Grades, leaving just the Pure Middlings Flour, for instance, and this would be termed a 50 per cent. Patent; if only 35 per cent. of the lower grades were cut off, then it would be a 65 per cent. Patent; if 20 per cent. of the Low Grades and Clears were cut off, then it would be an 80 per cent. Patent; if only 5 per cent. of the lower grades were taken out, then it would be a 95 per cent. Patent, and if all of the flours were run in together, it would be a 100 per cent. Straight.

Generally speaking, there is about 5 per cent. of Low Grade Flour, and in "Patents" where this has been taken off, these "Patents" are generally known as "Standard Patents," or 95 per cent. Patents. If the First and Second Clears are taken off, the total will amount to about 30 per cent., 5 per cent. Low Grades, 10 per cent. Second Clear and 15 per cent. Clear, a total of 30 per cent. taken off, and, in this case, it would be a 70 per cent. Patent.

Various mills separate their various grades differently, and this is one of the main reasons for the big difference in prices, and a high priced flour is practically always a Short Patent Flour, as the Low Grades and Straights are taken out and must be sold at a considerably lower price, which automatically raises the cost of the Pure Middlings or First Patent Flour.

A blended flour is generally understood to mean a flour made up of two varieties, such as, Soft Winter Wheat Flour and Hard Spring Wheat Flour blended together, or Soft Winter Wheat Flour and Hard Kansas Wheat

Flour blended together, or it also might mean a Hard Winter Wheat Flour and a Hard Spring Wheat Flour blended together, depending upon the kind of blend, but the above description will give you an idea of what is meant by blended flours.

Oftentimes outside mills have offered into the State of Michigan very cheap prices, and, upon investigating and testing out these flours, it has been found that a 100 per cent. Straight has been used and 30 per cent. of Clear added to it, making what would be termed a 130 per cent. Flour or a "Stuffed Straight," and such a flour would sell at from \$2 to \$2.50 per barrel less than a First Patent Flour. Lloyd E. Smith.

Annual Meeting of Absal Guild.

Grand Rapids, April 24—Absal Guild, Ancient Mystic Order of Bagmen of Bagdad, held its annual meeting at U. C. T. hall April 21. The members present transacted the business of the meeting with vim and enthusiasm and elected the following officers:

Great Ruler—W. K. Wilson.
Viceroy—J. M. Vander Meer.
Prime Minister—J. B. Wells.
Master of Ceremonies—E. E. Zeck.
Chief of Guides—E. G. Hamel.
Captain of Guards—C. F. Hart.
Caliph—R. W. Bentley.
Clerk of Records and Revenue—H. F. De Graff.
Inside Gate Keeper—W. E. Lypps.
Outside Gate Keeper—L. V. Pilkington.

Delegate to the meeting of the Imperial Guild—L. V. Pilkington.

Alternate—John D. Martin.
Plans were practically completed for some social functions to be pulled off this summer and next fall. A base ball team will probably be organized to play the team of G. R. Council, No. 131, U. C. T., and a grand ceremonial was placed on the program for the October meeting.

E. G. Hamel left his ford coupe standing in the street while he attended the meeting. Inside the car and under the cushion of the seat was a fine umbrella. Somebody came along and stole it. Price Hamel is glad they left the car.

R. W. Bentley and C. F. Hart, of the Ways and Means Committee, served a very nice luncheon after the meeting, which was thoroughly enjoyed by the members present.

H. F. De Graff,
C. of R. and R.

Metal Deliveries Hard To Get.

Manufacturers of buckles, slides and other small articles made from steel and brass complain that they are held back in making deliveries of their goods by the difficulty in getting shipments of those materials. A representative of one of the prominent concerns says that deliveries of the kind of brass used cannot be had until about six weeks after placing of an order, while eight weeks is required to get a shipment of steel through. In addition to this, it was said that the kind of steel used by these manufacturers is about 50 per cent. higher than it was last Fall, and that there have been several advances in the price of brass since the first of this year. The hard part of this, it was added, is that it has not yet been possible to advance the finished articles in proportion.

Know your stocks: study the merchandise in your department at every spare moment. Be able to answer your customer's questions promptly and intelligently.



Winter Problem solved by the Inner Overcoat Hive. Send for illustrated catalogue 32 pages of bee keepers supplies. Bees wax wanted.
A. G. WOODMAN CO., Dept B., Grand Rapids, Mich.

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
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A Cigar
Properly
Blended
With
Imported
Havana

Java
Wrapper

A Sure
Winner

Vanden Berge Cigar Co.
GRAND RAPIDS, MICH.

Are You Satisfied

with the volume of your flour business or are you also suffering from "no demand?" Why not "hook up" with a brand that everybody knows? One that has *real* quality to back up its reputation as a quality product. If you want a tonic for dwindling sales wire or write us about "RED STAR" fancy short patent.

JUDSON GROCER COMPANY
GRAND RAPIDS, MICHIGAN



Gabby Gleanings From Grand Rapids.

Grand Rapids, April 24—It is useless to approach a prospect, especially an important or difficult one, unless your mind is prepared for it. You should clean your mental slate of everything that might fight against victory. Wipe from it all pictures of past failures and botched sales. Remember that fear is the greatest enemy of success. Get rid of every bit of it by filling your mind with the thought of victory. Get rid of every bit of a grouch against anybody; wipe out all prejudices, all hard and bitter feelings, for such feelings becloud your vision, warp your better nature, and destroy your magnetism. Get rid of all your mental enemies, everything that poisons your mind or weakens your confidence. Go to your prospects with a clean, open, joyous mind, and with everything else in your favor, so far as you can control conditions, and if it is humanly possible you will get the order you are after.

A prominent employer recently said of one of his salesmen: "He is a good fellow, but he is no trader with strong men. A vigorous, positive personality overpowers him, frustrates his plans and leaves him all at sea. He wilts under opposition, loses his courage, and instead of fighting back, surrenders without putting up a single argument."

When Charles Sumner was asked what was necessary to win success, his answer was: "First backbone, second backbone, third backbone." The salesman who hasn't backbone enough to stand up against opposition has mistaken his calling. He should be doing something else. What the business world wants is men who can trade with strong minds, who can stand up against dominating personalities. It wants men with backbone, men with poise, who can overcome opposition while maintaining a pleasant, agreeable manner. It has no use for the man without backbone, who wilts before a show of gruffness or opposition and says to his prospect, "I fear you don't want anything to-day, I will come in again later," or, "I will see you the next time I am in town." When you go out to sell things don't forget to take your backbone with you.

Mark Twain's anecdote of the clergyman who lost the psychological moment is one that many salesmen might study with advantage.

The humorist had never put much of anything in the contribution box when he went to church, as he preferred to give charity in his own way. But he used to tell of one clergyman who spoke so eloquently on the possibility of converting the heathen that he felt in his pocket and took out a quarter. As the clergyman warmed up to eloquence, Twain said to himself, "Why, that would be mean. I'll give him a dollar." But the preacher's eloquence grew more fervent and wound him to such a point that he resolved to give everything he had; and as the eloquence flowed on his generosity increased and he said to himself, "That won't be enough," resolving when the clergyman stopped, to borrow money from the man who sat next to him.

But the clergyman didn't know when to stop; didn't know when he

had reached the psychological moment, and kept on and on, talking until Mark began to lose interest, then to be bored and finally he dropped to sleep. When the man with the contribution box at last came round and nudged him, he didn't put anything in, he said, but took out a quarter!

It is a great thing to have the discernment to perceive and seize the psychological moment in all situations in life. The ability to recognize it; to know how to seize the exact moment to convert a desire to possession, is the test of superior salesmanship.

In talking to your prospect avoid controversial subjects, especially politics. If that subject is touched upon preserve a neutral attitude, for if you unwittingly arouse antagonism you may lose an order. I know a salesman who had practically closed a big deal with a prospect, when some allusion was made to the political situation. The salesman reflected upon the administration, and immediately the prospect jumped on him with both feet, and became so angry that he canceled the order he had just given.

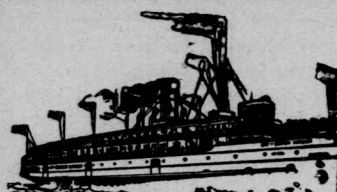
Now this salesman showed a great lack of tact in allowing his political partisanship to outrun his discretion. Not that a man should not have opinions of his own, and stand fast to what he believes to be right; but the salesman was not there to discuss politics; he was there to sell his goods, to get an order, not to convince his prospect that he was on the wrong side of the political fence.

The alert salesman has opportunities to pick up a great many new, progressive ideas which customers who are closely confined to their business, or who do not have the time to go about much, are not likely to know about, and he can render them, as well as himself, a very great service by keeping them posted and up-to-date. Traveling salesmen are in a sense traveling business teachers, and the man who takes a human, friendly interest in his customers, apart altogether from his personal interest, is the one who makes the most friends and gets the most orders. There is no one quality which will help a salesman so much as an obliging, kindly spirit, the unselfish desire to be helpful, to assist customers to keep abreast with their competitors in business.

Be genuine, fair, considerate, tolerant, patient, and if, in spite of all your efforts, your prospect turns you down, see that you leave with him the memory of a meeting with a real man, and next time you call you may get his order.

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105 Fireproof
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Rooms, duplex bath, \$2
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Never higher

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

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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.

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European Plan

Headquarters for Commercial Men
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ST. JOSEPH AND BENTON HARBOR
Remodeled, refurnished and redecorated throughout.

Cafe and Cafeteria in connection
where the best of food is obtained at moderate prices.
Rooms with running water \$1.50, with private toilet \$1.75 and \$2.00, with private bath \$2.50 and \$3.00.
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Stop and see George,
HOTEL MUSKEGON
Muskegon, Mich.

Rates \$1.50 and up.
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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.

NEW MERTENS
FIRE PROOF
One half block East
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RATES \$1.50 up without bath
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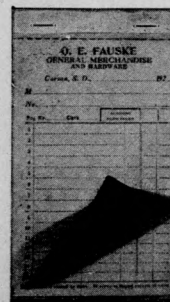
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BATTLE CREEK
SALES BOOK CO.
R-4 Moon Journal Bld.
Battle Creek, Mich.

Those who attended the You See Tea luncheon Saturday, April 21, were in luck. Those who did not attend were sure out of luck. The luncheon they served and the service they gave was 100 per cent. good and efficient. There was a good crowd there and the entertainment committee furnished an excellent program. Fred N. Rowe, Secretary of the Valley City Milling Co., and President of the Michigan Tourist and Resort Association, was a guest of the Club. Howard Thurston, the magician, was also a guest of the Club. It was the duty of the chairman of the entertainment committee, John D. Martin, to introduce Howard Thurston. He referred to Mr. Thurston as a high grade salesman of mysterious doings and also related some little incidents in the happenings between Howard Thurston and himself. Mr. Thurston was not able to stay as long as the committee would like to have had him or as Mr. Thurston would have been willing to do, but there being a matinee on Saturday afternoon he had to make his visit shorter than otherwise would have been the case. In his talk, he referred to his traveling, probably over a much larger territory than the traveling men whom he had been talking to; yet, as he expressed it, it did not make much difference whether you are a hundred miles or ten thousand miles away from your home and your family, the distance does not make any difference in how lonesome you feel. Incidentally, while he was talking he would pick a half dollar from somebody's nose and he then requested President Walter N. Burgess to stand up. Mrs. Burgess was seated next to Walter and he requested her to reach up under Walter's coat and see what she could find. The finding she produced was a pint bottle which looked as if it contained something pretty good to drink. However, we were not given the opportunity to test it. She then continued her search and succeeded in extracting from under Walter Burgess' vest a pair of ladies silk stockings. The time being up for Mr. Thurston to leave he bade every one good bye, and while being escorted from the room by John D. Martin he suddenly stopped and extracted a whole pack of cards out of his mouth, or seemingly that was where they came from.

After Mr. Thurston's happy talk and little performance, Fred N. Rowe was introduced. He certainly gave a very interesting talk, going on to explain that all of the work done by the different officers of the Michigan Tourist and Resort Association was done without compensation with the exception of the Secretary, who practically puts in all of his time with those duties. Mr. Rowe went back and stated that in 1915 about 10,000 resort people came into the State of Michigan from other states. Up to the year 1920, which was the last year he had the official statistics, there were about 100,000 and he said that if he could furnish the figures of last year, he believed it would reach 150,000. One day alone in 1922 there was listed up passing through Grand Rapids tourists cars headed North to the number of over 6,000. He told of how the Association had been handicapped for lack of funds to do the proper advertising, but that each year Michigan people in both the large cities and small towns were becoming more convinced of the fact that the resort business of Michigan can be worked up to a very large volume, practically eclipsing in intrinsic value most any other industry or business of the State of Michigan. It is the intention of the Tourist and Resort Association to put on a campaign this fall, after the close of the Resort business, and see if a larger fund cannot be raised for campaign purposes for 1924. He reminded the traveling men that no better bunch of news peddlers existed and he asked that all present boost and plead for assistance that will be asked for by the Michigan Tourist and Resort Association and

talk to the people in such a convincing manner that when his campaign starts out to raise \$100,000, as they hope to do, the people will be in a receptive mind.

Clarence J. Farley, President of the Grand Rapids Dry Goods Co., drove to Chicago last week in his twin six Packard.

L. Lamberts & Son, dealers in furniture on Wealthy street, have erected a new front, which greatly improves the appearance of their store.

The Kent State Bank will occupy its new district building, corner of Eastern avenue and Wealthy street, on June 1.

One section of a brick building, under construction on Wealthy street, near Diamond avenue, will be occupied as a branch of the Grand Rapids National Bank.

Guy W. Rouse, of the Worden Grocer Company, commenced his business career as a salesman for an electrical shop. One day he connected fifty-seven different varieties of electric bells and turned on the current. The occupants of the building rushed the lad and uttered words more violent than complimentary.

The local Association of Commerce proposes to assemble and entertain the merchants and salesmen who were in trade twenty-five years ago in Grand Rapids.

Ed. Block, of the John Widdicombs Company, has returned from a tour of the South.

Fred H. Rogers, formerly with the Corl-Knott Co., is touring the State with samples of millinery supplied by a jobbing house in Detroit.

Douglas M. Ray, of the John Widdicombs Company, will return soon from Europe.

Cornelius Crawford, Vice-President of the Hazeltine & Perkins Drug Co., recently purchased two track horses in Boston. One is a trotter and the other is a pacer. He is having the trained on the North Park fair grounds track.

S. Dreisen has removed from Chicago to this city and engaged in the work of repairing Swiss watches at 34 Porter block under the style of the Swiss-American Watch Co.

Claude Hamilton, Vice-President of the Michigan Trust Company, who has been seriously ill with nervous prostration for several weeks, has so far recovered his strength as to be able to take daily outings in a closed car.

Lee M. Hutchins left this noon for St. Louis to attend the annual convention of the National Wholesale Druggists Association.

The Hazeltine & Perkins Drug Co. announces the following important sales during the past week: New fixtures to Jerry Logie, the Bay City druggist; new fixtures for the Burrell Tripp drug store at Allegan, new fixtures for the Campbell pharmacy, at Spring Lake; new fixtures for Harry C. Kitchen, corner Jefferson avenue and Wealthy street, Grand Rapids; new fixtures for John McKeighan, at Flint; new stock, fixtures and soda fountain for Ralph Broadbent at Lansing. The latter has been long associated with Frank Courtright, the Grand Rapids druggist.

How the Sudden Thaw Played Havoc.

Boyne City, April 24—Last week we did not write you. There was nothing but the beastly weather to write about, but this week it is something else again. The Rod & Gun Club had its annual banquet. Everybody in this part of the State was notified and a lot of them came. Last year the club planned for 200—and 400 showed up. They ate us out of house and home, but the visitors were so well taken care of that a lot of them came again. Visitors to Boyne City always come again. This year Marie was prepared for the 400, but as all the roads leading from Boyne City to our neighboring towns were impassable, about all the outsiders that showed up came over the Boyne

City, Gaylord & Alpena Railroad from Alpena, Atlanta, Gaylord and Boyne Falls. There were a lot of them and our local contingent made up 200 men.

The printed program was busted completely. Senator Pearson had a hen on at Lansing that had to be watched. George McCabe, of Petoskey, was on the wrong side of a fifteen foot snow bank, but we had some worthwhile speakers just the same. Herman Lundun, of Saginaw, started the riot. He made an impassioned appeal to the house to let the little trees grow. His text was, put out your pipe, your cigar and your camp fire. He was followed by Charles Peterson with a concise and illuminating description of the changed policy of the Conservation Commission in substituting appointed supervisors as fire wardens instead of elected county officers. At this point in the meter the pleasant evening was interrupted by a disgraceful incident. Some one busted in and insisted on presenting Roy Merrill with a fishing outfit—all but the regular bait. Evidently the donors were impressed with his puny physique for they gave him a tarpon hook attached by a braided leather whip lash to a pike pole on which was a cable reel. The reverend gentleman actually blushed. To make matters worse he was immediately arrested by the local game warden, Ed. Duel, and brought before Peterson for trial. The poor fellow was in hard luck. He attempted his own defense and was promptly squelched by MacHarris, who was appointed prosecutor. Any one who knows Merrill will agree that Harris is some talker if he can put the reverend on the defensive. However, his reverence was sentenced to keep off the streams on May 1. The sentence is no good. Nothing but Marquette will keep him at home and his bondsmen might just as well cash up now and save trouble.

After this painful incident was disposed of Superintendent Feahier, of the city schools, gave a fine talk on Sportsmanship and Good Sports, followed by Judge Harris, the pioneer of the bunch.

The real talk of the evening was given by Albert Stoll, Jr., of the Department of Conservation. He gave us facts and figures that were interesting and sometimes startling—especially the amount paid out in bounties for the killing of predatory animals. He made a fine impression. He didn't tell any so-called funny stories.

The evening's doings were closed by a fine set of motion pictures by Mr. McGilivroy, showing wild life of Michigan, which was intensely interesting.

We all went home after midnight. Every man in the bunch was full of eats and friend (?) wife very pointedly remarked that we smelt like a deserted dudeen, so that one would suspect that eating was not all of the physical entertainment.

We have all heard of Spring lingering in the lap of winter. She lingered this Spring all right. But if we were to express our opinion we would guess that the lingering was not voluntary. We think that the old gink had some kind of a strange hold on her. When she did get loose she made some spring. After six weeks with the temperature around zero the thermometer jumped to August records and with a gleaming summer sky chased all the little snow flakes into the rills, rivulets, creeks and rivers and went bounding to the great waters. The results have been disastrous in many places. The Sturgeon, Black and Thunder Bay rivers have gone on a rampage and enormous damage has resulted to the railroads, highways and power plants. We are fortunate that no rain fell during the thaw or the damage would have been still worse. The Boyne

City, Gaylord & Alpena R. R. was cut off by the loss of a bridge near Alpena and Detroit & Mackinaw was cut off near Onaway and other places. The flood abated as quickly as it came, but the damage is done and it will take a long time to get things in any kind of shape again. Boyne City territory did not suffer any great inconvenience. The water shed of the Boyne River is small and the soil is loose and absorbed the melted snow.

The Michigan Tanning and Extract Co. has the material on the ground for an extensive addition to its plant at this place. The tannery has been the one continuously operated plant in Boyne City for the past three years. Maxy.

Movie Tickets Pull Trade in Morning

Scranton, Pa., April 24—The Scranton Dry Goods Company, a large department store here, has solved the problem of bringing in shoppers in the mornings, when clerks have plenty of time on their hands and business lags.

Each week 500 tickets are purchased for the Strand theater, a large motion picture house in the central part of the city. The Strand gives a special rate because its name is featured in the announcements of the company.

These tickets are given free to those who buy \$2 or more worth of goods from 9 a. m. to 12 noon. The sales slips are supposed to be turned into the cashier, who hands over the tickets as long as they last.

The company is frank in announcing that the tickets are given out solely to bring out shoppers in the morning and relieve pressure in the afternoons, when the aisles are jammed and clerks cannot give the attention to shoppers that they should receive. The feature pulls out trade soon after 9, as some people have found that 500 tickets are exhausted sometimes before 12.

The beauty about the plan is that the Strand starts its shows at 11 a. m., and those who get the pasteboards need only walk a block or so to take in a performance and rest up before starting for home.

Bubbles in Window Sell More Soap.

Cincinnati, April 24—The most noticeable result of soap is lather or bubbles and though every member of the general public may not realize that it actually is the lather, the tiny firm bubbles, that cleanse by their physical action on the surface of the article being washed, or by being forced through its fabric, rather than by any chemical action of the soap itself, the general public has always been sold on the idea that lather and bubbles are symbolic of cleanliness. And people buy soap for cleanliness.

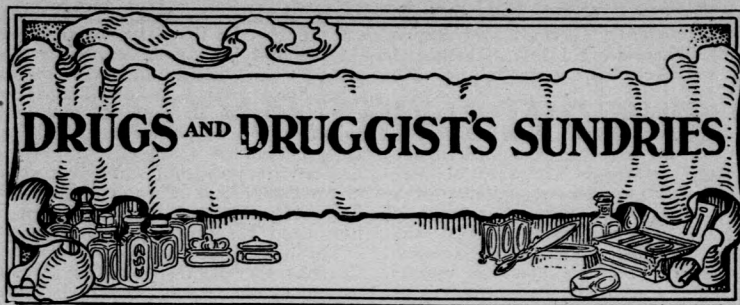
Recognition of this fact actuated the Dow chain drug stores here in a big sales drive which they recently made.

In other words, they installed window displays in which a mass of real bubbles, growing, changing, overflowing, breaking and re-forming was the focal point of interest.

The display was, of course, automatic. An electrically driven and carefully adjusted air pump drove air into the bottom of a receptacle filled with soapy water. The air, rising to the surface, formed bubbles. Fresh bubbles constantly rising finally produced a great mass, slowly changing form and at night scintillating under the lights focused on it.

Albion—Frank Sebastian, clerk for A. A. Dibble & Co. for the past 15 years, and owning an interest in the stock for the past two years, has purchased a half interest in the stock and the business will be continued under the style of Dibble & Sebastian.

Detroit—The Detroit Motor Casting Co., 1069 Beaufait avenue, has increased its capital stock from \$126,800 to \$150,000.



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

Michigan Board of Pharmacy.
 President—James E. Way, Jackson.
 Vice - President—Jacob C. Dykema, Grand Rapids.
 Secretary—H. H. Hoffman, Lansing.
 J. A. Skinner, Cedar Springs.
 Oscar W. Gorenflo, Detroit.
 Claude C. Jones, Battle Creek.
 Director of Drugs and Drug Stores—H. H. Hoffman, Lansing.
 Next examination sessions—Detroit, June 19, 20 and 21; Sault Ste. Marie, Aug. 21 and 22; Grand Rapids, Nov. 20, 21 and 22.

Partial Digest of Pharmacy Laws.

Lansing, April 24—Owing to a condition in this State as a result of many new stores being operated without the proprietors of same taking into consideration the overhead that was necessary, it has been decided that Section 8 of the Pharmacy Law should be reasonably enforced. This step is necessary for the protection of public safety. Too many unregistered men are entrusted with the charge of drug stores during the absence of registered pharmacists and registered assistant pharmacists. These unregistered persons do not hesitate to fill prescriptions and sell drugs and poisons even though in many cases they are instructed not to do so. After a careful survey of conditions in this State it has been decided by the Board of Pharmacy that the only proper way to safeguard public health is to enforce the pharmacy law. It is assumed that every registered pharmacist is familiar with the law under which he operates. Nearly every drug journal and especially your official State organ publishes regulations and interpretations of the general laws relating to your profession. We desire to call your attention to the outstanding features of the pharmacy law in order that you may easily understand their provisions.

At all times when the drug stores are open for business a registered pharmacist or a registered assistant pharmacist must be in charge. Many druggists are under the opinion that as long as they instruct their unregistered help not to sell drugs and poisons or to compound prescriptions during the absence of the registered persons that the store can be left in charge of the unregistered help. After compiling data based on the reports of inspectors for the last two years it has been clearly shown that the only sure way to safeguard the public is to require that the law be complied with and that is, a registered person must be in charge of a drug store at all times. This ruling is a correct interpretation of the pharmacy act which was passed with the idea in mind that public safety and public health should be safeguarded from incompetent persons acting in the capacity of registered pharmacists or registered assistant pharmacists. The latter in many cases hang their certificates on the wall and go away and leave the place of business in charge of the unregistered help. Before deciding to operate a new store it is well to take into consideration the overhead necessary to properly provide for enough registered help to comply with the law, bearing in mind

that stores operated by unregistered persons will not be tolerated any longer.

We also desire to call your attention to a few regulations with which it is necessary to comply. All licenses must be displayed. Section 6 of the Pharmacy Law provides that "Every person receiving a certificate or license under this act should keep the same conspicuously displayed in his place of business."

All licenses issued by the Board of Pharmacy are included in this provision. To neglect to display the license is a violation of the Pharmacy act.

Apprentices must register with the Board of Pharmacy in order that their time may be counted towards experience gained when applying for examination for registration. Time served after July 1, 1921 does not count unless apprentices are registered. Section 5—a of the Pharmacy Law provides that

"It shall be the duty of registered pharmacists who take into their employ an apprentice for the purpose of becoming a pharmacist, to apply to said Board of Pharmacy for registration as apprentice." Registered pharmacists employing an apprentice who is desirous of becoming a pharmacist and do not see to it that he becomes registered as an apprentice are in violation.

Notify the Board of Pharmacy of change of address. Section 6 of the Pharmacy Act provides that

"Within ten days after changing his place of business or employment, as designated by his certificate, notify the Director of the Board, of his new place of business or employment." The Board shall preserve and keep a record of all certificates issued in which changes of address shall be inscribed.

There is no doubt but that the profession or business of pharmacy will rise to a high standard if the laws are reasonably enforced. At the present time the law is being enforced to such an extent that any person who hopes to operate a drug store should consider whether or not the overhead will justify him in the venture. No excuses will be accepted for non-compliance with the provisions under which drug stores are operated. It is not the desire of the Board of Pharmacy to be over technical but rather to endeavor to improve conditions so as to safeguard public health by having better equipped stores that are complying with all the provisions of the law.

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

Tact in business is as necessary as truth. One dissatisfied customer can undo all the good of years of careful storekeeping. There was a woman who stayed away from the best retail store in a town of twenty thousand for twelve years because the proprietor said something reflecting on her judgment. It was about an apron. The proprietor was probably right. But that made no difference. She had a home for which she bought supplies of all kind from some other store for those entire twelve years. The profit ought to have gone to the man whose customer she had been. But it didn't.

ASPIRIN

Display carton of 144x12 to box, 5 gr. tablets, for \$4.80 (½ gross, \$2.60) and resell \$14.40 at 10c dozen. Self-sellers for any grocers, etc. (22,000 gross sold in South in 6 months by Grocers). Postcard brings Catalog of many Big Sellers—Novelties. ACEY SMITH, Lightner Bldg., Detroit. (Estab. 1895) The oldest Aspirin House: 100, 32c; 500, \$1.

NATIONAL DETECTIVE BUREAU Investigators

A progressive organization, managed and personally conducted, by two widely known investigators, that renders invaluable service and information to individuals, stores, factories and business houses.

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 333-4-5 Houseman Bldg.
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SPRINGTIME CANDIES

GIVE YOUR CANDY CASE A HOUSE CLEANING

AND STOCK UP WITH A NICE NEW LINE OF

Putnam's AND *LOWNEY'S*

FANCY PACKAGE CHOCOLATES

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PUTNAM FACTORY

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MUSKOGON
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**Makes
Good
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STORE FIXTURES FOR

General Stores, Drug Stores, Restaurants,
 Lunch Rooms, Ice Cream Parlors, Soda Fountains.

We Have COMPLETE EQUIPMENT
 NEW and RE-BUILT

Grand Rapids Store Fixture Co.

7 Ionia Ave., N. W.

∴

Grand Rapids, Michigan



MILK NUT

**HELLO
HIRAM!**

DE BOLT CANDY CO., KALAMAZOO, MICH.

How To Break Glass Tubing.

Easy method of breaking glass to any required form is the following: Make a small notch, by means of a file, on the edge of a piece of glass, then take the end of a pipestem, or a rod of iron of about the same size, red hot in the fire; apply the hot iron to the notch, and draw it slowly along the surface of the glass in any direction you please; a crack will be made in the glass and will follow the direction of the iron.

Round glass bottles and flasks may be cut in the middle by wrapping around them a worsted thread dipped in spirits of turpentine, and setting it on fire when fastened on the glass.

In breaking a glass tube—e. g., a combustion tube—a small scratch is made with a file at the required place. At each side of this scratch, and about 1 to 2 mm. away from it, a small roll of wet blotting paper is laid around the tube. The free space between is then heated all around over a Bunsen burner, or, better still, over a small blowpipe flame. A clean and even fracture is thus obtained, exactly between the two rolls, without dropping water on the hot glass. The rolls are made by cutting two strips of filter paper sufficiently large to form rolls 1 to 2 mm. high and 2 to 4 cm. wide. The strips are folded once, lengthways, laid on the table, moistened, flattened out, and then wrapped on to the tube, so that the fold lies nearest the file scratch, and fold lies accurately upon fold in the successive layers. The thickness of the rolls, and their distance apart, has, of course, to be varied according to the diameter of the tubes. Equally good results are obtained with the thinnest test tubes, the thickest combustion tubes, beakers, flasks and glass jars. In those cases, where the sides are slanting, as, for instance, with funnels, an

obvious alteration in the construction of the paper rolls need only be carried out.

Green Is the Note in Gems.

The green note is strongly struck in the gems that are now most in demand in the New York market, although there is a steadily growing call in the semi-precious stones for such black and white combinations as crystal and onyx. Among the most popular green gems at the moment are calibre emeralds in sizes ranging from one-tenth to one-half a carat. Jade is also wanted, and there is an increasing scarcity of the finer qualities. Aquamarines are leading the call for the less expensive goods, and the principal cutters have been working extra hours for some time in trying to supply the demand.

Never say "I don't know." If you do not know the answer to a customer's question, say, "I will find out," and then ask your superior for the answer.

Fiegle's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

Suggestions for Spring Soda Fountains and Store Fixtures

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

Guarantee Iceless Soda Fountains Grand Haven, Michigan

AND THE

Wilmarth Show Case Co. Grand Rapids

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

Hazeltine & Perkins Drug Co. Grand Rapids, Michigan

WHOLESALE DRUG PRICE CURRENT

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

Acids		Almonds, Sweet,		Tinctures	
Boric (Powd.)	17½@ 25	Amber, crude	2 00@2 25	Aconite	21 80
Borix (Xtal)	17½@ 25	Amber, rectified	2 25@2 50	Aloes	21 45
Carbolic	71@ 78	Anise	1 00@1 25	Arnica	21 10
Citric	62@ 70	Bergamont	5 00@5 25	Asafoetida	22 40
Muriatic	3½@ 8	Cajeput	1 50@1 75	Belladonna	21 35
Nitric	9@ 15	Cassia	3 25@3 50	Benzoil	22 10
Oxalic	20½@ 30	Castor	1 50@1 70	Benzoil Comp'd	22 65
Sulphuric	3½@ 8	Cedar Leaf	1 50@1 75	Buchu	22 55
Tartaric	42@ 50	Citronella	1 20@1 45	Cantharadies	22 85
		Cloves	3 25@3 50	Capsicum	22 20
		Cocoonut	25@ 35	Catechu	21 75
		Cod Liver	1 30@1 40	Cinchona	22 10
		Croton	2 00@2 25	Colchicum	21 80
		Cotton Seed	1 35@1 50	Cubeb	23 00
		Cubeb	8 50@8 75	Digitalis	21 80
		Eigerson	3 00@3 25	Gentian	21 35
		Eucalyptus	2 00@2 20	Ginger, D. S.	21 80
		Hemlock, pure	2 00@2 25	Gualac	22 20
		Juniper Berries	2 00@2 25	Gualac, Ammon.	22 00
		Juniper Wood	1 50@1 75	Iodine	22 95
		Lard, extra	1 35@1 45	Iodine, Colorless	21 50
		Lard, No. 1	1 25@1 35	Iron, clo.	21 30
		Lavendar Flow	5 25@5 50	Kino	21 40
		Lavendar Gar'n	1 75@2 00	Myrrh	22 50
		Lemon	1 50@1 75	Nux Vomica	21 55
		Linseed Boiled bbl.	@ 1 26	Opium	23 50
		Linseed bld. less	1 33@1 41	Opium, Camp.	@ 85
		Linseed, raw, bbl.	@ 1 24	Opium, Deodorz'd	23 50
		Linseed, ra., less	1 31@1 39	Rhubarb	21 70
		Mustard, artifi. oz.	@ 30		
		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 50		
		Origanum, com'l	1 00@1 20		
		Pennyroyal	2 50@2 75		
		Peppermint	4 75@5 00		
		Rose, pure	9 00@10 00		
		Rosemary Flows	1 25@1 50		
		Sandalwood, E.	11 00@11 25		
		I.	1 50@1 80		
		Sassafras, true	1 00@1 25		
		Sassafras, artifi	1 00@1 25		
		Spearment	4 00@4 25		
		Sperm	1 80@2 05		
		Tansy	12 00@12 25		
		Tar, USP	50@ 55		
		Turpentine, bbl.	@ 1 57		
		Turpentine, less	1 64@1 72		
		Wintergreen,			
		leaf	6 75@7 00		
		Wintergreen, sweet	3 75@4 00		
		bitch	1 00@1 25		
		Wintergreen, art	1 00@1 25		
		Wormseed	7 50@7 75		
		Wormwood	10 00@10 25		

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

Pork
Nucoa
Corn
Canned Pineapple
Cheese

DECLINED

Veal
Lard
California Hams
Karo Syrup

AMMONIA

Arctic Brand
16 oz., 2 doz. in carton, 1.75
per doz. 3.75
I X L, 3 doz., 12 oz. 3.75
Parsons, 3 doz. small 5.00
Parsons, 2 doz. med. 4.20
Parsons, 1 doz., lge. 3.35
Silver Cloud, 3 dz. sm. 4.80
Silver Cloud, 2 dz., med. 4.00
Silver Cloud, 2 dz. lge. 6.70
One case free with five.

AXLE GREASE



48, 1 lb. 4.25
24, 3 lb. 5.50
10 lb. pails, per doz. 8.20
15 lb. pails, per doz. 11.20
25 lb. pails, per doz. 17.70

BAKING POWDERS

Calumet, 4 oz., doz. 95
Calumet, 8 oz., doz. 1.95
Calumet, 16 oz., doz. 3.35
Calumet, 5 lb., doz. 12.75
Calumet, 10 lb., doz. 19.00
K. C., 10c doz. 92 1/2
K. C., 15c doz. 1.37 1/2
K. C., 20c doz. 1.80
K. C., 25c doz. 2.30
K. C., 50c doz. 4.40
K. C., 80c doz. 6.85
K. C., 10 lb. doz. 13.50
Queen Flake, 6 oz. 1.25
Queen Flake, 16 oz. 2.25
Queen Flake, 100 lb. keg 11
Queen Flake, 25 lb. keg 14
Royal, 10c, doz. 95
Royal, 6 oz., doz. 2.70
Royal, 12 oz., doz. 5.20
Royal, 5 lb., doz. 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., doz. 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 6.20
Pillsbury's Best Cerl 2.90
Quaker Puffed Rice 5.45
Quaker Puffed Wheat 4.30
Quaker Brfst Biscuit 1.90
Ralston Purina 4.00
Ralston Branzen 2.70
Ralston Food, large 3.60
Saxon Wheat Food 3.75



Shred. Wheat Biscuit 3.85
Vita Wheat, 12s 1.80
Post's Brands.
Grape-Nuts, 24s 3.80
Grape-Nuts, 100s 2.75
Postum Cereal, 12s 2.25
Post Toasties, 36s 2.25
Post Toasties, 24s 2.85
Post's Bran, 24s 2.70

BROOMS

Standard Parlor, 23 lb. 8.00
Fancy Parlor, 23 lb. 9.50
Ex. Fancy Parlor 25 lb 10.50
Ex. Fcy. Parlor 26 lb 11.00
Toy 2.25
Whisk, No. 3 2.35

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 95
No. 2 1.25
No. 3 2.00

BUTTER COLOR

Dandelion, 25c size 2.85
Nedrow, 3 oz., doz. 2.50

BUTTER SUBSTITUTES



I. VAN WESTENBRUGGE

Carload Distributor
1 lb. cartons 25 1/2
2 and 5 lb. 25

CANDLES

Electric Light, 40 lbs. 12.1
Plumber, 40 lbs. 12.8
Paraffine, 6s 14 1/2
Paraffine, 12s 14 1/2
Wickling 40
Tudor, 6s, per box 30

CANNED FRUIT

Apples, 3 lb. Standard 1.75
Apples, No. 10 4.25 @ 4.50
Apple Sauce, No. 2 2.00
Apricots, No. 1 1.90 @ 2.00
Apricots, No. 2 2.25
Apricots, No. 2 1/2 2.25 @ 3.50
Apricots, No. 10 9.00 @ 13.50
Blackberries, No. 10 9.00
Blueberries, No. 2, 1-75 @ 2.50
Blueberries, No. 10 11.50
Cherries, No. 2 3.00 @ 3.50
Cherries, No. 2 1/2 4.00 @ 4.50
Cherry's, No. 10 11.50 @ 12.00
Loganberries, No. 2 3.00
Peaches, No. 1 1.85
Peaches, No. 1, Sliced 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 2.75
Pineapple, 2, sliced 3.50
Pineapple, 2, Brk slic. 3.00
Pineapple, 2 1/2, sliced 4.25
Pineapple, No. 2, crus. 2.50
Pineapple, 10, cru. 11.00 @ 11.50
Pears, No. 2 3.25
Pears, No. 2 1/2 4.25
Plums, No. 2 2.25
Plums, No. 2 1/2 3.00
Raspberries, No. 2, blk. 3.25
Raspb's, Red, No. 10 9.75
Raspb's, Black No. 10 11.00
Rhubarb, No. 10 6.25

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1.35
Clam Ch., No. 3 3.00 @ 3.40
Clams, Steamed, No. 1 1.75
Clams, Minced, No. 1 2.50
Finnan Haddie, 10 oz. 3.30
Clam Bouillon, 7 oz. 2.50
Chicken Haddie, No. 1 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. 3.35
Sardines, 1/4 Smoked 7.00
Salmon, Warrens, 1/2 2.70
Salmon, Red Alaska 2.80
Salmon, Med. Alaska 1.65
Salmon, Pink Alaska 1.50
Sardines, Im. 1/4, ea. 10 @ 23
Sardines, Im. 1/4, ea. 25
Sardines, Cal. 1 1/2 @ 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.

Beef, No. 1/2, Qua. Sli. 2.10
Beef, No. 1, Qua. sli. 3.15
Beef, No. 1, B'nut sli. 5.10
Beef, No. 1/2, B'nut sli. 2.80
Beefsteak & Onions, s 3.15
Chili Con Can., 1s 1 35 @ 1.45
Deviled Ham, 1/2s 2.20
Deviled Ham, 1/2s 3.60
Hamburg Steak &
Onions, No. 1 3.15
Potted Beef, 4 oz. 1.40
Potted Meat, 1/2 Libby 50
Potted Meat, 1/2 Libby 90
Potted Ham, Gen. 1/4 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, 18 oz. 1.00
Fremont, No. 2 1.25
Snider, No. 1 95
Snider, No. 2 1.35
Van Camp, Small 92 1/2
Van Camp, Med. 1.15

CANNED VEGETABLES

Asparagus.
No. 1, Green tips 4.00
No. 2 1/2, Lge. Gr. 3.75 @ 4.50
Wax Beans, 2s 1.35 @ 3.75
Wax Beans, No. 10 6.00
Green Beans, 2s 1.60 @ 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 3.25
Corn, No. 10 7.25
Hominy, No. 3 1.15 @ 1.35
Okra, No. 2, whole 1.90
Okra, No. 2, cut 1.60
Dehydrated Veg Soup 99
Dehydrated Potatoes, lb 45
Mushrooms, Hotels 2.15
Mushrooms, Choice 43
Mushrooms, Sur Extra 70
Peas, No. 2, E.J. 1.25 @ 1.80
Peas, No. 2, Sift. 1.60
June 1.60 @ 2.10
Peas, No. 2, Ex. Sift. 1.90 @ 2.10
Peas, Ex. Fine, French 29
Pumpkin, No. 3 1.45 @ 1.75
Pumpkin, No. 10 4.00
Pimientos, 1/4, each 15 @ 18
Pimientos, 1/2, each 27
Sw't Potatoes, No. 2 1/2 2.15
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 @ 2.25
Spinach, No. 10 6.00
Tomatoes, No. 2 1.30 @ 1.60
Tomatoes, No. 3 1.90 @ 2.25
Tomatoes, No. 2 glass 2.85
Tomatoes, No. 10 6.00

CATSUP

B-nut, Large 2.10
B-nut, Small 1.80
Libby, 14 oz. 2.25
Libby, 8 oz. 1.60
Lilly Valley, 14 oz. 2.35
Lilly Valley, 1/2 Pint 1.60
Paramount, 24, 8s 1.45
Paramount, 24, 16s 2.40
Paramount, 6, 10s 10.00
Sniders, 8 oz. 1.75
Sniders, 16 oz. 2.75
Van Camp, 8 oz. 1.75
Van Camp, 16 oz. 3.15

CHILI SAUCE

Snider, 16 oz. 3.25
Snider, 8 oz. 2.25
Lilly Valley, 1/2 Pint 2.25

OYSTER COCKTAIL

Sniders, 16 oz. 3.25
Sniders, 8 oz. 2.25

CHEESE

Roquefort 48
Kraft Small tins 1.70
Kraft American 2.75
Chili, small tins 1.70
Pimiento, small tins 1.70
Roquefort, small tins 2.50
Camenbert, small tins 2.50
Brick 25
Wisconsin Flats 25
Wisconsin Daisy 25
Longhorn 23
Michigan Full Cream 23
New York Full Cream 38
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, 1/2s 35
Baker, Premium, 1/2s 37
Baker, Premium, 1/2s 34
Baker, Premium, 1/2s 34
Hersheys, Premium, 1/2s 35
Hersheys, Premium, 1/2s 36
Runkle, Premium, 1/2s 34
Runkle, Premium, 1/2s 37
Vienna Sweet, 24s 1.75

COCOA

Baker's 1/2s 40
Baker's 1/2s 36
Bunte, 1/2s 43
Bunte, 1/2 lb. 32
Droste's Dutch, 1 lb. 9.00
Droste's Dutch, 1/2 lb. 4.75
Droste's Dutch, 1/2 lb. 2.00
Hersheys, 1/2s 33
Hersheys, 1/2s 28
Huyler 26
Lowney, 1/2s 40
Lowney, 1/2s 40
Lowney, 1/2s 38
Lowney, 5 lb. cans 31
Van Houten, 1/2s 75
Van Houten, 1/2s 75

COCOANUT

1/2s, 5 lb. case Dunham 58
1/2s, 5 lb. case 40
1/2s & 1/2s, 15 lb. case 49
Bulk, barrels Shredded 20
2 1/2 oz. pkgs., per case 3.00
48 1/2 oz. pkgs., per case 7.00

CLOTHES LINE

Hemp, 50 ft. 2.00
Twisted Cotton, 50 ft. 1.75
Braided, 50 ft. 2.75
Sash Cord 4.00

COFFEE ROASTED

Bulk

Rio 18
Santos 23 @ 25
Maracalibo 29
Guatemala 28
Java and Mocha 39
Bogota 30
Peaberry 26

Christian Coffee Co.

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

Coffee Extracts

N. Y., per 100 11
Frank's 50 pkgs. 4.25
Hummel's 50 1 lb. 10 1/2

CONDENSED MILK

Eagle, 4 doz. 9.00
Leader, 4 doz. 6.50

MILK COMPOUND

Hebe, Tall, 4 doz. 4.50
Hebe, Baby, 3 doz. 4.40
Caroline, Tall, 4 doz. 4.00
Caroline, Baby, 3 doz. 3.50

EVAPORATED MILK



Blue Grass, Tall, 48 5.00
Blue Grass, Baby, 72 3.75
Carnation, Tall, 4 doz. 5.25
Carnation, Baby, 8 doz. 5.15
Every Day, Tall 5.25
Danish Pride, tall 5.25
Every Day, 3 doz. 5.15
Goshen, Tall, Baby 5.00
Goshen, Gallon 5.00
Oatman's Dun., 4 doz. 5.25
Oatman's Dun., 8 doz. 5.15
Pet, Tall 5.25
Pet, Baby, 8 oz. 5.15
Borden's, Tall 5.25
Borden's, Baby 5.15
Van Camp, Tall 5.25
Van Camp, Baby 3.95

CIGARS

Lewellyn & Co. Brands
MI Lola
Capitol, 50s 125.00
Favorita, 50s 115.00
Victory, 50s 95.00
Buckeye, 50s 75.00
Panetella, 50s 75.00
LaSoreta (smokers) 70.00
Wolverine, 50s 75.00

Garcia Master

Cafe, 100s 37.50
Swift
Wolverine, 50s 130.00
Supreme, 50s 110.00
Bostonian, 50s 95.00
Perfecto, 50s 95.00
Blunts, 50s 75.00
Cabinet, 50s 73.00

Worden Grocer Co. Brands

Kiddies, 100s 37.50
Record Breakers, 50s 75.00
Delmonico, 50s 75.00
Epicure Panetella, 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
Panetella, 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 20
Superior 21

Lozenges Pails

A. A. Pep. Lozenges 13
A. A. Pink Lozenges 13
A. A. Choc. Lozenges 20
Motto Hearts 20
Malted Milk Lozenges 22

Hard Goods Pails

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

Cough Drops Bxs.

Putnam's 1.30
Smith Bros. 1.50

Package Goods

Creamery Marshmallows
4 oz. pkg., 12s, cart. 1.05
4 oz. pkg., 48s, case 4.00

Specialties

Arcadian Bon Bons 19
Walnut Fudge 23
Pineapple Fudge 21
Italian Bon Bons 13
National Cream Mints 25
Silver King M. Maltows 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-
ly print front cover is
furnished without charge.

CRISCO

36s, 24s and 12s.
Less than 5 cases 21
Five cases 20 1/2
Ten cases 20
Twenty-five cases 19 1/2
6s and 4s
Less than 5 cases 20 1/2
Five cases 19 1/2
Ten cases 19 1/2
Twenty-five cases 19

CREAM OF TARTAR

6 lb. boxes 38

DRIED FRUITS

Apples
Evap'd Choice, blk. 15
Apricots
Evaporated, Choice 28
Evaporated, Fancy 23
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
Lemon, American 24
Orange, American 25

Raisins

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

California Prunes

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

HAND CLEANER



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

HORSE RADISH

Per doz., 6 oz. 1 05

JELLY AND PRESERVES

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

JELLY GLASSES

8 oz., per doz. 35

MATCHES.

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



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

Green Brer Rabbit

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

Aunt Dinah Brand.

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

New Orleans

Fancy Open Kettle 55
Choice 42
Fair 28

Half barrels 5c extra

Molasses in Cans.

Red Hen, 2 1/2 lb. 2 60
Red Hen, 2 1/2 lb. 3 25
Red Hen, 2 1/2 lb. 3 00
Red Hen, 6, 10 lb. 2 80
Ginger Cake, 2 1/2 lb. 3 10
Ginger Cake, 2 1/2 lb. 4 00
Ginger Cake, 12, 5 lb. 3 75
Ginger Cake, 6, 10 lb. 3 50
O. & L. 2 1/2 lb. 4 50
O. & L. 2 1/2 lb. 5 00
O. & L. 12-5 lb. 4 75
O. & L. 6-10 lb. 5 60
Dove, 36, 2 lb. Wh. L. 5 20
Dove, 36, 2 lb. Black 4 30
Dove, 36, 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 14
Fancy mixed 20
Filberts, Sicily 15
Peanuts, Virginia, raw 11
Peanuts, Vir. roasted 13
Peanuts, Jumbo raw 13 1/2
Peanuts, Jumbo, rstd 15 1/2
Pecans, 3 star 22
Pecans, Jumbo 80
Walnuts, California 28

Salted Peanuts

Fancy, No. 1 17 1/2
Jumbo 20

Shelled
Almonds 55
Peanuts, Spanish, 125 lb. bags 13 1/2
Filberts 50
Pecans 1 05
Walnuts 57

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

PEANUT BUTTER.



Bel Car-Mo Brand
8 oz. 2 doz. in case 3 30
24 1 lb. pails 5 75
12 2 lb. pails 5 60
5 lb. pails 6 in crate 6 20
15 lb. pails 19
25 lb. pails 18 1/2
50 lb. tins 17 1/2

PETROLEUM PRODUCTS

Perfection Kerosene 12.6
Red Crown Gasoline 21.3
Tank Wagon 21.3
Gas Machine Gasoline 33.8
V. M. & P. Naphtha 25.2
Capitol Cylinder 42.2
Atlantic Red Engine 23.2
Winter Black 13.7



Iron Barrels.

Medium Light 59.2
Medium heavy 61.2
Heavy 64.2
Extra heavy 69.2
Transmission Oil 59.2
Finol, 4 oz. cans, doz. 1.40
Finol, 8 oz. cans, doz. 1.90
Parowax, 100, 1 lb. 6.7
Parowax, 40, 1 lb. 6.9
Parowax, 20, 1 lb. 7.1



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
Cob, 3 doz. in bx 00@1 20

PIPES

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. 09@10

Cows.

Top 11
Good 10
Medium 08
Common 07

Veal.

Top 12
Good 11
Medium 9

Lamb.

Good 24
Medium 23
Poor 18

Mutton.

Good 15
Medium 12
Poor 09

Pork.
Heavy hogs 08
Medium hogs 10
Light hogs 10
Loins 15
Butts 14
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 1/4
Pure in tierces 1/2
California Hams 11 @12
69 lb. tubs advance 1/4
50 lb. tubs advance 1/4
20 lb. pails advance 3/4
10 lb. pails advance 3/4
5 lb. pails advance 1
3 lb. pails advance 1

Sausages

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

Smoked Meats

Hams, 14-16, lb. 20 @ 23
Hams, 16-18, lb. 20 @ 23
Ham, dried beef 38 @ 39
sets 38 @ 39
California Hams 11 @12
Pork 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 brick 31
Moist in glass 8 00

Pig's Feet

1/4 bbls. 2 15
1/2 bbls., 35 lbs. 4 00
3/4 bbls. 7 00
1 bbl. 14 15

Tripe

Kits, 15 lbs. 90
1/4 bbls., 40 lbs. 1 60
1/2 bbls., 80 lbs. 3 00

Casings

Hogs, per lb. @42
Beef, round set 14@26
Beef, middles, set 25@30
Sheep, a skein 1 75@2 00

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 Pam. 1 90
Quaker, 18 Regular 2 65
Quaker, 12s Family 2 65
Mothers, 25s, Ill'num 4 40
Silver Flake, 18 Reg. 1 45
Sacks, 90 lb. Jute 3 05
Sacks, 90 lb. Cotton 3 15

SALERATUS

Arm and Hammer 3 75

SAL SODA

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

COD FISH

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

Holland Herring

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

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

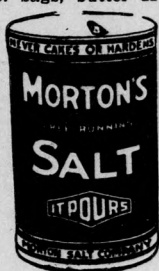
SHOE BLACKENING.

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.

Blackine, 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 85
Rising Sun, per doz. 1 35
654 Stove Enamel, dz. 2 85
Vulcanol, No. 5, doz. 95
Vulcanol, No. 10, doz. 1 35
Stovoll, per doz. 3 00

SALT
Colonial 24, 2 lb. 90
Med. No. 1, Bbls. 2 80
Med. No. 1, 100 lb. bg. 95
Farmer Spec., 70 lb. 95
Packers Meat, 56 lb. 63
Packers for ice cream
100 lb., each 95
Blocks, 50 lb. 47
Butter Salt, 280 lb. bbl. 4 50
Baker Salt, 280 lb. bbl. 4 25
100, 3 lb. Table 6 07
60, 5 lb. Table 5 57
30, 10 lb. Table 5 30
28 lb. bags, butter 48



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

SOAP

Am. Family, 100 box 6 00
Export, 120 box 4 90
Flake White, 100 box 5 25
Fels Naphtha, 700 box 6 00
Grdma White Na. 100s 5 00
Rub No More White
Naphtha, 100 box 5 50
Swift Classic, 100 box 5 25
20 Mule Borax, 100 bx 7 55
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 bx 5 70
Grandpa Tar, 50 sm. 2 00
Grandpa Tar, 50 Lge 3 35
Fairbank Tar, 100 bx 4 00
Trilby, 100, 12c 8 00
Williams Barber Bar, 9s 50
Williams Mug, per doz. 48

Proctor & Gamble.

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

CLEANSERS.

KITCHEN
KLENZER



80 can cases, \$4.80 per case

WASHING POWDERS.

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



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

Old Dutch Clean.

Queen Ann, 60 oz. 4 40
Rinso, 100 oz. 6 40
Rub No More, 100, 10 oz. 3 85

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

SPICES.

Whole Spices.
Allspice, Jamaica @13
Cloves, Zanzibar @36
Cassia, Canton @16
Cassia, 5c pkg., doz. @40
Ginger, African @20
Ginger, Cochin @20
Mace, Penang @70
Mixed, No. 1 @45
Mixed, 5c pkgs., doz. @22
Nutmegs, 70-80 @33
Nutmegs, 105-110 @33
Pepper, Black @15

Pure Ground in Bulk

Allspice, Jamaica @16
Cloves, Zanzibar @50
Cassia, Canton @22
Ginger, African @25
Mustard @28
Mace, Penang @75
Nutmegs @32
Pepper, Black @18
Pepper, White @25
Pepper, Cayenne @32
Paprika, Spanish @32

Seasoning

Chilli Powder, 15c 1 35
Celery Salt, 3 oz. 95
Sage, 2 oz. 90
Onion Salt 1 35
Garlic 1 35
Ponely, 3 1/2 oz. 3 25
Kitchen Bouquet 3 25
Laurel Leaves 20
Marjoram, 1 oz. 90
Savory, 1 oz. 90
Thyme, 1 oz. 90
Turmeric, 2 1/2 oz. 90

STARCH

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

Gloss

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

CORN SYRUP.

Penick Syrup
GOLDEN-CRYSTAL-WHITE-MAPLE
Penick Golden Syrup
6, 10 lb. cans 2 55
12, 5 lb. cans 2 75
24, 2 1/2 lb. cans 2 85
24, 1 1/2 lb. cans 1 95
Crystal White Syrup
6, 10 lb. cans 2 95
12, 5 lb. cans 3 15
24, 2 1/2 lb. cans 3 30
24, 1 1/2 lb. cans 2 25

Penick Maple-Like Syrup

6, 10 lb. cans 3 70
12, 5 lb. cans 3 90
24, 2 1/2 lb. cans 4 05
24, 1 1/2 lb. cans 2 75

Corn

Blue Karo, No. 1 1/2, 2 doz. 2 15
Blue Karo, No. 5, 1 dz. 3 00
Blue Karo, No. 10, 1/2 doz. 2 80
Red Karo, No. 1 1/2, 2 doz. 2 50
Red Karo, No. 5, 1 dz. 3 50
Red Karo, No. 10, 1/2 doz. 3 30

Maple Flavor.

Orange, No. 1 1/2, 2 doz. 2 95
Orange, No. 5, 1 doz. 4 20

Maple.

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

Maple and Cane

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

Maple.

Johnson Purity, Gal. 2 50
Johnson Purity, 4 doz., 18 oz. 18 60

TABLE SAUCES.

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

TEA.

Japan.
Spotless 34@35
Choice 45@56
Fancy 58@60
No. 1 Nibbs 62
1 lb. pkg. Siftings 15

Gunpowder

Choice 28
Fancy 38@40

Ceylon

Pekoe, medium 33
Melrose, fancy 56

Proceedings of Grand Rapids Bankruptcy Court.

Grand Rapids, April 16.—On this day was held the special meeting of creditors and sale of the accounts receivable in the matter of Nick Cramer, Bankrupt No. 2158. There were no appearances. The remainder of the accounts on hand were sold to Willard G. Turner, Jr., for \$40. An order confirming such sale was made. The special meeting was then adjourned without date.

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Gerry A. Brown, Bankrupt No. 2261. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Ionia and is a laborer. The schedules of the bankrupt list assets of \$905.75, of which \$250 is claimed as exempt to the bankrupt, and liabilities in the sum of \$2,016.30. 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:

Peoples State Bank of Middleton	\$ 45.00
W. A. Dear, Butternut	233.00
J. M. Fitzpatrick, Butternut	175.00
Michigan Mortgage Loan Co., Lansing	185.00
Lyon & Daniels, Carson City	92.00
T. W. Hallett, Carson City	400.00
Root & Walker, Fenwick	19.00
Hudson & Dunn, Alma	324.00
Ed. Kaser, Butternut	31.50
Higbee & Blumely, Butternut	35.00
Delbert Herrick, Fenwick	70.00
Taylor & Smith, Butternut	6.10
Newman Bros., Crystal	6.00
Bush & Haysner, Sheridan	6.25
Root & Walker, Fenwick	5.00
J. Carey, Sheridan	18.00
Harry Chandler, Butternut	6.50
Carla Patrick, Butternut	21.50
Lyons & Daniels, Carson City	15.00
J. W. Hallett, Carson City	1.50
Gleaner Fire Ins. Co., Detroit	48.00
Terry Newcomb, Vickerville	213.00
Root & Walker, Fenwick	60.00

On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Charles Buczynski, Bankrupt No. 2162. The bankrupt is a resident of Grand Rapids, and is a laborer. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The schedules of the bankrupt list assets of \$2,100, of which \$200 is claimed as exempt to the bankrupt, and liabilities of \$1,332.74. The first meeting of creditors will be held at the referee's office May 2. A list of the creditors of the said bankrupt is as follows:

Frank Wierzbicki, Grand Rapids	250.00
Mike Buczynski, Grand Rapids	500.00
Charles and Josephine Szoka, Grand Rapids	467.74
Bert Szoka, Grand Rapids	100.00
G. R. National Bank, Grand Rapids	75.00
April 17. On this day was held a special meeting of creditors of the Napoleon Motors Co., of Traverse City. Various bidders were present in person. The trustee was present. The bidders raised the initial bid of \$3,600 up to \$4,005, but the trustee of the estate moved that the sale be not confirmed on the ground that such offer was not enough for the property. The sale of the assets at the final offer was not accepted and confirmed. The special meeting was then adjourned without date.	

April 18. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Orris A. Peckham, Bankrupt No. 2263. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and is a baker. The schedules list assets in the sum of \$3,909.00, of which \$500 is claimed as exempt to the bankrupt, and liabilities of \$6,723.67. The first meeting of creditors will be held May 1. A list of the creditors of the bankrupt is as follows:

City of Grand Rapids	\$ 35.76
Chester Smith, Grand Rapids	25.04
Leo Goodrich, Grand Rapids	8.37
Andrew Oosta, Grand Rapids	12.90
Commercial Savings Bank, G. R.	2,000.00
Abram E. Knowlson, Grand Rapids	500.00
F. F. Wood Motor Co., Grand Rapids	488.00
Wolverine Spice Co., Grand Rapids	1,473.22
Alexander Molasses Co., Cincinnati	23.52
Bakers Supply Co., Detroit	4.41
Becker & Zuiderhook, Grand Rapids	17.50
Consumers Power Co., Grand Rapids	8.14
Citizens Tel. Co., Grand Rapids	13.50
Fleischmann Yeast Co., Grand Rapids	30.11
E. G. Gallagher & Co., Grand Rapids	280.22
G. R. Gas Co., Grand Rapids	10.00
Goudzwaard Bros., Grand Rapids	22.22
Hill Plumbing Co., Grand Rapids	4.87
G. R. Paper Co., Grand Rapids	31.80
G. R. National Bank, Grand Rapids	50.00
Heth Bros. Hdw. Co., Grand Rapids	65.25
Houseman & Jones, Grand Rapids	54.83
L. & L. Jewison Co., Jenison	58.80
A. E. Knowlson Co., Grand Rapids	335.47
Kent Storage Co., Grand Rapids	134.96
M. & B. Electric Co., Grand Rapids	99.74
Madison Square Tin Shop, Grand Rapids	27.85
Michigan State Tel. Co., Grand Rapids	16.72
Mills Paper Co., Grand Rapids	99.90
Montrose Dairy, Grand Rapids	135.09
Swift & Co., Grand Rapids	150.68
Spears Lumber Co., Grand Rapids	5.41
J. S. Tyler, Grand Rapids	60.25
W. H. Tenbroek & Sons, Grand Rapids	159.54

Ver Wys & Co., Grand Rapids 55.64
Ver Driele & Co., Grand Rapids 37.00
P. J. McCormac, Grand Rapids 56.00
Collins Northern Ice Co., Grand Rapids 11.04
J. Sullivan, Grand Rapids 65.00
Independent Messenger Co., G. R. 17.15
Andrew Oosta, Grand Rapids 9.00
Abe Schefman & Co., Grand Rapids 18.75
Golden & Boter, Grand Rapids 10.00
Young & Chaffee, Grand Rapids 115.00

April 19. On this day was held the first meeting of creditors in the matter of Wilda Boosebark, Bankrupt No. 2008. The bankrupt was not present or represented. Creditors were present by Smedley, Linsey & Shivel; Boltwood & Boltwood; Frank V. Blakely and William Gillett. Hilding & Hilding were present for the petitioning creditors. Claims were proved and allowed against the estate of the bankrupt. William Gillett was elected trustee and the amount of his bond placed by the referee at \$1,000. The first meeting was then adjourned to April 26.

April 20. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of John Franklin King, Bankrupt No. 2264. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of the city of Charlotte and is a contractor. The schedules filed list assets of \$1,375, of which the sum of \$1,360 is claimed as exempt to the bankrupt, and liabilities of \$6,517.67. The court has written for funds for the first meeting and upon the arrival of such funds the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

Leo Hennings, Charlotte	\$235.00
First National Bank, Charlotte	100.00
Peters Munger Auto Co., Charlotte	325.00
Michigan Mortgage Investment Corp., Lansing	3,150.00
Karl Lull, Charlotte	146.50
L. J. Dann, Charlotte	425.00
Della Spencer, Charlotte	6.00
S. E. Cook, Charlotte	29.13
H. E. Strecks Co., Charlotte	5.25
M. Vomberg, Charlotte	16.00
Albert Murray, Charlotte	14.35
Cox & Spice, Charlotte	101.00
Clevers Bros., Charlotte	16.00
Curtis Rand Auto Co., Charlotte	192.18
J. A. King, Charlotte	175.00
N. W. Spencer, Lansing	180.00
M. D. Burkhead, Olivet	32.15
Peters Munger Auto Co., Charlotte	17.77
Lentz & Smith, Charlotte	14.90
Van Auker & Crofoot, Charlotte	11.00
Dr. Stanley Stealey, Charlotte	154.00
Dr. Allen H. Moyer, Charlotte	15.00
Lamb & Spencer, Charlotte	175.00
R. P. Kutsche, Grand Rapids	30.50
H. R. Sylvester, Charlotte	49.00
Colburn Fulton Lumber Co., Charlotte	30.05
Dr. C. O. Rudesil, Charlotte	15.00
Standard Oil Co., Charlotte	96.00
Lansing Co., Lansing	6.59
Curtiss Rand Auto Co., Charlotte	160.00

In the matter of Fred Carlson, Bankrupt No. 2260, the funds for the first meeting having been received such meeting will be held at the referee's office on May 15.

In the matter of Arthur Wyman, Bankrupt No. 2257, the first meeting of creditors will be held at the referee's office on May 15.

In the matter of Edward Garner, Bankrupt No. 2259, the first meeting of creditors will be held at the referee's office on May 15.

In the matter of Martin E. Brown, the first meeting will be held May 15.

The first meeting of creditors in the matter of Ranson J. Vander Scors, Bankrupt No. 2256, the first meeting of creditors will be held on May 15.

The first meeting of creditors in the matter of Willar J. Chase, Bankrupt No. 2251, the first meeting of creditors will be held at the referee's office on May 15.

April 20. On this day was held the first meeting of creditors in the matter of Irving E. Fralick, Bankrupt No. 2255. The bankrupt was present in person. No others were present or represented. Claims were approved. C. C. Woolridge was appointed trustee and the amount of his bond placed at \$200. The bankrupt was sworn and examined without a reporter. The first meeting was then adjourned without date.

Retailers Should Insist on Better Buttons.
The cost of putting better buttons on garments, according to Robert G. Blumenthal, involves such a trivial expense in comparison to the added service that results for consumers that all manufacturers should make use of them.

"I have often been asked to show the difference in cost to the manufacturer of garments if he uses a good or poor quality button on a garment," said Mr. Blumenthal. "Some idea may be given if an example is taken of a particular grade of fresh water pearl button which is used on a wash

suit in the size known as a 30 line. This particular button is of a third-grade quality and sells in bulk at about 50 cents a gross. On the ordinary wash suit there are six to eight of these buttons. For the first quality of the same size and kind the cost would be \$1.10 a gross. It will be seen, therefore, that the difference in the cost per garment for the manufacturer using the finest button of its kind, as compared to an inferior grade, amounts to only 3 cents a garment. There is no question but the consumer appreciates the difference.

"One point that I should particularly like to emphasize is that retailers should insist that all wash garments should have pearl buttons on them. Of late substitutes are being put on cheap shirts and other wash garments because they cost a little less in some sizes. These substitutes are not as washable and do not begin to give the satisfaction that pearl buttons have given for years on wash garments. I say this not because I am for the pearl button industry or against any other branch of it, but because I believe retailers will be given the best value if they insist on selling only wash garments on which the buttons that wash the best, and therefore retain their luster and color longest, are used."

Will Be Big White Season.

Predictions made several months ago that the coming Summer would see a more general use of white apparel by women than for some time appear to be coming true in spite of the low temperatures that have prevailed this spring. A big demand for white sweaters for warm weather wear is reported. There is also an increasing call for white hosiery, though most of it has so far come from out-of-town. White millinery is already moving freely and there is a wider

business reported in women's white shoes. White dress silks and cottons, though in only fair request so far, will be more actively sought from now on.

When you run out of ideas for improving your business methods, turn to the trade journals, old copies or new ones. A little reading will give you plenty of things to think about.

Remember that the firm's reputation for giving the maximum service is in your hands. Strive always to be a credit to your store, your department, and yourself.

**Insist Upon
Tea Table
FLOUR**

Weber Flour Mills Corp. Brands.

Tea Table	\$8.40
Oven Spring	8.10

For Sale by

KENT STORAGE COMPANY
Grand Rapids—Lansing—Battle Creek
Wholesale Distributors

Signs of the Times Are

Electric Signs

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

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

THE POWER CO.

Bell M 797

Citizens 4261

SPECIALS FOR YOUR MAY WHITE GOODS SALES.

	S.F.	L.F.
18 in. Indian Head		.16 1/2
33 in. Indian Head	.22	.22 1/2
36 in. Indian Head	.25	.25 1/2
44 in. Indian Head	.31	.31 1/2
54 in. Indian Head		.39
63 in. Indian Head		.48
X—Pride of the West India Linon		.15
B—Pride of the West India Linon		.18 1/2
T—Pride of the West India Linon		.21
R—Pride of the West India Linon		.23 1/2
A—Pride of the West India Linon		.26
D—Pride of the West India Linon		.27 1/2
BO—40 in. White Organdie		.32 1/2
AW—45 in. White Organdie		.40
200—36 in. White Nainsook		.16 1/2
300—36 in. White Nainsook		.24 1/2
500—36 in. White Nainsook		.29 1/2
5195—39 in. Batiste Soft Finish		.26 1/2
5425—39 in. Batiste Crisp Finish		.27 1/2
1680—36 in. Checked Dimity, pattern 0-2		.30
300—25 in. Pique		.19 3/4
400—25 in. Pique		.22 1/2
7001—Old Glory Longcloth 10 yd. pcs.		.14 1/4

GRAND RAPIDS DRY GOODS CO. WHOLESALE ONLY

1882

AWNINGS AND TENTS

1923



CHAS. A. COYE, INC.

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

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

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

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

Grand Rapids, Mich.

Sun's Rays Called Cure For Rickets.

The Pharaoh of Egypt, Tutankhamen, who figures so prominently in the papers nowadays, was brought up as a unitarian sun worshipper, but later relapsed into the priestly polytheism, which was a pity, for if a people must pick its god from natural objects, as the Egyptians did, it would seem to be better to take the sun than to worship cats, crocodiles, hippopotamuses and beetles. The sun is quite literally the source of our vital and mechanical energy, the sole support of all life and motion on the earth, as the ancient Egyptian hymn declares, and we are beginning to recognize, perhaps I should say, recognize, that it may cure diseases too.

For man has a poor memory. He forgets much that previous generations have learned. The Romans used to make great use of the sun for healing the sores and the maintenance of health. Pliny, in writing about how his aged friend Spurinna kept his youthful vigor, says:

"When the baths are ready, which in winter is about 3 o'clock and in summer about 2, he undresses himself; and if there happens to be no wind, he walks about in the sun. After this he puts himself into prolonged and violent motion at playing ball; and by this sort of exercise he combats the effect of old age."

But we Northern races, having to wear thick clothing and stay in warm houses, got out of the habit of exposing our skins to sunshine. The invention of window glass led us astray, for glass lets through all the light that we can see, and we did not realize that it is opaque to the invisible ultra-violet rays which have the strongest effect upon the skin for good or ill. We thought if we had fresh air and sunlight (even though strained through glass) we had all that we needed from nature.

The rediscovery of the curative power of direct sunshine came by accident. In a hospital for rickety children it was found that the child who had the luck to lie in a certain cot exposed to the rays of the sun recovered with amazing rapidity. Thorough experimentation, first on white rats, later on children, proved that rickets could be cured either by sunshine or cod liver oil. There is no question which remedy the children would take if they had their choice.

Dr. Rollier set up a sanitarium on the sunny Alps of Switzerland where the children work and play all day in the sunshine almost naked, and he reports remarkable cures of tuberculous bones and skin troubles. Similar establishments for heliotherapy have since been started in England and America. The treatment of the patients is begun with two minute doses several times a day and increased by two minutes daily for a fortnight, with protection for the eyes and head. It is necessary to avoid both chill and sunburn.

Brunette patients fare better than blonds. It seems that the curative effects do not come into play until the skin is well pigmented by exposure. No tan, no cure. When the skin of the greater part of the body is ex-

posed to the direct rays of the sun blood pressure falls and respiration diminishes in rate but increases in depth, so the volume of air inhaled is greater. Sunshine striking the skin expands the capillaries and brings more blood to the surface. The number of white and red corpuscles increase and these promote the healing process.

The best results are obtained when the skin is exposed to the unfiltered radiation from the sun and yet kept from overheating by a light breeze or bodily movement. In our winter rooms we get the reverse of this, overheating and no radiation.

Combination Hose Successful.

A new type of hose for women, combining a full-fashioned foot with a seamless leg, is doing so well that imitations of the original are springing up. The first stocking offered was a spring needle number, according to the current bulletin of the National Association of Hosiery and Underwear Manufacturers, and sold to the jobbing trade at \$9.85 per dozen. A competitor is now in the field with a 260-latch-needle stocking, including the same features, at \$9. A manufacturer offering a fiber and thread twisted full-fashioned number at \$10.50 is "cleaning up." This stocking is made with a lisle top.

Call For Zibeline Is Active.

Jobbers here report a substantial spot demand for zibeline plush from the children's hat trade. There has been little of this material available during the last year, as the domestic mills have turned their facilities over to making upholstery fabrics, where the margin of profit is higher. Only small amounts of foreign hatter's plush have been coming to this market, owing to disturbances in producing centers abroad and also because the prices asked for the goods are considered too high. Jobbers' stocks of zibeline are light, and prices are moving upward. Among the best selling shades are black, brown, navy, beaver and gray.

Are Fancy Back Coats To Pass?

While there is little question now that the fancy-back overcoats will again be the leader for next fall, some producers of overcoatings are inclined to question its vogue after that. This feeling appears to be based on the expectation that consumers will by that time have tired of the fancy backs, which have been in vogue for several seasons. Furthermore, as an incentive to sales, it is declared good policy to have a change. By some it is felt that this change will come in the elimination of the fancy-back pattern, although the ulster style associated with it is expected to remain in favor.

Although it is your business to know more than the customer knows about the goods, you cannot deny that the customer probably knows most about what he wants and needs.

Far as the public is concerned, the clerks in a store are the store. When the clerks do not satisfy the public, the store will not develop a successful business.

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.

Shoe Repair Shop For Sale—Also a lock weld process for attaching soles and heels without nails or stitches. Manufacturers, take notice: as this process is sure to take the place of the Goodyear stitcher. Over 2,000 pairs being worn here in Detroit and repeat orders coming in daily. No stitches to rip, no nails to irritate the foot. George Edwards, 4125 McGraw Ave., Detroit, Michigan. 137

For Sale—Best vacant lot on main street Ada, Michigan. Price reasonable. C. Broene, 1456 Wilcox Park Drive, Grand Rapids, Mich. 138

Wanted—To hear from owner of hardware or accessory store for sale. Give full particulars regarding your business. G. C. Folkert, Wheeler, Mich. 139

For Sale—One vulcanizer and retreader in first-class condition. Will sell cheap for cash. Cable Sales Co., Kalamazoo, Michigan. 140

RESTAURANT FOR SALE—Best Location in Owosso, and most up-to-the-minute fixtures, with a good business. Write to 112 So. Washington Street. 141

For Sale To Close An Estate—Creamery building and equipment at Harbor Springs, Michigan. Terms given if desired. G. N. Goulds, Administrator, Harbor Springs, Michigan. 142

For Sale To Close An Estate—800 acres of muck land adapted for hay or pasture land, at the source of Maple river in Emmet county, Michigan, \$5,000. Liberal terms if desired. G. N. Gould, Administrator, Harbor Springs, Mich. 143

Sacrifice Sale—Good general store, business \$600 week. \$4,000 will handle. Full description. Fred Lyons, 644 6th St., Muskegon Heights. 144

For Sale Or Exchange—Two story brick grocery and crockery. Established nine years. Poor health. If you mean business, apply Charles Long, Marcellus, Mich. 145

For Sale—Will close out at 50c on the dollar, about \$2,000 worth of ladies' knit and muslin underwear, corsets, brassiers, children's hosiery, yarns, infant's wear, etc. Address No. 146, care Michigan Tradesman. 146

For Sale—Stock of merchandise consisting of dry goods, notions, gent's furnishings, men's and boys' shoes, rubber goods, suit cases, bags and trunks. Doing cash business. Also two-story brick building. Reason for selling, failing health. Address, Lock Box 172, Webberville, Mich. 147

FOR SALE—Bakery completely equipped. This is a fine proposition for the right party. Town over 1200 population and absolutely no competition. Best of reasons for selling. Write Mrs. George Ring, Mancelona, Mich. 148

For Sale—Rare opportunity—General stock, groceries, shoes, dry goods, with store building, in live inland town, Central Michigan. Invoice of stock about \$4,000, building \$2,500. Good reasons for selling. J. R. Fulcher, Dansville, Mich. 149

REBUILT CASH REGISTER CO., Inc.

Cash Registers, Computing Scales, Adding Machines, Typewriters And Other Store and Office Specialties. 122 N. Washington, SAGINAW, Mich. Repairs and Supplies for all makes.

For Sale—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—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. Marlette Mercantile Co., Marlette, Mich. 131

Bargain—General store and market in small town, doing good business. De Coudres, Bloomingdale, Mich. 136

Wanted—Store fixtures. What have you? Address A. L. Redman, Olney, Ill. 120

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

CASH For Your Merchandise!

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

**SIDNEY ELEVATORS**

Will reduce handling expense and speed up work—will make money for you. Easily installed. Plans and instructions sent with each elevator. Write stating requirements, giving kind of machine and size platform wanted, as well as height. We will quote a money saving price.

Sidney Elevator Mfg. Co., Sidney, Ohio

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

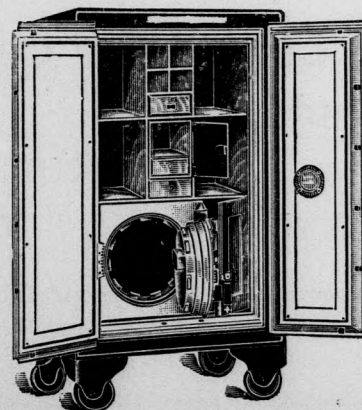
Fire and
Burglar Proof
Safes

Vault Doors and Time Locks

Largest Stock in the State.

Grand Rapids Safe Co.

Grand Rapids, Mich.





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.

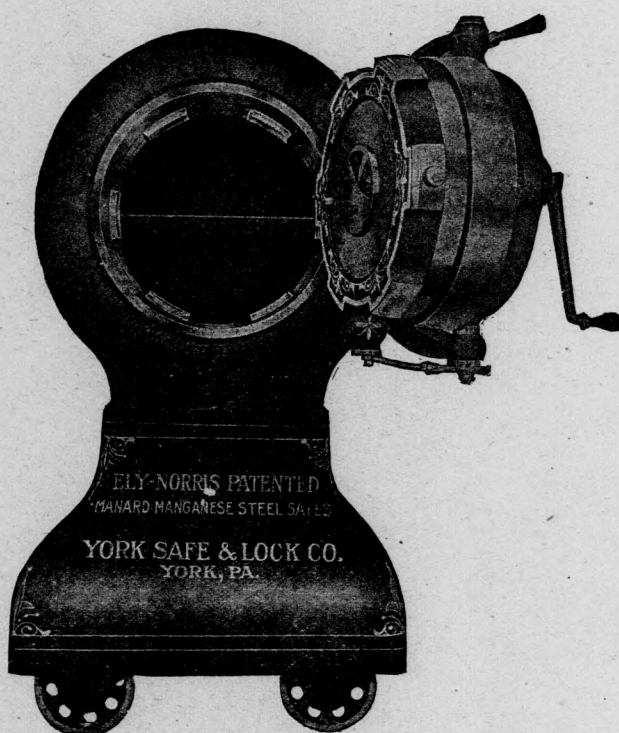
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 COMPANY
 ESTABLISHED 1853 ST. LOUIS



Better Refrigeration at Less Cost

With a Brecht Refrigerating Machine installed, you can have a *uniformly* low degree of temperature and comparatively *dry* atmosphere—wherever you want it and at less cost. Let us explain the many reasons why you should insist on a Brecht.

Investigate Brecht Service

We also manufacture and supply a complete line of Portable Cooling Rooms, Refrigerators, and Refrigerator Display Counters. You can consult our expert engineers without the slightest obligation.

Address Dept. B.

1853 We Keep Faith 1923
 With Those We Serve

The Brecht Company
 Established 1853
 St. Louis, Mo. U.S.A.
 Branches
 New York Chicago
 San Francisco

Hart Brand Canned Foods

FRUITS

Red Sour Cherries	Black Raspberries
Red Raspberries	Pears
Strawberries	Plums
Blackberries	Peaches
Gooseberries	Apples

VEGETABLES

Peas	String Beans
Corn	Green Lima Beans
Pumpkin	Red Kidney Beans
Succotash	Squash

HART BRAND canned foods are prepared from the finest products of the garden, orchard and farm. They are gathered and packed in the most prime condition.

HART BRAND canned foods are sterilized by heat alone and packed under the most sanitary conditions.

JUNE GARDEN PEAS fresh to your table from **HART BRAND** cans ready to serve.

Put the Summer Garden in Your Winter Pantry.

HART BRAND gives you selection from the finest garden peas, the best succulent sweet corn, the highest quality string beans, lima beans and succotash.

Michigan Canned Foods for Michigan People

Prepared by **W. R. ROACH & COMPANY**
 Main Office: **GRAND RAPIDS, MICHIGAN**