

EVERY DEALER MUST READ THIS

100%

CLEAR PROFIT

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

"100% Profit to the Dealer"

Double Mesh — Cap Shape.— ARROW Human Hair Net.

Special offer—\$9.00 PER GROSS.

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

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

ARROW HUMAN HAIR NETS

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

Grand Rapids Dry Goods Co.

Grand Rapids, Mich.

Distributors for

KAUFMANN BROS., Importers

111 Fifth Avenue, N. Y.



This Handsome Counter Display Case FREE with FIRST Gross Order.



39% Profit for You in WILDER'S

LION DISPLAY

CABINET OF LEATHER



Cost \$18.00

Retails for \$25.00

Ask Your
Jobber
or write us
for full information.

WILDER & COMPANY
Established 1877

225 West Lake St.
CHICAGO

SENDING CUSTOMERS YOUR WAY

That's what the national advertising of Yeast-for-Health is doing. We're leading them to your counter—once there, it is up to you to keep them regular customers.

Mounting yeast-sales mean larger butter-sales, more egg-sales, increased sales all along the line.

THE FLEISCHMANN COMPANY

Fleischmann's Yeast

Fleischmann's Service

Citizens Long Distance Service



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

21,850 telephones in Grand Rapids.

Connection with 150,000 telephones in Detroit.

USE CITIZENS SERVICE

CITIZENS TELEPHONE COMPANY

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

NATIONAL CANDY CO. IS

PUTNAM FACTORY

GRAND RAPIDS, MICH.



Brecht
COMPANY
ESTABLISHED 1853 ST. LOUIS, MO.
Increase Sales

WITH BRECHT DISPLAY COUNTERS
Brecht standard display Refrigerators, Counters and Coolers are built throughout of the best materials obtainable. They are handsome in appearance and designed to display meats in the most attractive manner with the least amount of ice consumed. Write for particulars.

1853 We Keep Faith 1923
With Those We Serve

THE BRECHT COMPANY
Established 1853

1231 Cass Ave., St. Louis, Mo.
New York, N. Y., 174-176 Pearl St.
Chicago, Ill., Monadnock Bldg.
San Francisco, Calif., 67 Second St.

MICHIGAN TRADESMAN

Fortieth Year

GRAND RAPIDS, WEDNESDAY, MAY 9, 1923

Number 2068

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.

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Sample copies 10 cents each.

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VOLSTEAD IN THE CENSUS.

Just what the Eighteenth Amendment and the Volstead law have done to the manufacture of alcoholic, vinous, and malt liquors in the United States is indicated by recent figures from the Census Bureau. In 1914 there were 434 establishments engaged in the manufacture of distilled liquors. In 1921 the Census Bureau listed only 33. (It is possible, however, that the prohibition enforcement officers could have enlarged this list materially if the census officers had obtained their co-operation). The establishments making vinous liquors declined in this seven-year period from 209 to 72, and those making malt liquors from 1,204 to 531. The effects of prohibition are least visible in the figures given for the manufacture of malt liquors, for the reason that a number of breweries continue in operation making near beer and allied products. Between 1914 and 1921 there was a decline of 79 per cent in the value of the products of establishments making liquors in the United States and a decline of 72 per cent in the number of persons employed. Still, the fact that there are 636 concerns manufacturing liquors legitimately and reporting their business to the Census Bureau will surprise the average citizen. It at least shows that this is a big country.

WRECKAGE CLEANED UP.

A year ago, although general business was steadily improving, failures were much more frequent than in the corresponding period of 1921, when trade was almost stagnant. The increase in the rate of business mortality after trade had begun to revive has been explained as a process of "clearing away the wreckage." Many weak concerns, badly shaken in 1920, were able to keep their heads above water while business was slack, but with the quickening of competition they were

forced into liquidation. Figures of commercial failures show that the process of cleaning up has about been completed. Failures still remain much above the number in the boom years 1919-1920, and will probably continue to do so, but they are a third less than they were a year ago. For the first four months of the current year, according to Dun's tabulation, the number of failures has been 29 per cent. less than in the corresponding period of 1922, and the liabilities meanwhile have declined 36 per cent. It is especially significant that the number of defaults on the part of large business concerns shows a greater decrease than the average.

Prices of Cotton and Cotton Goods.

An outstanding feature in the cotton situation recently is that the drop in the quotations does not seem to have led to any buying of the material itself. The receding from the peak in prices appears to be a fixed fact without apparent prospects of any comeback, although the statistical position would indicate an opposite result. The domestic consumption, however, which was especially heavy, shows signs of letting up, as mills are either restricting their output or preparing to do so. Takings by foreign spinners, which were about 600,000 bales below those of last year, are getting smaller rather than larger. But, with all these things taken into account, it is evident that the carryover to the new cotton year, now less than three months distant, will be comparatively small. Private estimates of the acreage for the new crop all agree in an increase ranging from 8 to 10 per cent. over last year's while all reports agree that the boll weevil will not be much of a menace. It is a curious circumstance that the most pessimistic reports always come from North Carolina, which furnishes only about 7 per cent. of the crop. The weakness in cotton has put a setback to the prices of cotton fabrics. This has been quite marked as to goods in the gray, with some reflection in printed fabrics. A reduction was made during the week in bleached fabrics without spurring up any special activity. There is not much incentive to plunge on cottons while a suspicion prevails that they will be cheaper later in the year despite the wage advances in the mills. Yarn dyed fabrics are holding firmly, and so, too, are the heavier cottons. Some scattering business in underwear is coming in by way of re-orders for Fall.

It is a poor plan to get into the habit of opening the store a little while Sundays. You need Sundays off. They are worth more to you for rest than for business.

False Prophets and Popular Reaction.

Out of the ridiculous sugar boycott is going to come a secondary phase which is serious and worth looking at with apprehension. When the public does wake up to the futility of all this monkeying with economic law what will be the reaction? It is wholly conceivable that it might result in a spirit of disgust and resentment that would take a chaotic turn and lead to an incipient spirit of riot and bolshevism.

For instance, the housewives and their leaders will claim that their boycott brought down the price; in fact, they are already pluming themselves on it. But the plain fact is that wholly different causes brought about the recession in price. The only way the boycott has played any part has been to help the very forces which were bound to work ultimately without them.

It has been known all along—publicly stated in these columns many times—that when the price got too high consumption would be checked more than enough to compensate for any possible shortage in crop. And don't forget that there is as yet no certainty of shortage in crop; no one can tell that, save by guesswork, for months to come. The boycott was merely one angle of that reduced consumption. It was bound to make holders of sugar shade prices, even if they were not otherwise profiteers—and very few grocers or refiners were open to such a charge.

But just at the psychological moment when the boycott was nicely at work the refiners commenced to weary of "holding the bag" and put pressure on the grocers and manufacturers to take out the sugar they had already bought at a price and which till now the refiners had been holding for shipping orders. The grocer, with reduced outlet and forced to take in more sugar and pay for it, naturally ran to cover and started reselling at a reduction under the market. That is why within the past few days, "second hand sugar" has been forcing the market down. It was no more directly the result of the boycott than the man in the moon—perhaps not so much in Cuba. It will mean that refiners will experience a dull period and be reluctant to buy raw, and unless Cuban holders can get along without selling they will be forced to shade prices equally and then carry over a surplus.

That is the normal economic process. But in the end the price isn't going to go off so much as the false leaders promise. Some day the housewife will cease to be carried off her balance by the reformers and politicians; she will discover that they and their sensational claims are hocus

pocus. If she is able to understand the economic law she may subside gracefully; otherwise she may rise in wrath, conclude that she is "getting stung going and coming," and no one can predict what the reaction will be then. False prophets are far more dangerous to the safety and sanity of the public mind than false profits.

Trimnings For Hats.

The fabric trimmings for millinery purposes that were prophesied some time ago are now actualities, according to the bulletin of the Retail Millinery Association of America. It continues:

"The flowing scarf is but one of many touches of trimming made from the same stuff as the hat, or of a soft texture. Printed or plain georgette hangs down on one side or both, and some new printed drape types let the scarf directly down the back to below the knees.

"Flowers and bouquets abound, and there is no end to the trimming touches they bestow on smart hats. On the large transparent Neapolitan shapes tightly made wreaths of small flowers like forget-me-nots and orange blossoms are seen, or else huge silk tulips are used. When the latter are employed one is laid on each side of the brim, the stems crossing in front. This follows the former vogue of pheasant tail trimmings, which now adorn one side of the hat.

"Braided and pleated ribbon edges are popular in every price range, and belting and grosgrain ribbons are hard to beat. They come in all colors, fancy tinsel and picot edges, which figure in their clever and intricate working by the leading American style creators. In plumage, pads of burnt peacock and strands of glycerined ostrich mingle with wide coque fancies. Double-end pins are also much used with certain types of hats, and lace is a strong feature."

Spring Underwear Opening Soon.

Some kind of an agreement will be reached during the present month on the question of Spring, 1924, openings of knit goods, according to the current bulletin of the National Manufacturers. With the manufacturers meeting at Atlantic City and underwear buyers arranging for a pow-wow in Chicago in a week or so, there are enough signs to indicate that the matter has passed beyond the guessing stage. It is estimated that the jobbers, as a whole, have still to place about half of their Fall business, and some manufacturers think that the placing of this business will stiffen the market sufficiently to justify the opening of the new season.

Living Costs Are Lower Than They Were.

Notwithstanding the numerous instances of wage increases reported during the current year the index of living costs compiled by the Bureau of Labor Statistics shows a decline of 0.4 per cent from December, 1922, to March, 1923. The index is based on data gathered in thirty-two of the chief cities of the United States. Living costs rose 1.1 per cent during the twelve months ended with last March, but during the last quarter of this period as indicated, the trend was distinctly lower, and this was the period during which wages began to advance most rapidly.

The foregoing figures tend further to substantiate the conclusion that buying power is running ahead of retail prices. They also help to explain why retail trade during March, as indicated by reports from 501 stores to the Federal Reserve Board, was 22.3 per cent above the same month in last year. It is this situation which makes present conditions notably different from those prevailing in the spring of 1920. At that time prices showed a tendency to run ahead of buying power; at present buying power is increasing faster than prices. Neither of these conditions can continue indefinitely. The high buying power of consumers today is due to the steady climb of wages, but eventually these higher wages must be reflected in higher prices to the consumer, and something like an equilibrium between prices and purchasing power will be established.

The question is raised, however, whether the attempt to pass on the higher costs of production to the consumer will be followed by a check to buying that will prevent the establishment of this equilibrium. It is pointed out that the rise in the price of sugar has already been followed by concerted efforts to reduce consumption, and that this may foreshadow the public's attitude towards any general advance in other commodities.

Even if there should be a check to buying activity which would tend to prevent the adjustment of retail prices to higher costs of production, just as happened in 1920, there would still be a tendency toward the establishment of an equilibrium. A buyer's strike would then help bring the equilibrium, not by bringing prices up to a level with advancing costs of production, but by bringing a check to productive activity and causing producers to reduce their working forces and their wage scales. At a time when purchasing power is running ahead of prices, as at present, a strike of the buyers would be tantamount, therefore, to their cutting off their noses to spite their faces. Such a thing as a general cessation of buying is for this reason wholly improbable, and this deductive conclusion is amply supported by the latest statistics of retail trade.

That the heavier buying by consumers is not confined to industrial districts where wage-earners constitute the majority of the working population is reflected in reports of sales by mail-order houses. For the

two best-known establishments of this class reports of sales for April are available. These have a special interest because they supply figures a month later than those given in the reports of retail trade by the Federal Reserve Board. Sales by Sears, Roebuck & Co. for April showed a gain of 30.3 per cent over the same month of 1922, and for the first four months of this year they were 31.2 per cent ahead of the corresponding period last year. Sales by Montgomery Ward & Co. during April exceeded those of that month in any previous year, and were 56.4 per cent ahead of those of April, 1922. This does not look like a buyers' strike.

William O. Scroggs.

Governor Groesbeck Most Detested Man in Michigan.

En route to Battle Creek last Saturday the editor of the Tradesman called on twelve merchants, all of whom happened to be republicans. The fate of the weight bill was then in doubt and was naturally the subject of discussion. Every one of the men interviewed denounced the Governor in the strongest possible terms, asserting that they would never vote for him again for any office.

A Charlevoix county patron of the Tradesman describes the sentiment in that county as follows:

Your opinion of the Groesbeck administration tallies very closely with my own.

Groesbeck has certainly made a host of enemies in this section. Our road programs are knocked crooked. Projects which are of vital importance to our community and for the comfort of the tourists are completely hung up. The State owes Charlevoix county \$50,000 of road rewards and you can easily see the position in which it places our road commissioners.

Of course, you know that we have to put up cash for all roads projected before we can have anything done. Many of our road projects were started with the idea of completing them from State funds—reward money. You can easily see that we have reason to be sore over the condition.

Groesbeck has forced through and prevented a lot of legislation which has aroused the ire of the solid republicans of Charlevoix county and you may rest assured that we won't forget it.

Luggage Sales Are Improving.

Under the stimulus of consumer buying retailers have recently expanded their luggage purchases. Interest has been heightened by the fact that, although the cost of raw materials has substantially advanced, the wholesale quotations are still on a level which enables this merchandise to be retailed at a rather attractive level. Consumer purchases for the early travel season are described as good, and the indications are that such buying will show further gains. Furthermore, the approaching start of the vacation and week-end season will put still more consumers into the market. Any surplus stocks of luggage that may have been in the manufacturers' hands earlier are no longer, it is said, a disturbing factor.

Why shouldn't a shop be genial? Why shouldn't it be jolly and hospitable and glad?

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

DIAMOND TOOTHPICKS



DIAMOND CARTON CLOTHESPINS



are the best that can be made. Selling them means satisfied customers and helps build a reputation for "Quality" for your store, and last but not least furnishes a good profit.

Ask your jobber for Diamond Brand Toothpicks and Diamond Carton Clothespins, or write us for prices and particulars.

THE DIAMOND MATCH COMPANY

NEW YORK

CHICAGO

ST. LOUIS

NEW ORLEANS

SAN FRANCISCO

Sugar Trading in State of Hysteria.

New York, May 8—"Legitimate market factors had little influence in the sugar market last week," says the review of Lamborn & Co. "In fact, the sound fundamental conditions in sugar have been entirely disregarded and instead of confidence and stabilized conditions prevailing, practically the entire trade have been in a state of hysteria. The unsettled feeling created by the government's attack on the sugar exchange has been intensified by the increased propaganda to reduce consumption.

"The government's attack on the exchange and the propaganda to curtail consumption have been the chief factors in breaking down confidence in the stability on the futures exchange and in raw and refined sugar. Second hands have continued to dominate the situation and this liquidation has been entirely responsible for the decline in prices.

"The general unsettlement in the market has not in the least changed underlying conditions, and sugar, statistically and fundamentally, remains sound. The agitation to reduce consumption might possibly have considerable effect, but when considering the fact that available supplies are much below indicated requirements, it is evident that a rather marked reduction in consumption must take place. The general impression prevails that Europe and the United Kingdom and possibly other foreign countries have considerable sugar yet to purchase from Cuba and the United States. The agitation to reduce consumption is quite likely to have considerable effect on beet plantings this season in this country and some of the advices from the West indicate that the acreage planted to beets will not be as large as originally contemplated.

"Throughout the depression in the futures market and despite the fact that second-hands were offering raw sugars at steadily declining prices, Cuba maintained a very firm attitude resisting the downward movement. Cuban producers, despite the fact that press reports claim they are holding back sugars, are generally credited with having sold a much larger proportion of their crop to date than normally at this time of the year.

The raw sugar market during the week has been mainly under control of second-hands, who shared in the general panicky feeling. The severe decline on the futures exchange enabled trade operators to offer at steadily declining prices and at one time Cubas were available at 5½c, cost and freight. Later, however, these offerings were withdrawn and subsequently an outport refiner paid 5½c, cost and freight. The recovery in futures toward the close of the week resulted in operators withdrawing their sugar, and it was reported that 5½c, cost and freight had been bid by refiners and refused.

Severe Shortage in Salmon Pack.

The Government has made a reservation, as to salmon canning, of the West end of the Aleutian peninsula and of a much larger district, including Bristol Bay, where almost all the red salmon are caught. The restrictions in the Government permits to fish are twelve boats to each salmon filling machine or each line of machinery, and the time for catching the fish has been restricted to one month or from June 25 to July 25.

Packers heretofore have begun fishing and canning before June 25 and have continued after that time, and they estimate that, unless there is a big run of fish, the pack of red Alaska salmon will be reduced by the restrictions this year about 20 to 25 per cent. If these restrictions

had been in effect last year (1922) the output would have been reduced 150,000 cases.

The Government also is prohibiting the use of purse seines. These seines were used by one cannery last year and were found to be destructive in their effectiveness, and if they had not been prohibited this year all canners would have used them, and the destruction of salmon, as they went to the spawning grounds would have been almost complete, to the ruin of the industry.

Canners are not opposed to the restrictions as they realize that, if salmon canning is to be continued as an industry, the restrictions are necessary and wise. The Fisherman's Union is demanding of the canners 50 cents a fish, almost twice as much as last year, and labor is higher all along the operating line, which argues a much higher cost for red salmon of the 1923 pack.

Spot stocks of red salmon on the Pacific Coast are much reduced. The Alaska Salmon Canners' Association has sold so far this season, under their Delmonte label, about two-thirds of their pack, and England has just begun to buy that grade of the United States. That country usually takes more than the entire present holdings in this country, and our own country is short of supplies. It is estimated that the entire stock in first hands is not more than sufficient to supply home consumption.

Pinks and Chums salmon are scarce and high. The supply of Chums was greatly curtailed this season by the imposition of a duty on all fresh salmon coming in from British Columbia, making the importation of fresh salmon from British waters prohibitive. The season for canned salmon is just opening, with the coming of warm weather, and the market looks safe for carrying stocks.

John A. Lee.

Good Buying of Trousers.

Manufacturers of separate trousers say that the response on the Fall lines recently opened has been of satisfactory nature. One of the factors said to be operating toward increasing the demand from retailers for these garments is the trend toward economy in suit buying. If possible, it is explained, the consumer is keeping his old suit in service by getting an extra pair of trousers to match. Retailers' Spring stocks are being steadily cut down in this way, according to wholesalers here. When the lines were opened they showed small advances over the previous season.

Hides, Pelts and Furs.

Hides.	
Green, No. 1	09
Green, No. 2	08
Cured, No. 1	10
Cured, No. 2	09
Calfskin, Green, No. 1	14
Calfskin, Green, No. 2	12½
Calfskin, Cured, No. 1	15
Calfskin, Cured, No. 2	13½
Horse, No. 1	4 00
Horse, No. 2	3 00
Pelts.	
Old Wool	1 00@2 00
Lambs	25@ 50
Shearlings	10@ 20
Tallow.	
Prime	@6½
No. 1	@5½
No. 2	@4½
Wool.	
Unwashed, Medium	@40
Unwashed, Rejects	@33
Unwashed, Fine	@42

The Cigar Case

Make your cigar case pay it's way—

Make it pay a profit.

Your cigar case can bring many patrons to your store and help to build your grocery business.

Soon tourists will be traveling through the country and the men will be looking for their well known favorite cigars.

Therefore, we suggest your putting into your cigar case well known National brands so that your store will get the cigar business and the cigar business will help your grocery business.

WEBSTERS
HARVESTERS
VALENTINES
TIONAS
LA AZORAS
NEW CURRENCIES

Most men will travel a long ways to find their favorite smoke and we suggest making your cigar case a handy place for the real smokers in your community.

WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers.

MOVEMENT OF MERCHANTS.

Mecosta—A. A. Pangborn has re-engaged in the grocery business.

Whitehall—Charles C. Kern succeeds A. Schellenberger in the grocer business.

Clare—Sneary & Goodenough succeeds Bert Barnes in the grocery business.

Holt—Herman Schultz has opened an electric shoe repair shop in the Black building.

Kalamazoo—The Kalamazoo Trading Co. has increased its capital stock from \$50,000 to \$200,000.

Remus—B. A. Chamberlain has engaged in the grocery business, the Worden Grocer Co. furnishing the stock.

Gladwin—Allen Gifford, hardware dealer, has filed a petition in bankruptcy. Liabilities \$2,194, assets, \$3,300.

Jackson—Eugene Davis has removed his stock of groceries from 601 New York street to 830 Steward avenue.

Kinde—Otto Bauer has purchased the Neil Coates grocery stock and store fixtures, taking immediate possession.

Grand Rapids—The Kent Storage Co., 59-60 Front avenue, N. W., has increased its capital stock from \$110,000 to \$300,000.

Grand Rapids—The Shackleton-Graham Corporation, 217 Murray building, has changed its name to the Graham Corporation.

Middleville—The Middleville Fruit Co. has engaged in business, carrying complete lines of fruits, confectionery, cigars and tobacco.

Flint—William A. Hicks, wholesale produce dealer, has filed a petition in bankruptcy, with liabilities at \$14,400 and assets at \$3,963.

Bellevue—C. E. Beers has leased his store building to Battle Creek parties who will occupy it with a stock of clothing about June 1.

Trout Lake—D. J. Riordan has built a large addition to his store building which will enable him to largely increase his grocery stock.

Cheboygan—Ross J. Bell, fourteen years manager of the Booth Fisheries Co. business here, has resigned and will engage in the same line independently.

Michigan Center—Jesse Gibbins has purchased a store building on Brown street, Jackson. He will move his grocery stock there and continue the business.

Caro—George Gidley, for seven years landlord and owner of Hotel Montague, has sold it to Hands & Snyder, formerly of Union City, who have taken possession.

Detroit—The Little & Beever Co., 2011 Dime Bank building, has increased its capital stock from \$15,000 to \$30,000 and changed its name to the Beever Plastering Co.

Detroit—The Segal Drug Co., 401 Gratiot avenue, has been incorporated with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in property.

Albion—Fred E. Shank has opened a self-serve grocery store at 211 South Superior street. For 18 years Mr. Shank traveled out of Jackson for wholesale grocery houses of that city.

Michigan Center—E. D. Hamilton is building a large addition to his grocery store and will occupy it with a complete stock of general merchandise and campers' supplies.

Michigan Center—Donald Seckinger has purchased the interest of his brother, Kenneth, in the grocery stock of Seckinger Bros., and will continue the business under his own name.

Eaton Rapids—Carl Seyfried has purchased the interest of his brother, A. J. Seyfried in the self-serve grocery stock of Seyfried Bros. and will continue the business under his own name.

Detroit—The General Fuel & Supply Co., 507 Kresge bldg., has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$5,000 paid in in cash.

Detroit—The Smith Equipment & Supply Co., 402 Old Whitney building, has been incorporated with an authorized capital stock of \$10,000, \$1,500 of which has been subscribed and paid in in cash.

Coral—Ferdinand Newell has sold his interest in the stock of general merchandise of George Newell & Sons to his brother, Merritt Newell and the business will be continued under the same style.

Flint—The Rutledge Construction & Engineering Co., 708½ East Fourth avenue, has been incorporated with an authorized capital stock of \$25,000, \$15,000 of which has been subscribed and \$1,500 paid in in property.

Detroit—The Consumer's Furnishing Co., 304-5 Barlum building, has been incorporated to deal in house furnishings, furniture, supplies, etc., with an authorized capital stock of \$50,000, \$20,000 of which has been subscribed and paid in in cash.

Saugatuck—The Saugatuck Silver Fox Co., has been incorporated with an authorized capital stock of \$100,000, of which amount \$63,300 has been subscribed and paid in, \$2,225 in cash and \$61,075 in property.

Birmingham—The F. J. Mulholland Co. has been incorporated to deal at retail in dry goods mens furnishings, etc., with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in cash.

Detroit—The Light Furniture Co., 6518 Woodward avenue, has incorporated to deal in furniture, etc., with an authorized capital stock of \$25,000, of which amount \$18,000 has been subscribed and paid in in property.

Benton Harbor—The Benton Harbor Hotel Co. has been incorporated with an authorized capital stock of \$100,000 common and \$175,000 preferred, all of which has been subscribed and \$125,000 paid in in property.

Detroit—The Blank Motor Truck Co., 2303 First National Bank building has been incorporated to sell motor trucks, parts, supplies, etc., with an authorized capital stock of \$50,000, \$1,000 of which has been subscribed and paid in in cash.

Ithaca—The case against George Jesup, formerly proprietor of the Pompeii elevator, which will come up for trial at the present term of the

Gratiot county circuit court, grows more and more complex. Claims filed thus far aggregate nearly \$400,000.

Grand Rapids—The Stewart-Warner Products Service Station, 710-12 Monroe avenue, N. W., has been incorporated with an authorized capital stock of \$35,000, \$25,000 of which has been subscribed and paid in, \$10,000 in cash and \$15,000 in property.

Detroit—The Union Store Fixture Co., 1357-59 Gratiot avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$24,000, all of which has been subscribed, \$2,200 paid in in cash and \$15,400 in property.

Detroit—The Detroit Paper Stock Co., 1815 Franklin street, has merged its business into a stock company under the style of the Cook Paper Stock Co., with an authorized capital stock of \$100,000, all of which has been subscribed and paid in, \$40,000 in cash and \$60,000 in property.

Detroit—The Thomas N. Mordue Coal Co., General Motors building, has merged its business into a stock company under the style of the Mordue Coal Co., 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.

Sand Lake—George F. Cook, who has conducted a general store at Grove for nearly forty years, acquiring a large fortune by reason of his shrewdness and good judgment, has sold his stock to J. DeBlaay & Son, who were formerly engaged in the mercantile business in Grand Rapids.

Iron River—The Delta Mining Co., First National Bank building, has been incorporated with an authorized capital stock of \$50,000 common, \$125,000 preferred and 12,500 shares at \$1 per share, of which amount \$10,000 and 12,500 shares has been subscribed and paid in, \$10,000 in cash and \$12,500 in property.

Lansing—Chatterton & Son, grain, hay, builders' supplies, etc., has merged its business into a stock company under the same style, with an authorized capital stock of \$1,000,000 common and \$500,000 preferred, of which amount \$645,800 has been subscribed and paid in, \$67,569.34 in cash and \$578,230.66 in property.

Jackson—The Jacobson Stores, Inc., has been incorporated to deal in women's ready-to-wear garments, cloaks, millinery, etc., at wholesale and retail with an authorized capital stock of \$225,000 common and \$150,000 preferred, of which amount \$225,000 has been subscribed and paid in, \$1,250 in cash and \$223,750 in property.

Owosso—Roy Sweatland has sold his interest in the meat stock of Sweatland & Jeffords, to his partner, Charles Jeffords, who will continue the business under his own name. Mr. Sweatland has purchased the automobile accessories, parts and supplies stock of John E. Aitken in the Aitken Auto Co. and will continue the business under his own name.

Saginaw—G. Jerome Brenner, of Brenner & Brenner, clothiers at Court and Hamilton streets, will open

a boys' clothing store at 125 South Jefferson avenue about the middle of July, under the style of the Brenner Boys' Shop, under the management of G. Jerome Brenner. The Brenner & Brenner clothing store will be continued under the management of Elwood M. Hoar.

Grand Rapids—The slippery sharper who has been claiming to represent the Grand Rapids Show Case Co., and who on that false claim, has been selling merchants mythical show cases at reduced prices, the crook, who operated under various aliases and caused merchants and the Grand Rapids Show Case Co. much trouble, was apprehended in Southern Illinois through publicity about him in the Tradesman and other business papers read by retailers.

Manufacturing Matters.

Holland—The Home Furnace Co. has increased its capital stock from \$300,000 to \$500,000.

Lansing—The Dudley Paper Co., has increased its capital stock from \$140,000 to \$300,000.

Battle Creek—The Michigan Metal Products Co. has increased its capital stock from \$30,000 to \$60,000.

Detroit—The Morris Blumberg Electric Co. has increased its capital stock from \$125,000 to \$250,000.

Detroit—The Phonograph Co., 256 Woodward avenue, has decreased its capital stock from \$350,000 to \$200,000.

St. Johns—W. J. Murray has sold a half interest in his bakery to Bernard N. Martin, recently of Fowler and the business will be continued under the style of Murray & Martin.

Detroit—The Empire Beverage Co. has been incorporated with an authorized capital stock of \$150,000, of which amount \$100,000 has been subscribed and \$15,000 paid in in cash.

Detroit—The Federal Lock Co., 1516 Ford building, has been incorporated with an authorized capital stock of \$25,000, \$5,000 of which has been subscribed and paid in in cash.

Detroit—The Gas Engine Valve Co., 2900 Meldrum avenue, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Lawton—The Nielsen-Barton Chuck & Tool Co. has been incorporated with an authorized capital stock of \$100,000, of which amount \$80,000 has been subscribed and \$65,000 paid in in property.

Detroit—The Michigan Engineering Laboratories, 3609 Michigan avenue, has been incorporated with an authorized capital stock of \$2,500, \$1,250 of which has been subscribed and paid in in cash.

Detroit—The Metalscale Process Co., 3499 Cadillac avenue, has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed, \$3,000 paid in in cash and \$40,000 in property.

Detroit—The Fireproof Unit Co., 1313 Majestic building, has been incorporated with an authorized capital stock of \$25,000 common and \$15,000 preferred, all of which has been subscribed and paid in, \$15,000 in cash and \$25,000 in property.

Essential Features of the Grocery Staples.

Sugar—The decline in sugar was only temporary. The market has started upward again and local jobbers have advanced their price on cane granulated to 10½c.

Tea—The demand has continued quiet during the week. There is only a comparatively small day by day trade. This is not a sign of weakness, however, everything desirable in the tea market continuing steady to firm. The present dullness in the tea market from first hands is not unusual, as this is practically always a dull season. New Formosas are advancing in the primary markets and the whole situation over there is strong.

Coffee—The past week has brought little or no change to the market for Rio and Santos coffee, sold green and in a large way. There has been further weakness, but a slight recovery. Prices show very little change. Mild coffees are still inclined to be rather soft, with only a fair demand. Consumptive demand for all varieties of coffee is moderate. The jobbing demand for roasted coffee is about unchanged for the week, except as an occasional dealer has adjusted his prices to the green market.

Canned Fruits—A better tone has developed in peaches on the Coast during the past week and there is less effort being made to move standard clings. While there has been some enquiry on the spot the market is not active in first hand buying circles but is more a distributing proposition. New packs are being offered by some independent packers at firm prices, but there is no rush to cover. Apricots remain weak. Pineapples sell as extensively as the broken jobbing assortments permit. There is little to be had in any grade or size and the situation favors the seller. Cherries of the new pack are firmer and higher in the country. Apples rule featureless.

Canned Vegetables—Tomatoes are taken freely enough to make them steady in tone in No. 2s and firm in No. 3s and No. 10s which are not freely offered. No. 2s can be bought at 92½c factory, No. 3s at \$1.75 and No. 10s at 5.50. Spot California No. 10s are firm and No. 2½s are in fair demand. Futures are unchanged as to price but are not active. Corn is scarce in fancy goods from all sections as a complete cleanup is in prospect. Trading between jobbers now occurs frequently. There is no snap to standards which are steady. Peas are one of the best sellers as they are being sought, but the trouble is to find standard No. 4s and No. 5s. Anything in a genuine standard is readily salable. Top grades are not so active as there is not the same shortage of jobbers' stocks. Minor vegetables are not conspicuous at the moment.

Canned Fish—Pink salmon is firming up a little in the East on account of the strength shown on the coast. Holders out there are trying to advance prices, but the Eastern markets have been a drag on this up to now. Demand for pink Alaska salmon is fair. Red Alaska is quiet at

unchanged prices. Sardines are about as they were last week. Maine brands are in light supply and show a strong undertone; demand is light. The general line of canned fish, including crab meat, lobster, tuna, etc., continues scarce and firm.

Dried Fruits—There is considerable more hopeful talk about raisins this week than there has been for some time. Holders are feeling firmer in their ideas and are making predictions for an advance within the next few weeks. No change has occurred during the week and the demand has been dull. There is still quite a number of weak sellers. Prunes continue quiet, without any change for the week. The market has been quite unsatisfactory from the seller's standpoint so far this year. Apricots for future delivery are apparently not wanted at all. The coming crop will probably be heavy and buyers hope this will enable the sale of apricots at a reasonable price. They certainly have not sold at a reasonable price this season. Currants are easy and very dull. The market in this country is under the parity of the foreign price. Peaches and pears are dull and easy.

Fish—The situation in mackerel shows no change for the week. Demand is light; prices are about unchanged, but not very strong.

Cheese—The market on old remains firm, with a fair supply and a fairly active demand. The market on new cheese, however, remains barely steady, with a fair demand.

Provisions—The market on lard is steady and unchanged, with a good supply and a fairly active demand. The market on lard substitutes is weak, with unchanged quotations. The market on smoked meats remains barely steady, with quotations about the same as previous quotations, there being a light demand at this time, with a good supply. The market on canned meats, dried beef and barreled pork is steady at unchanged quotations.

Nuts—The Brazil nut market is more interesting this week than formerly. Other nuts are not selling in large quantities and are, in fact, merely in routine demand. There is little buying ahead even where weak holders are willing to make substantial concessions. As a consequence walnuts, almonds, filberts and others nuts are quiet.

Beans and Peas—The market for beans and peas has continued dull during the week, with prices quite irregular. Pea beans are sagging off and red and white kidneys are also weaker. California limas are fairly strong, although there are some weak sellers there also. Green and Scotch peas are weak and very dull.

Syrup and Molasses—Molasses continues unchanged for the week. Prices are steady, with no particular feature anywhere. Sugar syrups of good quality, on account of scarcity, are firm. Buying is simply from day to day. Compound syrup steady; fairly active.

One thing a man can't understand is why his enemies have so many friends.

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 for California; \$1.50 per doz. bunches for Ill. Bananas—7½@8c per lb.

Beets—New from Louisiana, \$1 per doz. bunches.

Brussel's Sprouts—25c per qt. box.

Butter—After the recent sharp decline in the butter market there has been an advance of about 1c per pound. This is due largely to an increased consumption in butter and a better feeling among buyers. The average quality of butter now arriving is very fine for this time of year. There is still an acute shortage in everything except the very best grades there being a very close range of prices at this time. Local jobbers hold extra at 41c in 63 lb. tubs; fancy in 30 lb. tubs, 43c; prints, 43c. They pay 25c for packing stock.

Cabbage—Old, \$5.50 per 100 lbs.; new from California, \$6 per crate.

Carrots—\$1.25 per bu. for old; \$1 per doz. bunches for new from Louisiana.

Cauliflower—\$4 per dozen heads.

Celery—California is selling at 75c for Jumbo and 90c for Extra Jumbo; Florida, \$6.50 per crate of 4 to 6 doz.

Celery Roots—20c per lb.

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

Cocoanuts—\$6.50 per sack of 100.

Eggs—The market remains steady, with quotations about the same as they were a week ago. Eggs arriving now are very fine and the receipts continue to be large. Eggs are being placed in storage at this writing and there is also a very large consumption. According to Government reports, storage stocks are 1,000,000 cases short of the record at this time one year ago. Local jobbers pay 23½c for fresh.

Egg Plant—\$4 per doz.

Garlic—35c per string for Italian.

Grape Fruit—Fancy Florida sells as follows:

46	-----	\$4.50
54	-----	4.75
64	-----	4.75
70	-----	4.75
80	-----	4.75
96	-----	3.75

Green Beans—15c per lb. for either string or butter.

Green Onions—25c per doz. bunches for Ill.

Green Peas—15c per lb.

Honey—32c for comb; 25c for strained.

Lettuce—In good demand on the following basis:

Arizona Iceberg, per crate	-----	\$5.75
Leaf, 20 lb. box	-----	15c
Leaf, 10 lb. box	-----	16c
Leaf, 80 lb. barrel	-----	14c
Onions—Home grown,	-----	\$4.50 per

100 lb. sack for red or yellow; Texas Bermudas, \$3.75 per crate.

Onion Sets—White, yellow, red, \$3.50 per bu. of 32 lbs.

Lemons—The market is now as follows:

300 Sunkist	-----	\$7.00
300 Red Ball	-----	6.75

360 Red Ball ----- 6.75
Oranges—Fancy Sunkist Navels are as follows:

100	-----	\$5.25
126	-----	6.00
150, 176, 200	-----	6.75
216	-----	7.00
252	-----	7.00
288	-----	6.75
324	-----	6.50

Potatoes—Old command 60@70c per bu. New are now selling as follows:

No. 1 White, per bbl.	-----	\$12.50
No. 1, White, per bu.	-----	4.25
No. 2, White, per bbl.	-----	10.50

Parsley—50c per doz. bunches.

Parsnips—\$1.25 per bu.

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

Pieplant—10c per lb.; \$3.75 for 40 lb. box.

Pineapple—Red Spanish are held at \$5.50 for all sizes.

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 \$4 for 24 pints. Shipments from Tenn. are due to-day or to-morrow. They will sell for \$7@7.25 per 24 qt. cases.

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

Tomatoes—6 lb. basket of California, \$1.50.

Turnips—\$1.25 per bu.

Absurdity of Clean-Up Week.

Philadelphia, May 7—Clean-up Week from April 30 to May 5 seems to me as much of an absurdity as Take-a-Bath Week would be, based on the theory that everybody who goes without a bath finally reaches a point where he must take some notice of himself, and for the benefit of such there should be a Take-a-Bath Week. To my mind one is just as logical as the other. Clean-up Week is based on the presumption that there is a condition requiring it—filthy stores which ought to be cleaned up and which probably won't be cleaned up except through some kind of a concerted movement. Isn't it rather foolish to let a merchant grow to believe that it is all right to neglect his place until Clean-up Week and then go at it?

These special periods for doing things which ought to be done all the time, never appealed to me. Lent. It always seemed to me that the right kind of a Christian wouldn't have any use for Lent, for he would be doing his observing all the time. So no clean merchant has any interest in Clean-up Week, for his Clean-up Week is every week in the year.

It is better to clean a store once a year than not to clean it at all, of course, but it is a bad thing to set aside such weeks, for it is apt to influence lazy, sloppy individuals to believe that it will be all right in the eyes of society to confine their efforts to that period.

Elton J. Buckley.

Lansing—The Steel Wheel Corporation, 701 East Saginaw street, has been incorporated with an authorized capital stock of \$10,000 common and 100,000 shares at \$1 per share, of which amount \$10,000 and 60,000 shares has been subscribed and paid in in property.

Piggly Wiggly Squeals.

Mr. Piggly Wiggly is "going broke." Without the slightest animosity, the grocery trade is not surprised; had rather expected it from the way Mr. Saunders has been playing the game.

In considering the ups and downs of Piggly, the observer should not get the various sides of the subject confused, for they are all genuinely different. Piggly Wiggly as a grocery proposition is one thing and as a stock flotation scheme quite another. And, again, there is a vast difference between the parent Piggly company of Memphis and the fifty-seven varieties of subsidiaries which have no connection with the Memphis concern, save as licensees of name and fixture design and whose success is wholly dependent on their local competitive ability and environment.

As a grocery store scheme the average retailer has a pretty clear idea of how perilous they are, or are not to him; as a rule the Piggly Wiggly stores have carved out their own place in a social stratum of their own and the regular service grocer is going along on his own hook. In some places they are a success and in others they are not; they represent a tangible phase of self-serving store and take their own chances with public patronage. In any event, they have no connection with the Wall Street brand of pork; neither has the independent grocer.

But as a stock jobbing proposition the grocery trade has long felt that the optimism of Mr. Saunders was being overplayed. The grocery store is not a creature of millions (with very few and notable exceptions), and Piggly has not gotten to the point yet where conservative grocers feel that wild jugglery of stock in terms of millions is justified.

And because Mr. Saunders, who only five or six years ago was a mediocre jobbing salesman, had hit on a popular idea no one imagined that he had suddenly become a Napoleonic figure in the hottest battleground of wits and trickery on earth. Even when he had the "shorts" worried wise grocers felt that he would discover a kick-back in time. The surprise is that it has come quite so soon and that his Napoleonic career seems so suddenly doomed to come to an end.

Public-spirited and philanthropic citizens of Memphis may feel called upon to step in and coddle Piggly back to life, but the grocery trade is chiefly amused and not at all concerned. Whatever the outcome, the grocery end of the scheme will probably continue or discontinue on the basis of its local successes and not because of Wall Street.

So Say We All.

It is no compliment to Michigan civilization that a vulgar blackguard could break so many of the laws of God and man for so many years in the name of religion and get away with it. It is no compliment to Michigan civilization that grand jury proceedings were so long in starting after the first sensational affidavits were filed by two of his victims. "His absence," as Judge Sater says in

deciding the Hansel case against him, "at this critical period in the life of himself and his colony, when he should have been quick to defend himself, is significant."

He is advertised by his dupes as heading for Palestine; which is fair reason to believe, after his teachings of falsehood and perjury, that he is not. If Michigan is true to herself she will hunt him out of the ends of the earth, and bring him back to face the consequence of his disgusting crimes; and if any law can be found for it Michigan will shave all that hair off his face, so that all the world may see and study the features of the kind of animal who could devote a life time to the deliberate destruction of innocent girlhood.

Detroit Saturday Night.

Jewelry Sales on the Gain.

The turn for the better in the jewelry business that was expected after the first of May is already giving signs of materializing. Men on the road are turning in good orders, not only on regular stock goods, but on special work as well. In the higher-priced pieces there is a strong call for almost all mountings that can be set with diamonds, both singly or in combination with emeralds and some of the other precious stones. Flexible platinum bracelets show up very strongly in this merchandise. A summary of the business done by leading houses from the beginning of the year to May 1 shows a notable gain over that for the same four months last year, one prominent concern reporting a gain of about 35 per cent. for the period. Platinum is \$2 an ounce cheaper than it was here recently, the respective quotations being \$116 an ounce for the soft metal, \$124 for the medium and \$132 an ounce for the hard.

An Investment Worth While.

In the advertisement of Howe, Snow & Bertles, published last week, the Tradesman inadvertently referred to the Southern Minnesota Joint Stock Land Bank as Joint Stock and Land Bank. The introduction of the "and" was superfluous. This sterling investment, which was created by Congress and has since been upheld by the Supreme Court of the United States is proving to be a very attractive one for Michigan people. The Bank is earning 12 per cent. on a capitalization of \$2,000,000 and is paying 9 per cent., distributed quarterly. At \$140 per share, the going price, this stock nets the investor 6.42 per cent.

The Indian Tradition.

Monroe, May 8—Some time ago the Blackfeet Indian tribe, who had lived from unknown times in the region of Glacier Park, protested against the re-naming of natural scenic features which they had known always by Indian names. The Indian is passing away and soon he and his language will be forgotten. We have few interesting historic traditions, and now is the time to try to preserve a few. Why not look to the future and realize how potent would these Indian names be in those magnificent solitudes in imagination to re-people them with their ancient inhabitants. There are too many meaningless, utterly ordinary names now in all our national parks. E. Butterworth.

Phone or write for our descriptive booklet telling all about the G. R. Abattoir Co.

ABATTOIR ASSURED SUCCESS

Did you know that

Only 4 out of 332 slaughter houses in West Michigan passed a recent state inspection.

22,000,000 lbs. of meat are consumed annually in Grand Rapids.

Grand Rapids is the only city of its size in the U. S. without an Abattoir.

The Abattoir makes its profit from offal now thrown away.

The Abattoir is a sanitary necessity in this day and age.

You still have an opportunity to support this new industry and participate in the profits.

Grand Rapids Business Men support this new industry which offers an unusual investment opportunity

Of the stock now subscribed, a large portion has been taken by the string butchers. They realize more than anyone else the advantages of a public government inspected slaughter house which will increase the profits of the farmer, the string butcher and the meat dealer.

Building Operations will probably begin this month

R. C. Blue, formerly with the Newton Packing Co. of Detroit, has been secured as manager of the plant and under his direction more than 100,000 head can be handled in the Grand Rapids Abattoir Co.'s two-story brick building.

No Promotion Schemes!

No Gift Stock to Anyone!

All Common Stock—\$100 Par Value

Grand Rapids Abattoir Co.

707 Commercial Savings Bank Bldg.

Citz. Phone 62425

Mail This

Grand Rapids Abattoir Co.,
707 Commercial Savings Bank Bldg.,
Grand Rapids, Michigan.

Gentlemen: Give me further information about this great industry soon to begin operations in Grand Rapids.

Name _____
Street _____
City _____

YOU CANNOT AFFORD

to let pass the opportunity of investigating the possibilities of an investment in the

Wolverine Carton Company

Telephone or write for an appointment to visit factory and see it in operation.

F. A. Sawall Company

313-14-15 Murray Bldg.

Citz. 62209

Grand Rapids, Michigan

Bell Main 3596



GENESEE AVE. STORE

ESTABLISHED 1860.
The Wm Barie
DRY GOODS CO.
WHOLESALE & RETAIL
DRY GOODS, CARPETS & FURNITURE.
COR GENESEE AVE & BAUM ST

SAGINAW, MICH. April 2nd, 1923.



BAUM STREET STORE.

Grand Rapids Merchants Mutual Fire Insurance Co.,
320 Houseman Bldg.,
Grand Rapids, Mich.

Gentlemen:-

We thank you for your favor of the 31st inst.
in which you enclosed check for \$2215.67 to cover your
portion of the loss sustained by our company on March 12.

We extend you a compliment in mentioning that
you were the first company to favor us with remittance
covering the above loss.

Enclosed herewith we hand you receipt duly
signed as per your request.

Yours very truly,

THE WM. BARIE DRY GOODS CO.

Wm Barie
President

ACTIVITY NEAR THE PEAK.

Trade activity, in the opinion of most business men, is now at the peak, or very near it. Production in basic industries has reached the highest point possible with existing physical equipment and labor forces. It is generally agreed that this is not the time to undertake extensions of plant, and there is no immediate prospect of increasing the available supply of labor. Even if Congress were disposed to remove or modify the restrictions on immigration, it would not be able to do anything effective in this direction for at least another year.

While activity may be at the peak this does not mean that a downward swing like that of 1920 is soon due. Conditions are not like those of that year. Business men are much more cautious; price levels are not soaring as they were then, and credit is not overextended. When the business curve changes its direction, therefore, there may be no sudden break like that of three years ago. Indeed, that was one of the major movements such as come only at intervals of about twenty years.

It is often said that while each business cycle has certain general resemblances to all that have preceded, it also presents certain pronounced differences. The present cycle differs from its predecessors in at least two particulars. It has passed through the expansive phase without an elastic supply of labor and it has reached the point of maximum industrial output with money still comparatively cheap. Both these conditions are unusual. Money remains cheap because the United States holds approximately half of the world's gold. Its very cheapness is a source of possible trouble, as it may cause the healthy progress of past months to pass over into a typical boom, with the usual accompaniment of inflated prices, overbuying, and eventual reaction and depression. So far signs of inflation have appeared in only one or two important industries. If business can pass successfully through the present expansion phase without the development of a full-fledged boom the country's financial and business leaders will deserve credit for an achievement that is without precedent.

Business statistics have demonstrated that if the present business cycle runs true to form the upward trend of prices will continue for only four or five months longer. What comes thereafter will depend on how prices behave in the immediate future. A sharp break may come if the next few months bring us a boom with all its inflationary accompaniments. In the absence of a boom the change should be gradual, and not only prices but general business activity should hover near the present peak for a considerable period after the peak has actually been passed. The idea of prolonging the present phase of the business cycle has its strong appeal, and such an undertaking may prove successful if enough business men can be persuaded that it is worth the effort. Sporadic cases of what one banker calls "inflationitis" have developed, but if these are carefully quarantined the disorder

will not reach the dimensions of a general epidemic.

THE DRIED FRUIT MARKET.

The wholesale grocery trade refuses to be influenced by the reports of more active jobbing interest in other centers and by the more or less optimistic postings of packers as regards the clean up of old packs and the prospective demand for new crop. For a number of weeks the universal policy has been to buy in a hand-to-mouth fashion and that procedure is followed closely this week, resulting in limited spot trading and in weakness in most dried fruits. Wires and letters from the Coast are not important nor normally numerous and they tell no new story, except, perhaps, to dwell upon the new crop of prunes in California. Most messages are in reference to sales or confirmations or are devoted to quotations which it is hard to meet here since the spot market is relatively lower than that at the source. Crop news is devoted largely to apricots and prunes, with not much mention of raisins, except from the standpoint of distribution. A large crop of Apricots is admitted but, as is the case frequently with a big yield, the production seems to be running to standards, while fancy and other top packs will be in moderate supply. This leads to an insistence upon less than 10 per cent. of fancy in the assortments and infrequent sales of straight fancy. There has been more stability as to opening prices during the past few days, but as the association is likely to quote the market soon, there is a delay to consider futures extensively. Offers with guarantees to meet the association are more favorably regarded than without this protection.

ONE DOLLAR GASOLINE.

A few weeks ago the Congressional radicals made themselves look exceedingly ridiculous by screaming that "dollar gasoline" was menacing the poor automobile owners of the country. Hardly had the noise of these prophets of disaster died down before the price of gasoline began to break, and the price in different cities now ranges from 3 to 5 cents below the highest quotations in 1922. For the country at large the average reduction amounts to about 4 cents. Any one who has followed the statistics of oil production, consumption, and stocks published by the Government through the Geological Survey might have looked for such an outcome, but the radicals, instead of rejoicing that their predicted calamity has been so happily averted see in this recent reduction only evidence of further wickedness on the part of the great "interests." Before mulcting the public with dollar gasoline the big producers must first drive their competitors to the wall by cut-throat competition, and once the big concerns get full control of the field the people will pay. So if gasoline goes up the advance is not justified, and if it goes down there is a joker somewhere. No matter what happens the downtrodden driver of a flivver is evidently going to get it in the neck.

RISING PRICE LEVELS.

Rising levels of prices are the main cause of disquiet in all business circles. It is recognized that there is always a limit beyond which prices cannot go without automatically restricting buying. And such a check is immediately reflected in increased overhead per unit of production as well as in unemployment. As prices ascend there is first the stage in which the demand is sufficiently acute to absorb the added cost. Unscrupulous producers and speculators take advantage of this situation. By withholding deliveries they are enabled to pyramid prices up to the furthest point the traffic will bear. This is the condition just now, especially in the basic materials of the construction industries, and it led to the recent conferences by the builders, architects and bankers who are endeavoring to find a way out of the difficulties thereby occasioned. Unreasonable demands by the union labor groups, who are simply following the lead of the material men in grabbing all they can while the opportunity is here, add to the seriousness of the problem. The solution nearest at hand is to stop construction until the gougers are brought to terms, though this has its manifest drawbacks, but that curtailment of activity will have to be resorted to appears to be admitted. That the union workers are beginning to see that their increased wage scale cannot be maintained long is evident from their efforts to have them continued by contracts for a few years. Long before the end of such a period wages will have to be materially reduced.

THE CANNED FOOD MARKET.

Canners fail to understand why jobbers fear an overproduction or even a large pack of canned foods in 1923 when so many factors tend to curtail the output of the canneries. Banks are not urging canners to overplay their hands; on the contrary they are preaching the opposite doctrine. Their advice is to pack against actual contract orders. The second consideration is the cost of production. Labor is the big item not only as to wages but as to an adequate number of cannery hands to run the plants. Many canners say that the lack of sufficient labor to produce raw materials and later to convert them into the finished product will control the size of the season's pack and keep it within the bounds of prospective consuming outlets. With other factors considered cheap packs are unlikely and the only balance that may occur will be lower prices on raw material than are now in prospect as an offset to the general high overhead. The canners' firm conviction is that opening prices will prove to be the cheapest of the season, but this idea is not accepted fully enough by the jobber to lead him to do extensive buying. Earlier in the season he was more disposed to consider futures than he is at the moment.

FLEXIBLE TARIFF DUTIES.

The controversy among members of the Tariff Commission over the meth-

od of procedure under the section of the new law providing for so-called flexible duties has been settled in the good old spirit of compromise. It appears that the investigation will not be confined wholly to duties with regard to which complaint has been filed with the Commission, as was advocated at first by the majority of the members, but that the commission, on the other hand, will not have carte blanche to go ahead with sweeping investigations of any or all the schedules under the act. The latter has been objected to for the reason that it might have as much tendency to unsettle business as the enactment of a new tariff law would have. Under the compromise plan there may be investigations of duties even in the absence of complaints, but such investigations are to be ordered only after a conference between the commission and the President, and when the latter has given his formal approval. At present 172 complaints are on file with the Commission, according to reports from Washington, and investigations are proceeding on seven of them. It is expected that the Commission's power will soon be broadened so as to enable it to proceed with the investigation of duties on commodities closely related to those on which the original investigation has been ordered.

RETAIL TRADE NOW ACTIVE.

Some rather reluctant warmth and sunshine during the past week put added life into retail buying in this and other business centers. Apparel had its share in this activity and so, also, had the variety of articles pertaining to house furnishing. What aided sales was the fact that, for many things, the prices asked seemed moderate in view of the many predictions of large advances. But much of the goods offered were placed on the basis of cost rather than replacement price so as to offer inducements to customers to stock up before higher prices become inevitable. Even at that, however, there was much shopping around before purchases were made, showing caution on the part of the buyers. A typical instance was that of a woman who made trips to a half-dozen stores before buying a few yards of sash ribbon. It is not so much cheapness that is wanted in the great mass of cases as it is to get the full value of the money that is to be expended. Whatever else the new inflation period has brought, it has not been accompanied so far by the recklessness of expenditure so marked a few years ago. Unless all present signs fail, a larger percentage than usual of the wage increases will go into the savings banks in anticipation of the proverbial rainy day, always provided that greedy landlords do not get it first.

Perhaps one reason you don't get more out of your trade paper is that you don't read it. Perhaps another reason is that you don't think when you do read.

Have you learned to meet the objections sometimes raised to your goods, or do you fail in that respect and so lose sales?

Our Faith Was Justified!

The quick success of Post's Bran Flakes is proof of the fact that people *will* eat bran that is palatable, in preference to bran that is not.

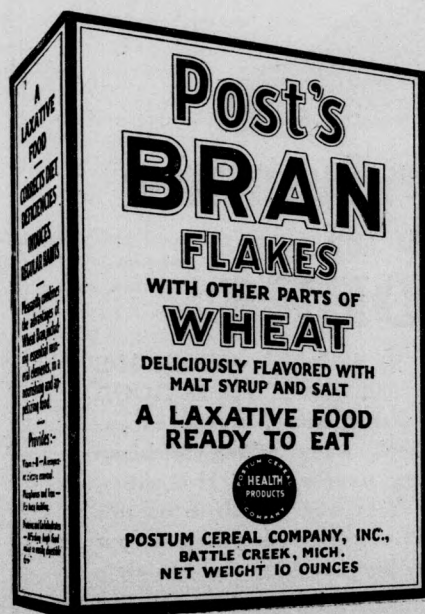
Post's Bran Flakes has shown your customers that it is no longer necessary to take bran "straight," or to sprinkle it over other food to make it palatable.

The message, "Now you'll like Bran!" is sweeping the country. Everywhere it is blazing the trail to bran benefits combined with appetite satisfaction.

Like all successful products, Post's Bran Flakes with Other Parts of Wheat is a shining target for imitators. *The package has been copied, but the food has not been duplicated.*

Post's Bran Flakes with Other Parts of Wheat is made by our *exclusive process* which retains the important vitamin, mineral elements, and other rich nutriment of the wheat. It also gives the bran a mild texture non-irritating to the digestive tract.

Post's Bran Flakes is a natural, helpful corrective, and a delicious, nourishing food



To supply the unprecedented demand for Post's Bran Flakes with Other Parts of Wheat, manufacturing facilities are being rapidly increased—convincing evidence of our abiding faith in this new and matchless product.

In keeping with our established policy, the sale of Post's Bran Flakes is absolutely guaranteed.

Now you'll like Bran!

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



How Much Do You Know About Kid Leather?

When we of the shoe craft speak of kidskin, we allude to leather really made of the skin of a goat. These goats are goats raised in foreign countries for their milk and for food purposes. Goats fill the same purpose in many countries as the dairy cattle do in this country. The word "kid" actually means the young goat still dependent on its mother for sustenance. These skins if made into leather, would be so thin and so tender that their value for making shoes would be almost negligible.

You may have observed that all leather finished on the grain side has a tendency to "scuff" or peel off. This is due to the formation of the skin, which is comprised of several distinct layers. The epidermis, or outer skin, when tanned is quite hard and horny. The next layer, known as the dermis, is also firm and tough. In kid skins this is fed by fibres attached to it at a slight angle. Therefore, when one of these layers of skin is loosened it may readily be peeled off, revealing the interwoven fibres and cells, which may be easily refinished so that the removal of the surface cannot readily be detected. This is made possible because of the fibres of kidskin being very closely interwoven into what are known as knots, thus giving the kidskin when chrome tanned its great strength, pliability and its adaptability to receive a high finish.

In the case of calfskin, the fibres are attached to the outer skin at almost a right angle; and therefore if the surface is injured it does not peel off but leaves a "raw" appearance, which is caused by the ends of the fibres being revealed.

In the case of sheepskin, the grain is so tender and soft that if the surface is injured the rest of the leather gives way, as there is no strength left.

Even in the case of kidskin, however, there are many different qualities, which are determined by the section of the world from which the skins come, and their treatment in that section. The grazing is very important. If the animal is supplied with food the year round, the result will be a firm, plump skin if the grazing is poor and what we might term "spotted," the skin will show the effects. The climate has a great deal to do with the quality of the skin, for the finer the hair and the more numerous the pores the more readily will the skin take to fine coloring. Coarse hair makes prominent pores and a rather horny skin, especially about the neck. We must also remember that when the ani-

mals graze in a country where briars are plentiful their skin often becomes marked up, and every scratch, bruise or scar shows on the finished leather.

The "take-off" of the skins is also an important feature. If taken off with experience and care, very little fat adheres to the skin and they are easily dried. If the "take-off" is done by those inexperienced in that operation it results in an irregular skin with gashes, cuts, etc.

Still another point to be considered is the curing. For instance, where no salt may be secured and the skins must be dried by the air, the sun should not be allowed to touch them, for if it does it will burn the fibres, causing them to become hard and brittle. Skins must be slowly dried in the shade. In other sections of the world where salt is used, it is important that no iron or other mineral salts be used on the skin as they will eat deeply into the leather.

India and China are perhaps the greatest producers of kidskin, South America coming third.

The skins receive their names from the section of the world from which they come. To the layman these names mean little, but to the experienced they denote a certain type skin, cured a certain way; bearing typical scars, scratches, etc. Size, and even the grain, is understood as climate and grazing have much to do with the quality.

In India oftentimes dried skins serve the same purpose as money in this country, being exchanged for commodities which are not produced there. The local stores sell these skins to a trader who ships them to the seaport where they are sorted and sent abroad, many coming to the United States. It is a recognized fact that the United States purchases fully 80 per cent of the world's supply of "kid" or "goatskins."

In some parts of India where it is almost impossible to obtain salt, the skins are partly tanned with bark extracts. These partly tanned skins are sent to the seaport and come finally to the United States where they are fully tanned by the use of chrome oxide. These skins are known as "India tanned" skins and are inferior to the straight chrome tanned skin as they have neither the same softness, pliability nor strength.

In olden times kidskin was dyed to pretty shades such as green and red, Persia and Morocco leading in this type of tanning. Bark extracts were used, but the leather did not have sufficient strength to enable it to be of much value in the making of shoes. It was when the chrome process was perfected that kidskins really gained prominence as a shoe

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SIDE LEATHERS.

- 528—Men's Blk. side Saxon last Ox. spaced stitching perf tip natural finished bottom welt sole rubber heel 6-11 C D\$3.65
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HEROLD-BERTSCH SHOE COMPANY
GRAND RAPIDS

leather, and this process has so improved that today kidskins may be dyed almost any color desired. The present process is somewhat on the following order:

After the dried skins arrive in the tannery, they are put into the warehouse where they remain until they are to be tanned, then they are put into a large vat containing a weak lime and water solution, and where they remain until they have swollen to the condition in which they were when taken from the animal. After this soaking they are trimmed and the hair removed. They are then "washed" and "bated" or "puered" to neutralize the chemicals and to prepare them for the tanning. After this they are washed, sometimes pickled, and shaved to a uniform thickness; and then tanned with chrome, making them a light green shade.

The next process is the fat-liquoring and dyeing which imparts the color, then the application of glycerine and oils which sets the color and lubricates the fibres. After this they are exposed to dry hot air to force the oils through all of the fibres. This is one of the most important processes in the making of kid leather, for upon it depends greatly its softness, color and finish. They are finally removed and "sammyed" (placed in damp sawdust) to soften them up. After the sammying comes the "staking" to loosen the fibres and open the pores.

The seasoning is then applied. The seasoning is comprised of a substance of an albuminous nature, together with coloring matter. After this is applied, the skin is dried and put into the glazing jack, where a round, solid glass attached to an arm irons and pounds the seasoning firmly into the leather, resulting in a bright finish. The word "glazing" is the French word for "glassing" a name derived from the glazing agate or glass, or from the appearance of the leather. In case a mat finish is to be produced, the seasoning consists of oils, glycerine and coloring matter, which are ironed into the leather with a warm iron in much the same manner as clothes are ironed.

The final operations before the leather leaves the tannery are the measuring, the sorting into sizes and the grading into quality, which depends upon the number of scars, scratches, etc., on the leather, as well as the coarseness of the skin.

You can readily understand that as the footwear is worn the oil substances and seasoning is gradually removed, the leather appears parched, dirt adheres to its surface and the coloring is somewhat removed. This must, of course, be restored in order that the footwear retain its original life and appearance, and can be done only by again nourishing the leather with a shoe polish possessing such ingredients as in the original treatment, plus such other ingredients as will remove the dirt without affecting either the tannage, fat-liquoring or seasoning. This calls for a thorough knowledge of leather applied in the manufacture of scientific shoe polishes. J. V. Lobell.

\$150,000

Wallace Furniture Company

6% Serial Debenture Gold Notes

Dated May 15th, 1923.

Maturities Serial as Below.

Interest payable May 15th and November 15th. Coupons payable without deduction for Normal Federal Income Tax not in excess of 2%. Redeemable as a whole on any interest date after May 15th, 1924, on thirty days notice, at 100 and accrued interest and a premium of one-half of one per cent for each year, or part of year, between date fixed for such redemption and maturity of notes; or in part at twice the amount of premium above specified. Coupon notes in denominations of \$1,000, \$500 and \$100. Registerable as to principal.

GRAND RAPIDS TRUST COMPANY, TRUSTEE

BUSINESS

The Wallace Furniture Company was organized in April, 1915, and has been in continuous and successful operation since that time. The Company owns and operates two plants in Grand Rapids, both of which are up-to-date and well equipped to manufacture furniture efficiently and economically. The Company manufactures medium priced dining and bedroom furniture, which it distributes to all sections of the United States.

PURPOSE OF ISSUE

The proceeds from the sale of this issue will be used to retire bank indebtedness and to provide additional working capital.

SECURITY

These notes will be a direct obligation of the Wallace Furniture Company issued under a trust indenture with the Grand Rapids Trust Company, as Trustee, which indenture will provide in substance, among other covenants, that the Company will maintain current assets equal to at least 150% of the current liabilities including the amount of these notes outstanding, and that no mortgage or other obligations prior to this issue may be assumed by the Company, except purchase money obligations, and then only to the amount of 75% of the value of property acquired.

FINANCIAL

Average earnings after all taxes and depreciation for three years ending April 16, 1923, were over ten times the interest requirements of this issue. The balance sheets after giving effect to this financing will show net current assets of about three times the amount of this issue and total net assets of about four times the issue.

MANAGEMENT

The present management has been successfully connected with the furniture industry for a number of years, and has directed the affairs of this Company since its organization.

Among the officers and principal stockholders of this Company are Mr. E. A., Mr. W. J. and Mr. L. S. Wallace, Mr. B. S. Warren, Mr. George G. Whitworth, Mr. Lachlan McLachlan, all well known furniture men; also Mr. Geo. F. MacKenzie and Mr. Casper Baarman, well known bankers.

We offer these notes when, as, and if issued and received by us, at the following prices in approximate yields to maturity:

\$15,000 due May 15, 1924, at 100.00 and interest, to yield 6 %
\$15,000 due May 15, 1925, at 100.00 and interest, to yield 6 %
\$15,000 due May 15, 1926, at 100.00 and interest, to yield 6 %
\$15,000 due May 15, 1927, at 99.13 and interest, to yield 6 1/2 %
\$15,000 due May 15, 1928, at 97.89 and interest, to yield 6 1/2 %
\$15,000 due May 15, 1929, at 97.55 and interest, to yield 6 1/2 %
\$15,000 due May 15, 1930, at 97.22 and interest, to yield 6 1/2 %
\$15,000 due May 15, 1931, at 96.92 and interest, to yield 6 1/2 %
\$15,000 due May 15, 1932, at 96.63 and interest, to yield 6 1/2 %
\$15,000 due May 15, 1933, at 96.37 and interest, to yield 6 1/2 %

All legal details pertaining to this issue have been passed upon by Mr. David A. Warner of Travis, Merrick, Warner & Johnson.

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Statistics and information contained in this advertisement while not guaranteed are obtained from sources we believe to be reliable.



The Bogey of the Next Congress.

When Congress adjourned on March 4 last American business heaved a sigh of relief at the prospect of nine months' rest and immunity from legislative agitation and law tinkering. Barring the unexpected emergency that would warrant the calling of an extraordinary session, there was nothing to mar the prospect. It was delightful—this promise of the first vacation in eight years from the task of constantly watching Washington. The Joys were parading and kicking up their heels all over the place.

Then out popped the Glooms. "Don't get too light-hearted," they croaked. "What will Congress do to business when it comes back next December?"

And there you are! In the midst of life Congress is ever in session, or about to be.

Psychologists are agreed that when men are dominated or actuated by fear their every faculty is impaired, their vision is distorted, their judgments are unsound, their reason gives way to impulse, and their strength, alertness and skill are sapped. Apprehension, anxiety, worry and suspense are but shades or degrees of fear.

Now it is well known that business is timid. Especially is it subject to the ravages of fear in all its shades and degrees when it contemplates Governmental interference, regulation, restrictions, investigations and prosecutions that so often become persecutions, and perhaps it suffers most from uncertainty. What Congress may do has often proved more terrifying and even more disastrous than what Congress does.

Accordingly at this juncture a message of reassurance to American business is timely and should be valuable, and, happily, there is such a message to be broadcasted. It is this:

Don't be afraid of what Congress will do next winter. Keep on sawing wood! Be of good cheer, for Congress will enact no drastic legislation affecting business. It will indulge

in a lot of what is graphically termed "hell-raising." The hounds of radicalism will be unleashed and there will be much barking, but nobody will get bit.

There will be drastic proposals aplenty. There will be threats. There will be probes. There will be hearings. There will be sensational speeches in and out of the Record. This will be disturbing, but its effect may be discounted in the reasonable certainty that there is small prospect of actual law-making or law-changing of an important character before the first session of the new Congress is brought to a close.

The experienced leaders among the radicals concede this, although they do not want to be quoted to that effect, preferring to discuss their program or "the movement" in general terms, while the newcomers are too full of ideas as to what should be done to be bothered with such trifling details as to how or when it will be done.

Conservatives on the other hand, frankly recognize the virtual impossibility of getting any actual legislating done in a Congress in which half a dozen "bloes" are being organized to break down party lines and to operate on a balance of power basis. In short, nothing will be done at the approaching session because nothing can be done. This is the view of well-informed observers who are familiar with congressional processes, for they see in prospect a clash between the forces of radicalism and those of conservatism that can result only in an impasse until after the presidential and congressional elections of 1924.

The new Congress will convene upon the eve of the great quadrennial political struggle, and if it conforms to precedent it will adjourn prior to the first of the national conventions which will be held in June. Save under the stress of war emergency no really important legislation has ever been initiated and enacted in so brief a period.

Congress simply does not move that rapidly, even when there is a well-

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disciplined, purposeful, ably-led majority in control, which there will not be next winter. One cynical middle west Senator has gone so far as to say that "you couldn't get a majority of the next Congress to vote for the Ten Commandments inside of six months—it would take that long to dispose of proposed amendments and then somebody would probably block final action by suggesting a popular referendum!"

That is perhaps a rather extreme statement, but it was made more in earnest than in jest.

Moreover, aside from the fact that the ways of the national law-making body at best are devious and slow, there are unusual conditions in the present situation that should tend to make important business legislation an exceedingly remote possibility. For instance, a bitter fight is in prospect over organization and committee assignments in the House. It may well prove to be a contest that will keep the House marking time for weeks, or if it is averted it will be only through giving the radicals—or progressives, as they prefer to be called—power in committees that will be more than commensurate with their numerical strength on the floor.

Representative John M. Nelson, of Wisconsin, the titular head of the progressive bloc, says frankly that the first concern of his group is this matter of organization, and he has served notice that "there will be no election of speaker until we have approved the committees"

The significance of this is apparent. Given the representation they demand on the Ways and Means, Interstate Commerce, Rules, and one or two other committees, the progressives can delay indefinitely or prevent the passage of any measure that is not a part of their program. They do not expect to force their own bills through at this session, but they do hope to be able to wield an effective veto power and to create the issues upon which next year's campaign and elections will turn.

A chief ground for believing that no extreme legislation is to be expected at the next session of Congress lies in the absence of a specific program upon which extremists are or can be united. There is a program, to be sure, but it is general rather than explicit.

Senator La Follette will quote from the resolution adopted by the progressives last December defining "the fundamental purpose upon which we are all united," as "to drive special privilege out of control of Government and restore it to the people," but he does not explain just what he and his associates intend to do.

Representative Nelson enumerates transportation, taxes, farm credits, primaries, coal, cooperative associations, natural resources, et cetera, as the subjects of legislation in which the group with which he is identified is especially interested, but he does not give the details of a single proposal in connection with any one of them.

Senator Ladd, of North Dakota, says he would advocate the repeal of the Esch-Cummins Law, "or an amendment to that law whereby agri-

cultural products can be given a lower rate," but he does not state what he would propose in lieu of the Transportation Act of 1920, nor does he even outline the amendment that would relieve the farmers.

Senator Brookhart, of Iowa, says he would squeeze the water out of the valuation for rate-making purposes of the railroads, lopping off some seven or eight billions of dollars, but he is vague as to how that is to be done.

Senator Capper, of Kansas, says he will press for consideration again his bill "repealing the guaranty rate-making provision of the Transportation Act," but he does not point out how that would remedy the evils of which he complains, inasmuch as the Interstate Commerce Commission would still fix rates that were just and reasonable and presumptively would not establish them at levels that would not yield a fair return to the railroads.

And even when the bills are formulated—as eventually they must be—embodying the "progressive" ideas as to transportation, fuel, taxes, and what not, it will probably be found that there are as many different proposals as there are "progressives," which means that much time must be consumed before agreement is reached as to the details of the measures that are to receive the united support of the members of the group. Men who pride themselves upon their independence of thought and action do not respond readily to leadership.

They are all leaders, and when one of them has given to a particular subject the time and study necessary to evolve a constructive plan, naturally he thinks that his subject and his plan are of first importance. Obviously that does not tend to bring about the kind of concerted

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action that gets things done in the Congress of the United States.

But while it appears that business men have little or no occasion for alarm over prospective legislation at the coming session, it does not follow that the session holds naught of interest to them. On the contrary, there is every evidence that this winter will witness the marshaling of forces in a momentous struggle over Government ownership. That question is of vital concern to all business, to every taxpayer.

The fight will not be settled by this Congress—probably not for several years to come—and it were idle to predict the result. But the issue is at hand. There is no escaping it. Former Secretary of the Interior Albert B. Fall, who is essentially a conservative, on leaving the Harding Cabinet, sounded the warning when he said that those who oppose Government ownership should no longer attempt to frighten it away by shaking their aprons at it.

Senator Couzens, of Michigan, is said to be the man who has been chosen to lead the fight for Government ownership. A multitude of proposals dealing with the railroad problem will be offered, and then the Michigan Senator will bring forward a plan for the Government's taking over the transportation industry. The radicals will all line up behind him on the theory that if a man of Couzens' great wealth and record as a successful business executive advocates Government ownership the public will be more inclined to consider it seriously and ultimately to accept it as practicable and the only real solution.

Thus the Government ownership idea will take on the mantle of respectability; it will be pressed as the overshadowing issue in next year's elections; and when the people have spoken at the polls, Congress will act.

Briefly stated, such is the program. Senator Couzens may not be aware of it, but it is being whispered about wherever two or more of the new "progressives" get their heads together.

As a matter of fact, at this writing Senator Couzens has not placed himself on record as favoring Government ownership. He says he has an entirely open mind as to the solu-

tion of the railroad problem. He has even expressed it as his personal preference that the Government should not have to take over the railroads. However, he qualifies that declaration by adding, "but we have not found any effective solution and therefore it looks to me as though Government ownership was the only solution." And if any doubt lingers in anybody's mind as to his purposes and plans, Senator Couzens also says:

It is an interesting pastime of business to throw mud at the Government in all of its activities, yet I am safe in saying that a comparison of the methods, failures, and successes of private industries would show up worse in comparison with Government activities. This comparison will undoubtedly be made in the near future to show the public the real facts.

The last sentence is important, not because the Senator emphasized it, but it shows the significance of the propaganda which is now under way: the country is to be prepared for Government ownership by assaults upon the efficiency of private industry in general. The Michigan statesman also says that "railroad doctors" are not to be trusted and that congressional investigations will be useless "because they will 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."

Reiterating that he has an entirely open mind on the way to solve railroad difficulties, Mr. Couzens concludes:

I do not crave for Government ownership, neither do I encounter any fear of the Government having to do the job, because I am satisfied that if the Government is to do it, it will certainly not be any more expensive to the public than it now is.

Opponents of Government ownership will be heard from when it is realized that the issue must be met. Needless to say, there are many able men in and out of Congress who regard the Esch-Cummins Law, or the Transportation Act of 1920, as it is officially designated, as, on the whole, a splendid piece of constructive legislation, and who will resist efforts to tamper with it until the

It Could Happen to You!

JONES planned that on Monday he would meet his lawyer and sign his will naming his best friend to be his executor.

But on Saturday night he happened to get in the way of a billy in the hands of a highwayman, and woke up Sunday in a hospital, minus everything of value that his pockets had contained.

Before he recovered, his intended executor had met death in an auto accident. When asked by his lawyer to choose another man for executor, he said, "No, not me; I don't have to be knocked on the head twice. I am going to name the Michigan Trust Company. There won't anything happen to them."

Isn't it the truth? It would be worth while to make that little change in your own will, and have that matter settled.

Consult our trust officers in regard to it.

OFFICERS

Lewis H. Withey ---- President
Henry Idema ---- Vice Pres.
F. A. Gorham ---- Vice Pres.
Claude Hamilton ---- Vice Pres.
John H. Schouten ---- Vice Pres.
Noyes L. Avery ---- Vice Pres.
Emerson W. Bliss ---- Secretary
Arthur C. Sharpe ---- Asst. Secy.
Guy C. Little ---- Asst. Secy.
C. Sophus Johnson ---- Asst. Secy.
Arend V. Dubee ---- Trust Officer

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Delos A. Blodgett II.
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Edward Lowe.
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Dudley E. Waters.
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"Oldest Trust Company in Michigan"

**THE
MICHIGAN TRUST
COMPANY**

GRAND RAPIDS, MICH.

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.

**A RELIABLE FIRM TO EXECUTE YOUR ORDERS IN
BONDS AND STOCKS**

Howe, Snow & Bertles

(Incorporated)

Fourth Floor Grand Rapids Savings Bldg.
GRAND RAPIDS, MICHIGAN

Citizens 64-101

Bell Main 2101

VanAken-Johnson Company
INVESTMENT BONDS

303-305 Powers Theatre Bldg.

Grand Rapids, Mich.

desirability and feasibility of proposed changes are clearly demonstrated.

Meanwhile, as indicative of the division of opinion as to what should be done in the way of railroad legislation, it may be pointed out that railroad labor is by no means a unit on the subject. A committee has been created representative of the sixteen standard railway unions to evolve a plan, and a sub-committee has agreed tentatively on a somewhat elaborate amendment to the labor sections of the Transportation Act.

This contemplates changing the Railroad Labor Board from a tripartite to a bi-partisan body, eliminating the public representatives and providing for an umpire in cases where the representatives of the employees and the representatives of the management cannot agree. This would make it a tribunal somewhat similar to the National War Labor Board.

However, this cannot be said to be the labor program, for the four big brotherhoods—the real power in railway labor—are understood to favor the repeal of all the labor provisions of the Transportation Act and the substitution therefore of the old Newlands mediation plan for dealing with labor controversies. Just which way the labor group will jump when Government ownership is proposed is another question about which nothing is certain, except that it will not jump all at once or all in the same direction.

The conservative element in Congress which believes in strengthening the present system of private operation of the railroads under Government regulation will direct its attention primarily to those phases of the problem which have to do with financing of the railroads—the securing of the new capital so sorely needed for increased terminal facilities, new equipment and other betterments. No specific proposals along this line have been advanced as yet, however. Closely allied with the question of finances is that of the consolidation or merging of all the railroads into a few great systems.

Turning from transportation to coal, we find only one comprehensive or concrete suggestion as to what is to be done about the great fuel industry. That is Senator Cummin's idea of extending the provisions of the Transportation Act so that they would cover coal. This would mean Government fixing or regulation of prices and control of operations through an agency similar to the Interstate Commerce Commission and Government adjustment of labor controversies.

Before such a proposal is really taken up however, there will be a disposition to wait and see if the Transportation Act will stand up under fire that is being directed against it from all sides.

Furthermore, Congress has appropriated several hundred thousand dollars for a survey of the coal problem by the President's fact-finding commission and members generally are inclined to look to the commission's report for guidance and help. At any rate, none can be found who

will at this time offer anything more instructive than denunciations of coal prices and coal strikes and general assertions that "something has got to be done."

Senator La Follette has told the country what ought to be done about oil industry, and he has done it in a way to make a Hollywood publicity agent turn green with envy. In truth, his "Beware of Dollar Gas" slogan went over so big, as the artists in propaganda would say, as almost completely to conceal the paucity of his details as to how the oil dragon is to be hunted down and destroyed.

In matters of taxation the coming Congress will have before it proposals to tax undistributed profits and to restore the excess profits tax, as well as resolutions for constitutional amendments under which stock dividends can be taxed and the bars raised against tax exempt securities. A sales tax in lieu of the income tax will also be advocated, but there is little evidence that Congress is as yet responsive to the growing public sentiment favoring that.

As to general Governmental interference with business there will be measures both to enlarge and to curtail the powers of the Federal Trade Commission. They have not taken definite form as yet, but it seems reasonably certain that the issues will be raised as to whether the commission is to be given practically unlimited inquisitorial powers or held within bounds conforming to the decisions of the courts.

On the whole it is apparent that the approaching session will be one of agitation rather than of legislation. It will be the year of the big talk-fest. Much will be started, but little will be finished, for the mills of Congress, like those of God, grind slowly and grind exceedingly small. Claude S. Watts

How many business men can you count among your acquaintances who have succeeded while living crabbed, crotchety, pessimistic lives?

The Michigan Retail Dry Goods Association

advises its members to place their fire insurance with the

GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

and save 30% on their premiums.

Other merchants equally welcome.

*319-20 Houseman Bldg.

Grand Rapids, Mich.

OUR FIRE INS. POLICIES ARE CONCURRENT

with any standard stock policies that you are buying.

The Net Cost is **30% Less**

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

WM. N. SENF, Secretary-Treas.

CHANDLER & VANDER MEY

LOCAL INVESTMENT SECURITIES

707 Commercial Bank Bldg.

Citizens Phone 62425

Grand Rapids, Mich.

The Michigan Shoe Dealers Mutual Fire Insurance Co. Not for Profit

For Service

Bay City, Mich., March 27, 1923

Michigan Shoe Dealers Mutual Fire Ins. Co.
Lansing, Mich.

Gentlemen:—

We wish to express our sincere thanks to you for your very prompt and exceedingly just settlement of our claim.

Yours respectfully,

Joe The Shoe Man Co.

E. J. Brissette, Manager

L. H. BAKER, Sec'y-Treas.

Lansing, Michigan

Inclined To Criticise Old Timer.

Birmingham, Ala., May 7—I have read with increasing amazement the two letters from Grandville by Old Timer, published in the Tradesman April 25. Amazed that any Michigander could be found who would throw a stone at Henry ford; amazed that your columns are open to Old Timer or anybody else to seriously assert that Henry ford is "of inefficient timber," and am wondering whether the 679 other citizens of Grandville approve of spelling his name with a little f.

I congratulate Old Timer on the choice of a pen name. Old Timer is certainly good. Had the letters been left unsigned I doubt if there is a man in Michigan who would not have chosen the same signature. Every note sounded in either of these letters suggests the words. Old Timer, indeed. It is difficult to recall any nom de plume to beat it unless, perhaps, Back Number would better express the long gone sentiments of the letters.

Poor old Henry, so hard pushed for a little public approval that he was obliged to admit to one of his hospitals a lot of disabled soldiers. It must be a man born ages ago, indeed, who could discover no manly sentiment in that. These boys who had gone out fit—but who left their arms and legs, their health, youth and happiness on Flanders Field; is it not possible that a man with a hospital could have been moved with compassion, with gratitude, with patriotism, instead of bidding for votes in an election two years hence in which he might possibly be a candidate?

But Henry ford gets off light. He speaks of that "hair brained" McAdoo and the horrible possibility of his coming into the presidency by political accident. Of course, Mr. Adoo may have hair brains for all I know. It may have taken "hair brains" to drive the first tunnels under the Hudson River connecting Jersey and the Great West by wheel with the greatest city on earth. Maybe it required "hair brains" to put one's hand on the transportation system of this great country when the war blast sounded and, without fear or favor, put the speed into it to give us a million men in France with unbelievable swiftness. Possibly it was "hair brains" which enabled this same horror of a democrat, while carrying this load that might well have broken the shoulders of Atlas, to carry on a Nation wide campaign to raise the money to meet the colossal expense of the war. Who does not recall his plans, calls and announcements coming in sharp terse English with the snap of military commands which opened the vaults and dug up the filled stockings of this wonderful country of ours and poured out the money like water? Was it "hair brains" that seemed to grasp the miser, the tight wad and the grumbler, as it were, by the slack of the trousers and verily shake the Liberty bonds out of him? Such a man might possibly be a failure as President, but, if so, it would be the first time Wm. G. ever fell down on a job.

Then Old Timer locks horns with the best men and thought of his own party. Harding, Hughes and Hoover all come in for a blast from his blow gun—Harding, because he is trying to find a way of making good his pre-election promise and in doing so is obliged to shave mighty close to Article 10 of the league of nations; Hughes, because having motives and ideas about the level of a town caucus, dared to express them; Hoover, for being the high and independent thinker that he is.

Warren G. Harding is not to be

censured for getting so close to the Wilson league of nations. Rather sympathize with him because which ever way he turns he finds that the league covers all the routes that lead to present peace and future security.

Old Timer takes a shy at the ladies in California for wickedly electing Woodrow Wilson. Without partisanship I am constrained that if the ladies are guilty, then God bless them, for assuredly they gave us the greatest war ruler that the world has ever known, barring none, absolutely none. I take no second place in my love for, and admiration of, Abraham Lincoln; but we all know that the burdens, difficulties, and responsibilities of our civil war were but feather weights compared to the load that Woodrow Wilson bore for his beloved country.

I would remind Old Timer that the virtue of changing your mind when you find you are wrong—to see the higher good regardless of party—is greater than to be a democrat or even a republican? You cannot bury truth, even under seven million ballots. It is better to stand out on the pinnacle alone with your judgment and your conscience than to be a back number, even in company with seventy times seven millions. Let

us forget our political labels and our previous condition of servitude and take off our hats to merit and proven worth wherever we find it.

W. B. Ladd.

The Tradesman holds no brief for its long-time correspondent, but it is frank to admit that Old Timer's estimate of Henry ford, McAdoo and several other worthies is exactly in keeping with the opinion the Tradesman has long maintained and frequently reiterated in the columns of the Tradesman.

Henry ford stated during the war that the word "murderer" ought to be embroidered on the breast of every soldier and naval sailor.

McAdoo ordered that all printed matter in the possession of the railroads of this country that did not have his name on be destroyed, which cost the American people \$31,000,000.

These instances are, in the opinion of the Tradesman, enough to condemn both persons named in the eyes of thinking men everywhere.

Corporations Wound Up.

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

Flushing Farm Land Co., Flushing.
Saginaw Forest & Stream Club, Saginaw.
China Co-operative Farmers' Association, St. Clair.
Aircraft Parts Co., Midland.
East End Furniture Co., Grand Rapids.
Fenton Elevator Co., Fenton.
Muskegon Home Building Co., Muskegon.
West Michigan Avenue Realty Co., Detroit.
National Fur & Tanning Co., Three Rivers.
Ed. E. Johns Co., Inc., Detroit.
Commonwealth Mortgage & Investment Corp., Lawton.
H. Glickman Co., Detroit.
Minute Man Corporation, Detroit.
State Bank of Trout Lake, Trout Lake.

There is more money to be made selling people the things they want than in trying to make them want something different.

First Time Offered the Public!

HOLDEN HOTEL COMPANY

A Michigan Corporation Operating

HOTEL ROWE

GRAND RAPIDS, MICHIGAN

7% Cumulative Preferred Stock

A Share of Common of No Par Value with Each Share of Preferred for \$100

Authorized Capital	-----\$250,000 Preferred
Already Subscribed	-----135,000
Balance Offered	-----\$115,000

The amount already subscribed is owned by not more than a dozen persons.

In keeping with the Hotel Building, the operating company has furnished the hotel in an exceptionally fine manner, catering to high class commercial patronage. Upon completion of the present financing the operating company will have more than \$200,000 in high class furnishings and a

comfortable working capital, with no liabilities.

The hotel business, properly managed, is very profitable, and the operators of the Hotel Rowe expect to return handsome dividends to their stockholders. The business has shown a very healthy and steady growth. Rates \$2.00, \$2.50 and \$3.00 single. An attractive circular giving details of this investment will be mailed upon request.

HOLDEN HOTEL COMPANY HOTEL ROWE

GRAND RAPIDS, MICHIGAN

**FINEST
FOOD**

**BEST
BEDS**

How Jobber Is Retailer's Enemy.

F. C. Letts, President of the National Grocer Co., is one of the best-known jobbers in the United States. He is strong and successful, therefore anything he says about his own business is worth hearing. In a "success" article in the American Magazine he says this about the policy of most jobbers of weakening retailers by giving them too much credit

Not long after I went into business for myself I had as a customer a farmer whom I had known for several years. He had made a success of farming, but he wanted to give his children a better education than they could get in the country. So he sold his farm, moved to town and opened a retail store. I sold him his first stock.

Things went well with him for a while. At first his bills with us were discounted, but presently he did not meet them until maturity. Finally, he fell behind and we had to carry him.

I did not worry about that. The man was well fixed, and we were selling him the bulk of his merchandise. But there came a crop failure. Our merchant was in a small town where he depended largely upon country trade. He failed.

When I went to see him—he owed us a lot of money—the first thing he said to me was:

"Frank Letts, you are the cause of my failure!"

"Why do you say that, Chris?" I asked in astonishment. "We've certainly been good to you, haven't we?"

"That is just the trouble," he replied. "I believed everybody was honest. I did business on that basis, trusting everybody. You did not force me to pay my bills, so I did not insist upon my customers paying me. Since the crop failure many tenants who owed me large bills have moved away. Others can't pay a cent. I'm getting along in years, and I'm bankrupt. I'll never forgive you for not teaching me proper business methods by forcing me to pay your bills when they came due."

That happened a good many years ago. It taught me a lesson which I have since come to regard as of fundamental importance—one which I have tried to apply persistently in business and which applies to much besides business. That lesson is this: One of the best ways of serving your friends and others with whom you come in contact is to hold them to strict account for fulfilling their obligations.

Further on in his article Mr. Letts tells of another retailer who started by discounting his bills, but being easy with his own customers, soon got behind until he had to ask his jobber for an extension on his current bill. The extension was refused, greatly to the retailer's anger and dismay, but being face to face with a real situation, he scurried around and collected the money to pay the jobber. And being a man of sense and imagination, he saw where he had got to and turned the corner on himself.

There isn't a particle of doubt that the worst enemy of the retail grocer is the friendly jobber who carries him along. That is the falsest friendship there is.

Rules For The Government of Hotels

1. The house detective shall not wear a derby hat with his full-dress suit and puff cigar smoke at the guests, some of whom may not have done anything wrong.

2. A waiter, receiving a \$20 bill in

payment for a meal, shall not bring more than \$11 worth of small change on the salver.

3. Bell-hop announcing: "A call for Mr. Fujiham, Mr. Gilmartin, Mr. Glickstein, Mr. Abernathy, Mr. Tums. Mr. Dillworthy, Mr. McFeatherstonehaugh, Mr. Botts," shall not place all his accent on the "A CALL" and let the names dwindle away and die out in his thorax.

5. No table in the dining room shall be placed within ten feet of the trap-drummer in the orchestra. The bass drum shall be in an adjoining apartment.

6. When small shaded lamps are placed over tables the lamp therein shall not be less than one candle power. Some guests like to see what they are eating.

7. Chairs in the lobby and the lounge and all seats in the writing-room and all telephone booths in the hotel shall be for the exclusive use of people who are not guests and who drift in from the outside. Guests can use the phone booth in the corner drug store.

8. Hammers shall be furnished diners so that they can open the hard-rolls at breakfast without blasting.

9. Beautiful young blondes at the cigar and newspaper counters shall be obliged to wait upon customers who have not asked them to dinner or paid them any personal compliments.

10. "Running ice-water" in the rooms shall not be allowed to reach a temperature of over 65 degrees Fahrenheit.

11. Professional gentlemen, who do not believe in advertising, shall not be permitted to telephone in and have themselves paged in the restaurants and lobbies.

12. Vacuum cleaners shall not be operated up and down the halls adjacent to sleeping rooms before 5 a. m. Some guests make it a practice to stay in bed until 7 o'clock.

13. Barber shops in hotels shall not be allowed to charge more than 300 per cent more than the regular scale of outside shops.

14. Pictures in hotel rooms shall not be selected by undertakers or chronic pessimists.

Should Get Hair Cut First.

"Visit the barber before you buy your straw hat this spring, lest you find yourself fitted with a hat that will flop down over your ears after the first hair cut" is the suggestion made in a statement issued by the National Association of Straw Hat Manufacturers of America. "The average head," it is pointed out, "within ten days of its shearing increases a full quarter inch in circumference. To buy a straw hat before a visit to the barber is to run the risk of getting a size 7 hat when a 6½ size is all that is needed. Besides, every hat has a certain amount of 'give' and loosens up with wear. The man who wears a 6½ size hat has a 21½ inch head size and requires a hat with a circumference of 22 inches. If he goes for his new hat before visiting the barber he will find his head size measuring 22¼ inches with 23 1-6 in. circumference, thus requiring a size 7 hat."

SOME MERCHANTS whose business is seasonable carry their cash reserves in our 5% Full Paid shares, using it as collateral with us when funds are needed.

This guarantees them a 5% return on their money at all times and provides them with money at 6% when needed.

Grand Rapids Mutual Building and Loan Association

Resources \$4,500,000.00

Chartered 1888

35 Years in the Widdicomb Building



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"

**Does the beauty of your store attract trade?**

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

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

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

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

WILMARTH SHOW CASE COMPANY

1542 Jefferson Avenue

Grand Rapids, Michigan

Made In Grand Rapids

BUSINESS BUILDING.

Why Retailer Should Advertise More Than He Does.

Why don't more merchants advertise? Why don't more merchants who occasionally advertise advertise more than they do? These questions bother me eternally. I am always seeking an answer.

The reason why a man fails to do a certain thing is usually because he doesn't want to badly enough to make the effort. If more merchants wanted to advertise there would be more merchants advertising. They don't want to badly enough to make the effort. And they don't want to because for some reason they don't believe in it fully enough. They haven't confidence enough in it. Which is all the more remarkable since practically all stores which have made any success are advertising stores. Refusing to believe in advertising is like denying one's senses. To see, feel, taste and smell an object and still refuse to believe in its presence would be considered very foolish to say the least. There is too much evidence in favor of advertising to warrant one's saying he doesn't believe in it.

I will take the subject up in detail and see if by laying the whole argument on the table we cannot come to terms with some of these non-advertisers and convert them to the modern way of thinking. Inasmuch as the first argument is always on the matter of expense I will begin with that.

In the sense that advertising costs money it is an expense. There is no getting around the fact that if a merchant spends one and one-half per cent of his gross sales on advertising he has added to his cost of doing business by one and one-half per cent, but it is wrong to let the figuring end there as most merchants who have little confidence in advertising do. Let us go into the matter and see what they get for that expense.

Advertising serves two purposes. It nets returns in Good Will and Sales. No store can go very far without customer good will. Advertising helps build up that prestige for a store which makes it different from others. It helps to establish its character in the public mind. It does it many times quicker and reaches far more people than could be accomplished by the store without its aid. It is quite possible for a new store to come into a community of old established stores and through advertising build up a standing and acquaintanceship with the trade equal to that of the oldest establishments there, in fact it is being done every day. This is a world where we get things by going after them.

Next, and of equal importance, advertising increases turn-over. It makes many sales when there would have been few. Instead of increasing prices it can actually lower them. Paradoxical as it may seem, up to a certain limit, the money spent on advertising actually reduces costs. It reduces costs by increasing turn-over without increasing overhead expense in any like proportion.

Turnover is the secret of retail success. It should be the thought uppermost when buying goods. It should be the guide in pricing goods. Advertising multiplies turnover.

So it will be seen that resultful advertising is only figuratively an expense and the merchant who says he can't afford to advertise admits that in his mind advertising is sort of a luxury which does not pay for itself, when in fact advertising is an investment which pays big returns.

As I write this there are going through my mind the complaints I have heard so many times from merchants who are of the non-advertising class. They are usually like this, "We got out an advertisement a few months ago and it didn't do enough to make it pay," or "We run a little ad every week in our local paper and it doesn't do any good but we feel we ought to help the paper."

These merchants are actually non-advertisers. An advertiser is one who advertises frequently and sufficiently. An ad now and then is usually futile. If one is to make advertising bring returns it has got to be done consistently and thoroughly. Spasmodic advertising is better than none, but it is poor and costly. The great benefit in advertising comes from its cumulative effect, the piling up of ideas about the store in the public mind. It is the constant dripping which wears the stone. Advertising must be constant. One ad from a non-advertiser makes a ripple so small as to hardly be noticed. The public isn't looking for the store. The store must seek the public, go to its doors and knock hard and often.

The little ad in the country weekly is a poor excuse. Make it a real ad every other week rather than a poor one weekly. Usually such copy is indifferent. It is possible to call on a person to sell him something and be so tired and sleepy and indifferent that the person one calls on soon feels the same way and more harm is done than good. Some ads their appeal that they invite indifference are so careless, so indifferent in their appeal, that they invite indifference and surely get it. The little card in the paper may save the conscience but it won't increase the work of the cash register.

Your real merchant works to keep volume up. He sets a sort of quota as his goal and goes after it. Some months it is reached easily, some months it comes hard. The hard months are the dull ones for trade. When an obstacle is met it requires greater push. When a car reaches a hill it takes more gas. When times are dull it takes more advertising.

Perhaps it will be argued that there is very little business to be had, that the farmers are all without money. Very well, advertise and get what little they can spend. It is the law of competition. The wide awake man takes it from the one who is asleep. Use your advertising to build up a reputation for the store. At such a time, it may cost one more to get business, but one would get very much less if

advertising weren't done. It will pay best in the long run.

Right now there is a tendency to check advertising. This is wrong. Stop all advertising which is not specifically valuable as an aid to sales. Reduce in every possible way, but remember that when on stops advertising it cripples business. Contact with the public is immediately reduced. Be more careful about what is spent but keep spending.

Not all merchants have the same experience. Not all of them work under similar conditions. Some get very good results from their local newspaper. Some get poor results. Almost all get best results from circulars and letters mailed direct to the trade. It is the more personal appeal. It has less competition. It is less expensive. I know merchants who do the largest share of their advertising by means of a mimeograph duplicating machine. They have circulars prepared on it going out every week. The results are usually remarkable. Each case has to be studied separately. Some experiments have to be tried. In the end the best way will be found.

Few stores if any could afford to advertise for good will only. The best advertising for the retail store is that which gets down to business and talks merchandise and prices. Good will comes from satisfied customers. Satisfied customers come as a result of honest advertising. Advertising which isn't honest is bad advertising. It will eventually do more harm than good. There is never an excuse for dishonest advertising. Mild exaggeration may at times be winked at, but downright misrepresentation is bad and nothing else. Truthful advertising is the only kind which will win. Eventually the honest advertiser who backs up his claims with the goods will get his reward and it will be permanent and big.

So it pays to advertise. The advertising stores themselves tell me so. The best man to judge is the man who knows through experience. As I look about me at the stores which are holding their own under these trying times in the country I see them all advertising and putting more time, money and effort into it than ever before. They are the proof of the pudding. They present facts we cannot deny.

C. E. Lawrence.

Women's Undergarment Styles.

The costume slip continues to be one of the most active items in women's under-apparel, according to wholesalers here. The popularity of this article remains unabated and frequent reorders by retailers are being received. New models have been prepared for the Summer season; especially for sports wear, and these are said to be taking well. Despite the continued trend toward the use of the costume slip, petticoat manufacturers here say that their orders show a substantial gain. Radiums are the ones mostly sought, although those of taffeta are said to be in stronger request. Pleats are the predominant style notes in both petticoates and costume slips.

Shall the Forces of Supply and Demand Control?

May 8—Just protection from unjust forces renders any force independent. But in the strife and commotion of industry and commerce, when the forces of economy are composed of values which are measured by the whims of supply and demand, each force is dependent upon injustice. A value is diminished by speeding up supply or by shutting off demand. Under these conditions, the grinding spirit of economics is unjust economic aggression and the principles of actual worth are not a basis of security in any value.

The freedom and independence of the forces of economy can be sustained only by an accurate system of economic justice. Government control of the forces of supply and demand is a sound basis for the structure of such a system. Under Government control, the safety of the rights of economic intercourse may be protected and regulated by a system of statutory codes and legal procedure, which prohibit unjust economic aggression. Economic values may be determined and defined upon a basis of proportionate measurement of actual comparative worth. Fixed or staple channels of defined values may be prescribed and the forces of economy may operate upon a basis of secured values, without regard to existing and prospective supply or demand.

Protection and regulation of values, such as wages, profits, prices, etc., by individual or by collective bargaining, cannot be superior to protection and regulation by Government upon a scientific basis. This is especially true, because of the uncertainties which predominate in every system of bargaining as to how or when values may change. This sort of uncertainty contains those elements of fear and greed which impel the victims to prey upon each other.

However, the need of protecting and regulating the safety of the rights of economic intercourse, through constitutional agencies, is not very clear to the average mind. Somehow, the rank and file of people do not associate the disputes between individuals and the quarrels between organized labor and organized capital, and the conflict between organized sellers and organized buyers, as the surface evidence of a real evil which lies very much deeper.

They attribute such trouble to greed and co-operative movements are started for protection. Nor do they conceive that the disputant and aggressor of economic rights is not greed alone. In this they must be mistaken, for after making due allowance for the selfishness, the greed and the brute nature of mankind, there still is abundant evidence to the contrary—evidence which cannot be consistently disputed and which reveals economic injustice prevailing in every kind of economic intercourse without the coaching of design or the persuasion of reason. Nor can it be truthfully denied that economic disputes are the results of grievances, the results of individual resentments to injustice, which individual wage earners or individual merchants or individual consumers continuously are being subjected to.

It is not a point to say that the forces of resentment often are organized and used for selfish design. The point to be entertained, is whether the Government has increased its protective and regulative economic machinery with the advance of economic requirements, and operated with that efficiency which makes it unnecessary for individuals to consign themselves to the control of organized private design, out of sheer lack of Government protection from the injustice of the unjust aggressions of the forces of economy.

S. H. Hamilton.



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.

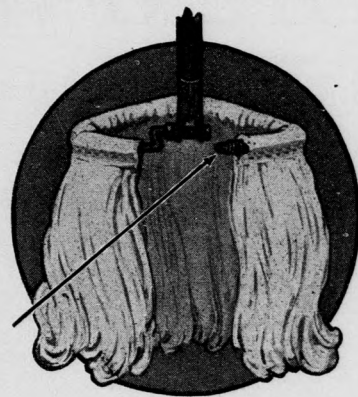
Semdac and Semdac Mops are necessary weapons in the annual spring housecleaning campaign against those twin enemies of all good housekeepers—dirt and dust.

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

Looking Back to Early Days on Muskegon River.

Grandville, May 8—Stand with me on the banks of a lumber stream more than half a century in the past and note, if you please, the difference between then and now.

Then the woods country was in all the glory of its plenitude of massive forests, a virgin wilderness waiting for the hand of the despoiler.

The hand of that despoiler had come, not with a great rush, but by degrees, the small millman as well as the big capitalist having come to the woods seeking to better his fortunes.

From New England came many of these hardy sons of the pine woods, and there were also York State men who had dabbled in the mill business on the Western side of the Empire State.

The most of them were thoroughgoing in their pluck and determination to win success from the massive pine forests of the Wolverine State.

Mills soon dotted the streams at intervals, while several were erected at the mouth of the Muskegon. For many years the village building at the outlet of the river bore the sole cognomen, The Mouth. Up at what is known as Croton was called The Forks.

The mills of those days were rudely equipped if one should see them in our present days of revelation.

The single muley saw, an upright, with slow, up and down movement was the main implement for cutting pine logs into lumber. Many times as a boy have I mounted the log on its carriage and ridden back and forth, of course under the watchful eye of the sawyer.

Four thousand feet of lumber per day was about the capacity of the best mills. Logs were rolled from the saw down an incline to the ground outside where a man and horse placed them on a toad and drew them to the water front on the river. Here the piler split the boards loose with a crowbar, and with his adz clipped the ends known as stub shorts. The lumber was piled at the edge of the dock for rafting later.

That was in the days of low wages and long hours.

The immigrant was in evidence even then, for usually the stub short man and the teamster were from a foreign country, usually Germany or Norway.

One stubbed German boy came to the lumber country and hired out at one of the Mouth mills to cut slabs at \$8 per month. He lived and boarded at the mill boarding house. In after years that boy became a partner in the business and died a few years ago rated a millionaire.

Revelations of the future were not foreshadowed at that time.

The best lumber sold from the mills then at \$7 per thousand feet. This was rafted, floated to The Mouth, loaded on schooners and shipped to Chicago, the great lumber market of the world.

The old muley upright was in evidence for years. The siding saw, a small circular, being added, called a siding mill. Logs cut into cants six inches in thickness were swung from the muley to the carriage of the circular, where they were sawed into siding and fencing for the Illinois farmer market.

Those were the days of pitch lamps and tin-perforated lanterns. Such lights now would be considered unfit for any use. When kerosene first made its appearance, in the late fifties, it was hailed as the greatest discovery of modern times. And it was, for the illuminating power of coal oil was as one to a hundred of tallow dips and molded candles.

Three lighted candles in a row was a sure sign of a wedding.

Weddings in those days were as

crude as the times, yet, no doubt, the newlyweds had as good times on their horse and wagon trips as do the swift fliers of today.

The woods roads were rough and full of jolts for those who used them. Our present day roads were only thought of as lining the streets of Heaven. Lumber wagons with horses attached was the usual mode of conveyance, even for the better class.

The first velocipede, which graduated into a bicycle later on, was one of the wonders of that time. Wooden wheels, tired with iron, to be followed later by the elevated, hard rubber tired wheel, with its little trailer behind, and from which many a rider took a severe header.

The present day bicycle was termed a "Safety," no doubt because of its freedom from keeling over forward at the least obstruction.

Bussing bees and square dances were the usual amusements.

Fishing was as free to all as water, and there were large quantities of wall-eyed pike and bass to be had for the catching. Venison and fish was the usual bill of fare at the tables of the lumbermen.

As time passed the big circular saw, which succeeded the upright gang and single muley, gave place to the thin, less wasting of timber band saw, which held the boards in lumber manufacture for a long series of years.

Not one looked forward to the improvements to come.

Had one prophesied the automobile, the electric light or the telephone he would have been set down as a hair-brained visionary. But such things came about within a few years. Navigation of the air as the birds by man had not been even thought of. The revelations of the past half century have revolutionized the world.

Because of these wonders, how dare any man say that the time will not come when denizens of this earth will talk through a highly sensitized apparatus with the spirits of those who have passed to the Great Beyond?

Old Timer.

The Voice.

The average person is more susceptible to the change of tone in the voice than to any selected set of words.

A fusillade of unpleasant words can be fired with a smile in the voice and they will be accepted as an evidence of cordial friendship. The meanest name that a man ever called me was spoken while the man was smiling—and I know the man likes me. The sweetest thing ever said to me was a darned lie. Words are but tools—the voice conveys the meaning.

The tone of a voice tells whether you are friendly or looking for a fight. The voice is the vice or the virtue of a man's meaning. The sound of the human voice betrays the speaker, for the sound comes from the soul, while words fly off the tongue.

The quality of a voice is singularly affecting. An insult in words can be so clothed that it affords no excuse for resentment. It is not so much what you say as how you say it. A sentence may have two meanings, depending on the inflection of one word.

We often see a grin on the face of a hyena, but there is never a smile in the voice of a hedgehog.

A sincere, sober, straight face with a smile in the voice beats a strained grin with a stiletto in the boot.



THIS Fox, a prize winner at the Muskegon Show, has made several thousand dollars for its owner through its offspring. You can do the same by starting with good foundation stock. I have nothing but registered stock to offer and you can select your own from 107 pair. For more information write or come and see me.

MOON'S FOX RANCH, Brunswick, Michigan

Sell Freshness

FRESH EGGS and fresh vegetables taste best—and so do fresh biscuit.

Everything you can do on selling biscuit to shorten the interval between oven and table is good business for you.

The freshness of your biscuit line speaks well for the freshness of your other stock. Satisfied customers come back for more. That means quicker turnover—higher profits.

NATIONAL BISCUIT COMPANY

"Uneeda Bakers"

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.

Why Jobbers and Retailers Are Essentially Allies.

The last Government figures go to prove that the jobbing business of this country during the past year increased in volume 26 per cent., while the chain store system, which seems at the present time to have attracted popular fancy, only increased 12 per cent. in volume, notwithstanding the fact that 3,000 additional stores were added to chain systems.

When we stop to consider that each additional store opened caused a decline of 18 per cent. in volume per store we are tempted to feel and ask ourselves the question: "Has the chain store system reached its maximum saturation point?" It is time for us, the exponents of the long established, time-tested system of merchandising, to realize that our methods are fundamentally sound.

We have so much of service, finance and merchandise to sell that statistics show 90 per cent. of the populace demand. There is just as much chance of the jobbing business of this country being torn asunder by so-called "advanced ideas" of merchandising as it is to assume that the banking business of this country shall be destroyed by the frenzied financing of Ponzi. We have all enjoyed a material increase in business during the past year and if we will increase our activities we will see another splendid increase this year.

It is to be regretted that we have sent in to the bureau of business research of Harvard University only twelve reports on cost accounting. I urge all merchants to forward at once a report of their cost of operation, and would recommend that merchants energetically take up this very important work with renewed effort.

The retail grocer to-day is looking to the wholesale grocer for guidance and support. He has a right to expect us and the manufacturers as well to help combat the attempt to put him out of business. He has a right to expect that we play fair with him, that we, and manufacturers, do not give to his monopolistic competitor any unfair advantage by way of special discount for advertising purposes that is not extended to him.

Are we ready and willing to meet the obligations entailed upon us to help the retailer with his problems—which in the end are our problems? Do we look upon him as a friend or just as a means to an end. In other words, are our intentions charitable or selfish? I believe that the time is not far distant when those manufacturers who, by special display advertising and so-called quantity discount allowances extended to corporation competitors of the independent retailer, will find themselves "shivering on the doorstep."

Are manufacturers of food products investing their advertising appropriations wisely? Are they creating expensive advertising systems that in the end will work more harm than good to their product? Could manufacturers, by a closer co-operation with the grocer, obtain more effective distribution at a lesser expense than their present methods demand?

I am passing on to you the question propounded recently: "Has the fancy of direct sale from manufacturer to retailer been profitable for the consumer, retailer or manufacturer? Has it been successful?" From the consumer and retailer standpoint the reply comes in the negative.

Times, men and mother earth may change, but fundamentals remain unassailable. Buying exchanges come and buying exchanges go, just like short skirts and bobbed hair. They influence our thoughts and sometimes cause us to make detours in our actions, and the majority of detours are usually rough, but eventually they bring us back on the straight hard road again.

Let us be careful and cautious to see that the lessons taught us a few years back have borne fruit in conservatism. We are primary merchants. Let those who have less to lose interest themselves in the wild speculation.

Much has been said and written during the past eighteen months regarding turnover. This is a splendid feature of any business, but when turnover reaches the rabid proportions of the sacrifice of principle then it becomes an evil. Bear in mind that the most attractive turnover is the dividend "turnover" to the stockholders. That is what you and I are interested in. William A. Hannigan.

Trying to Beat the Advances.

So marked are the attempts of buyers of cement, boiler covering and other heating and plumbing supplies to beat the advances in prices that are in prospect for the near future that makers of these articles are in many cases enjoying the best business since the end of the post-war boom. This activity is especially marked in the metropolitan district, and a sales representative of one prominent concern has already sold about 85 per cent. of his quota for the entire year. Both wholesalers and retailers are buying freely, and they do not conceal the fact that they are not taking the goods now because they need them, but to avoid the coming advance. The effect that this will have on buying a few months hence is causing no little uncertainty among the manufacturers.

Painting Store Front to Imitate Competitors Barred

The painting of store fronts in colors or manner in imitation of a competitor constitutes unfair business practice, according to the Federal Trade Commission, which has embarked upon a campaign against merchants who resort to such practices. The commission also bans the use of signs similar to those of competitors. Cases have already been brought by the commission against retailers who are charged with having caused their store fronts to be painted in close simulation to those of competitors, the commission alleging that, these practices are a confusion to the public and unfair to the competitor.

The man who is a born pessimist has something to overcome, but he can never overcome it without trying.

To Protect Your Profits

We advertise

**"K C
BAKING
POWDER**

Same price for over 30 years

25 ounces for 25¢"

The price is plainly shown on the package and in the advertising.

Your customers know that the price is right.

It never is necessary for you to reduce the selling price on K C Baking Powder and accept a loss.

In Selling

K C Baking Powder

Your Profits Are Protected

The government bought
millions of pounds

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

Let us show you how to increase your baking powder profits by selling K C.
**Jaques Manufacturing Co.,
Chicago**



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

Some Suggestions For the Spring Paint Campaign

Written for the Tradesman.

Every progressive hardware dealer knows that his store window, if properly used, is one of the best methods of advertising. One advertiser says that four-fifths of every retail merchant's rent is for his store frontage—his windows. The experience of many large and successful firms indicates that the show windows is a big investment and pays dividends in proportion to the attention given it.

Every hardware dealer is trying to get his share of the new trade constantly arriving in his town or city. In many instances the first impressions received by new customers are gauged by the appearance of the store window. Whether this first impression is favorable or unfavorable rests largely on the merchant and his staff.

In a display, simplicity, color harmony, arrangement, variety, seasonableness, connection with local newspaper advertising, and co-ordination between the display itself and the selling efforts within the store are some of the essentials that bring results for the efforts expended in arranging window displays. But window displays will not always sell goods.

Some time ago the president of a large firm received a letter from a customer. "I had a window full of these goods for two weeks," wrote the customer, "and never made a single sale." The president was a man who had received his training on the road and had come in close contact with the trade. He sent one of his best salesmen to diagnose the case at close range.

The first thing the salesman did was to emphasize the object of a window display: to attract attention, get the customer interested in the goods, and get him inside the store. This done, the display had accomplished its purpose. With the customer's mind receptive, it was up to the salesman to close the sale.

This is true of the paint business. There is nothing more effective in the way of paint advertising than a good window display; but the results will be materially enlarged if supplemented by good salesmanship, and they may be decidedly small if the salesmanship is poor or even just indifferent.

Good salesmanship will materially

increase the demand for paint and paint specialties.

For instance, when a customer makes a purchase in your paint department do you simply serve him and allow him to walk out of the store? Or do you, in a friendly and tactful manner, try to find out what the future prospects are for selling him more paint? Do you try to interest the customer in other lines by drawing his attention to them?

To illustrate how a little friendly interest will sometimes assist in developing extra business, a case may be cited. A lady was in the paint department of a hardware store purchasing some mahogany varnish stain. The sale amounted to 55 cents. The salesman also sold her a brush at 40 cents. That was all the customer required.

The salesman, however, was interested enough, while taking up the parcel, to ask in a casual way if the lady contemplated having any exterior painting done that season. She replied that she had been thinking about it; the house really needed painting; but she did not know whether she could afford it. The salesman, while carefully avoiding any show of eagerness to make a sale, proceeded to explain the advisability of painting that season rather than letting the work go over to another year. He pointed out that less paint would be required than if the job was let wait too long, that the house would appear much more attractive, and the a good ready-mixed paint was an excellent preservative and a protection against the weather. He also showed the customer a booklet of paint selections showing various colors and trimmings that could be used with good effect.

The customer took the booklet and some other advertising matter with her when she left the store. The salesman also secured her address, telling her that he would have the manufacturer send her further information on the subject. The name was duly forwarded to the manufacturers, together with certain information the salesman had gleaned regarding the prospective work.

A few weeks later the customer called again and after considerable discussion and some assistance from the salesman in the matter of suggesting colors she ordered about \$35 worth of paint and \$5 worth of brushes, as well as some accessories. All the result of a little timely and interested suggestion on the part of a wideawake salesman.

This is merely an instance of many similar cases where a good salesman can not merely handle immediate

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,

Michigan



Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oaks

GRAND RAPIDS, MICH.

Exclusive Jobbers of Shelf Hardware,
Sporting Goods and

FISHING TACKLE

BUY NOW!

SODA FOUNTAINS

And their Entire Equipment

NEW and RE-BUILT

Attractively Priced

Terms if Desired

Grand Rapids Store Fixture Co.

7 Ionia Ave., N. W.

::

Grand Rapids, Michigan

business but develop future business. While he appreciates the importance of the small orders that come unsolicited, he realizes their value also as a stepping stone to additional orders.

No salesman should run away with the idea that he will get results like this in every case where he makes suggestions. If he goes on that assumption, he is pretty sure to be disappointed. The salesman will talk to many customers who do not purchase anything additional, at the time or even later. But, supposing a salesman secured two or three such orders every week by making suggestions to a score or even a hundred people, the result will represent a nice increase in the regular sales. And there are few salesmen who know their business who cannot do that much, if they put forth the necessary tactful effort.

Much of the business developed in this way is business that would not be done at all were it not for the initiative of the salesman. The customers, in this and in other cases, would, without such suggestion merely go on postponing the painting. There is an immense amount of paint business that could be developed. The amount of painting done every year is not 50 per cent of what should be done to keep properties in reasonably fair condition. There is a great mine of business left undeveloped in every community.

There are some salesmen who start a plan of prospect hunting among their store customers but give it up because they do not meet with success the first time they try out the plan. To be successful in this method of selling paint and obtaining prospective paint purchasers, the clerk must be persistent and keep everlastingly at it. He must not allow himself to become discouraged because the first few customers are not willing to paint their houses at his suggestion; but if he keeps to his task and sounds out each customer, regarding paint needs, he will be able in the course of a season to show enough increase in the paint sales to amply repay him for the extra effort. In following out such a plan it is essential to be tactful. The salesman should take care not to bore the customer or to show annoyance if the customer does not agree with his arguments.

Proper display of the goods in the paint department will often be the means of arousing the interest of customers and leading them to ask questions. This gives the salesman a good chance to explain the uses of the paint lines enquired about. There should not be too much talk in trying to close a sale. It is not always the man who talks most who produces the best results. The customers should be encouraged to ask questions. The successful salesman is the one who knows what to say and when to say it and who gives the prospect a chance to think and let some of the argument sink in.

A single customer gained by extra effort on the salesman's part will often mean the gaining of other customers. A newly-painted house usually leads other house-owners in

the same neighborhood to consider the advisability of painting, and they naturally make enquiries as to where the paint was purchased.

Victor Lauriston.

Bankruptcy No Disgrace Unless It Is Crooked.

New York, May 8—We know that men of the right stamp profit by their unhappy experiences, that out of them they get lessons which strengthen their character.

There is no reason for saying that because the merchant has failed he cannot again be a success, though we grant that the burden of proof that he can succeed is on the merchant and that it is fair to make him work the harder to demonstrate that after all he has abilities and is going to use time profitably.

The main point is that in every failure the merchant must come through clean or forever forfeit the confidence of his fellowmen. What is to be particularly deplored is that the bankrupt reappears a little while after his discharge, claiming a capital sufficient for a new start. Where did this capital come from? If he had given to his creditors all that belonged to them, securing for his debts a discharge in bankruptcy as provisions of the law intend, then by what alchemy has he in a little while produced capital sufficient for a new start?

The evidence is against the cleanliness and honesty of such a man. Shall he be entrusted with new credit? Is it not the height of foolishness to place in the hands of a man a new credit when he has

abused and maltreated your confidences? If we fall all over ourselves to sell a man of such type, have we the right to be surprised when the morally weak merchant takes the bankruptcy road for profit's sake rather than hammer away constantly at the sale of merchandise in the usual course?

We have just had before us the case of a fellow, who operating under a corporate name, was petitioned into bankruptcy owing a large sum. The agency reports show two former bankruptcies. In the second he received no discharge. Some credit men were playing fast and loose with their credits when they made it possible for this man to write such a history. They forgot, apparently, that the extension of such a credit is unfair to the honest merchant who is trying to carry on a legitimate business. There is only about so much business in the country and if the honest merchant is supported more will come to him and less to the dishonest.

We ought not to encourage fraud by selling the man who has not been playing squarely with his creditors. Frequently there is too great an urge from sales departments or from the principals of enterprises not directly concerned with the credits to take chances which amount to absolute gambles. Remember that we shall not be so unjust to deserving merchants who may have been unfortunate, if we hold fast to the rule, that the man who plays the game dishonestly shall not be permitted to play it a second time.

J. H. Tregoe.

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.

Headquarters
333-4-5 Houseman Bldg.

Phones
Day, Citiz. 68224 or Bell M. 800
Nights, Citiz. 68225 or 63081

ALEXANDER MacDONALD
STEPHEN G. EARDLEY

MCCRAY REFRIGERATORS for ALL PURPOSES

Send for Catalogue

No. 95 for Residences
No. 53 for Hotels, Clubs,
Hospitals, Etc.
No. 72 for Grocery Stores
No. 91 for Meat Markets
No. 75 for Florist Shops

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

For All Interior Surfaces New Walls or Old

Over Plaster, Wall-board, Paint, Burlap, Canvas
—even old wall-paper where it is fast and contains no aniline
dyes—you can obtain beautiful color effects, accurately har-
monizing with rugs and furnishings, if you use

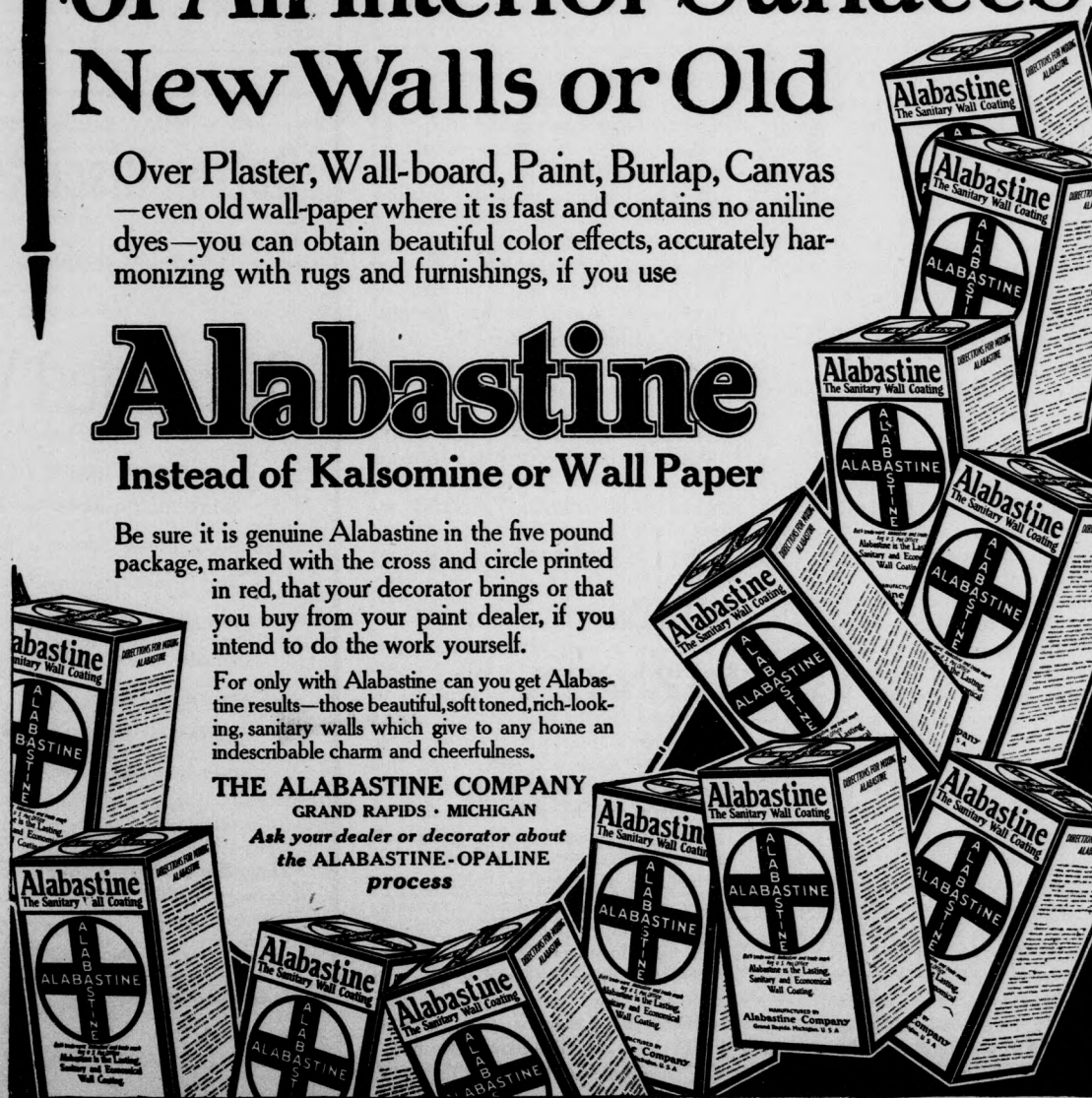
Alabastine

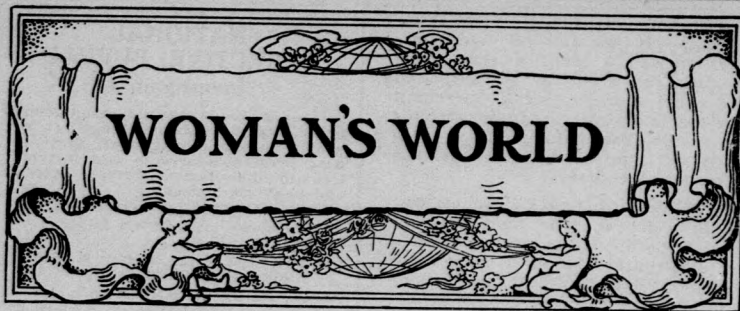
Instead of Kalsomine or Wall Paper

Be sure it is genuine Alabastine in the five pound package, marked with the cross and circle printed in red, that your decorator brings or that you buy from your paint dealer, if you intend to do the work yourself.

For only with Alabastine can you get Alabastine results—those beautiful, soft toned, rich-looking, sanitary walls which give to any home an indescribable charm and cheerfulness.

THE ALABASTINE COMPANY
GRAND RAPIDS • MICHIGAN
Ask your dealer or decorator about
the ALABASTINE-OPALINE
process





Unfortunate Consequences of the Habit of Inattention.

Written for the Tradesman.

"Please write a piece about dawdling. My young boy always reads your articles about how to manage children, and generally finds in them something to twit me about in my bringing up of him—heaven knows I've made mistakes enough. Perhaps you can say something that will help him when my nagging won't. He's the worst dawdler I ever saw—about dressing especially."

Since my friend made this plea I have been thinking about dawdling; reading, and asking questions of people of all ages, from old folks to young children. Did they dawdle when they were little; do they dawdle now? If so, why? If not, why not?

There is a man who came to be a captain in the war. Now he is quick, alert, prompt, neat, orderly, and altogether successful in his business. I knew him when he was a boy of twelve. The worst dawdler I ever saw. Especially about getting dressed in the morning. He would put one sock; then read a book or look at pictures in a magazine. Tying his necktie he would wander around the room, look out the window, fuss with this thing or that, and very likely come down to breakfast without finishing the tying. His room was so disorderly that his mother was fairly distracted about it.

Another man whom I asked laughed and exclaimed:

"Did I dawdle? Ask my sister. I used to build the kitchen fire while she dressed. Poor Sally! I dreaded to hear her start down the stairs to get breakfast, because almost always I hadn't started yet; I always found something interesting in the paper I was going to put under the kindlings and stopped to read it. The paper was more interesting than the making of the fire. No, I can't dawdle in my business. I'm a newspaper man and I have to catch editions or be fired. I suppose that takes the place of interest."

That's just it—interest. Some incentive to concentrate attention upon what is to be done. And forming the habit of attending to things without being distracted by the other things around the fringes of attention.

Young children find it difficult to concentrate for long upon anything. We grown-ups expect too much of them, especially with regard to things in which they are not interested, such as dressing, and the eating of common-place food, and washing their hands, or other dull things about the real utility of which they have their doubts. Only an absorbing interest

will hold their attention. We older folks must help them form the habit of attending to things.

One psychologist says: "We always adjust ourselves to the object of attention." In other words, we must help the youngster to adjust his mind to his task, must make a "pathway of interest" for him to follow till he forms the habit of attending to business.

"It is a well-known fact," this psychologist goes on to say, "that the things we did with reluctance under compulsion at first, and which required a large amount of attention may ultimately be attended to with spontaneity. The reason for the change of attitude is the formation of habit."

So we must remember that the habit of dawdling is like any other habit, a thing about which the child has to be helped. We can make dressing a kind of game to beat you at it, or to beat the clock. Anything to add interest and incentive until the habit is formed. Temperaments differ; some children seem naturally more prompt and attentive than others. But the more dawdling appears to be temperamental, the more necessary it is to work wisely to break the habit.

It must be done joyously; nagging is no better in this matter than in others. The more interested and spontaneous the attention, the better the result. This is a problem in psychology. Again the psychologist:

"We become habituated in course of time to almost anything that we persevere in; we become unconscious of the disagreeableness of the task as soon as we learn to do it as a habit."

We older people dress quickly from habit, as we eat, thinking, and talking of other things. We cannot expect that of a child. Perhaps we may have to introduce rewards, sparingly using ingenuity to make the "pathways of attention" easy and attractive until habits form.

I know a man very prominent in business who has to be helped to his "pathway of attention." One of his associates said to me not long ago:

"Before a meeting that he is to attend we have to make sure that there are no books or magazines in the room. If he gets there first he is sure to get absorbed in some article and we never get his attention."

Probably as a boy he loved to read when he should be doing something else. Nobody helped him to form the habit of concentrating upon the particular dull thing that had to be done. If I ever meet his mother I shall ask her how long it took him to dress.

Prudence Bradish.

(Copyrighted, 1923.)

Paramount Brand

Hirsch Bros. Goodies

Apple Butter

Peach Butter

Pork and Beans

Peppy Sauce

Kraut

Ask About
Demonstration
Plan on
The Wonderful
1000 Island Dressing
From
Salad Dressing,
Piccallette and
Chili Sauce

Catsup

Tomato Soup

Puree

Sweet Chow Chow

Mince Meat

PICKLES

SWEET
SOUR
DILL
PLAIN
MIXED

BULK, KEGS, CASKS
IN GLASS—CONVENIENT SIZES

For Sale by

KENT STORAGE COMPANY
GRAND RAPIDS - BATTLE CREEK
Wholesale Distributors

Better Biscuits—Better Business

That is our slogan for 1923—and that means larger sales of

Shredded Wheat Biscuit

and bigger profits for our distributors. We didn't think it possible to improve the Biscuit, but we have made factory changes that insure even higher and more uniform quality—nothing so deliciously nourishing as these crisp oven-baked shreds of whole wheat. Our advertising plans for 1923 are more extensive and far-reaching than ever. We expect to make it a red-letter year in the history of this business. Will you help us?

MADE ONLY BY

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



Playing the Business Game at Home.

It is fine when a man can get fun out of his own business, and enjoy playing the business game.

When a boy is ordered to run a lawnmower over the lawn, that is work. But when he begins to consider the taller weeds as Indians, and goes against them with the lawnmower, that is a game.

When a business man considers an obstacle as merely a challenge to his ingenuity, something to be overcome, then he is playing the business game in good style.

It is queer how many young men become interested in such things as horse races to the extent of letting them become an obsession. A day in the open may prove very beneficial and every business man should take a day off now and then.

But this thing of getting wrapped up in a fad or a craze, to the exclusion of thinking about anything else—that is not good for business.

A young merchant was talking to an old customer.

Twice he had to break away and run to the telephone.

"Racing information," he explained. "I've got a sure thing at the track."

"I don't know about these sure things at the track," the old customer responded, "but I do know you have a sure thing here. Are you taking care of it?"

That gave the young merchant something to think about.

Another man got interested in mining stock.

He invested.

He talked to his friends.

He talked about nothing else.

He was continually calling up his broker to see how the "market" was.

Meanwhile, he neglected a mine nearer home, one located in his own store room.

Investments are all very well.

A man may not miss the money he loses in a "scheme."

But when the "scheme" ties him up so that he can think of little else, talk of little else, it is apt to be a costly scheme.

Many a business has been shattered on this rock.

One merchant even went broke because he got interested in civic betterment.

He joined so many uplift movements, was on so many committees, and held so many offices, that he simply let his business drift away from him.

It sounds improbable, but it really happened.

Take a day off when you need it.

Work for civic improvement if you want to.

Have a fad, if you like. A good one will be helpful.

But don't get interested in anything to the detriment of your business.

This is not useless advice.

Hundreds of good merchants have gone broke because they couldn't play the business game at home.

Some Ways To Kill Your Council.

1. Don't come to the meetings.
2. But if you do come, come late.
3. If the weather doesn't suit you, don't think of coming.

4. If you do attend a meeting, find fault with the work of the officers and other members.

5. Never accept an office, as it is easier to criticize than to do things.

6. Nevertheless, get sore if you are not appointed on a committee, but if you are, do not attend committee meetings.

7. Do nothing more than is absolutely necessary, but when other members roll up their sleeves and willingly, unselfishly use their ability to help matters along, howl that the Council is run by a clique.

8. Hold back on your dues as long as possible or don't pay at all.

9. Don't bother about getting new members. Let the officers do it.

10. If they get some candidates, black-ball them all.

11. When a banquet is given, tell everybody money is being wasted on blow-outs which make a big noise to accomplish nothing.

12. When no banquets are given say the Council is dead and needs a can tied to it.

13. Don't ask for a banquet ticket until all are sold out.

15. Then swear you have been cheated out of yours.

15. If you do get a ticket don't pay for it.

16. If asked to sit at the speakers' table modestly refuse.

17. If you are not asked, resign from the Council.

18. If you don't receive a bill for your dues don't pay.

19. Keep your eyes open for something wrong and when you find it, resign.

Death the Great Divorcer.

The wife of a man whom I knew rather intimately died and his friends had great difficulty in keeping hidden their desire to congratulate him. For years this woman had gone about the world wearing a gloomy face. Early in life she had admitted to herself that her lot was hard and that the world was not treating her as she thought she ought to be treated. If it were not for the fact that her husband was a man of great strength of character her poisonous presence in his home would have ruined him. That he survived and achieved success was due entirely to his own efforts and to no assistance from the woman who might have been his real partner. Let us give thanks to that kindly judge, Death, who sometimes at least, divorces those who for one reason or another, are unfitted to do together work that is divine.

Turning to Summer Dresses.

With the time for sales of essentially Spring merchandise lessening, retailers are turning their attention to later season garments, particularly cotton dresses. Wholesalers of these say the warmer weather recently has been productive of an increasing volume of orders. Voiles are said to be favored in the purchases of many retailers, and several prominent manufacturers here are laying special stress on dresses of this fabric. Organdies, dotted swisses, linens and gingham are not neglected. A good season is also anticipated for shantung dresses.

57

Silver Tubes for Tomato Sauce

Nobody sees the inside of the pipes which carry the sauce to Heinz Baked Beans, Heinz Cooked Macaroni and others of the 57 Varieties. Yet all these pipes are lined with silver or glass, not to create an impression, but to deliver to the tins a sauce which is unaffected by outside conditions.

Quality is the Heinz ideal and quality is a matter of watching each step in every process. In every department in the home of the 57 Varieties there is equipment designed, like the silver and glass lined pipes, to keep watch over Heinz Quality.

H. J. Heinz Company
57 Varieties

FLOUR

UNIFORMLY good flour is the strongest safeguard for the protection of your good name as a distributor of fine flour. A considerable number of dealers who realize the truth of this have for years depended upon

RED STAR FLOUR

JUDSON GROCER COMPANY
GRAND RAPIDS, MICHIGAN

THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

All kinds of Glass for Building Purposes

501-511 IONIA AVE., S. W.

GRAND RAPIDS, MICHIGAN



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.

Are Now the Big Leaders.

So marked has been the growth of the demand for knitted sleeveless golf coats in the last few weeks that at least 75 per cent. of all the call for women's knitted novelties is now for those articles. Jasquettes and golf coats with sleeves are still being taken, but the business done in them is dwindling as the call for the sleeveless garments increases. The most favored of the last-named articles are those of fibre silk retailing at \$10, of mohair retailing at \$7.50, and of real silk to retail at \$15. The demand for white is easily the largest of any of the colors, with Lanvin green, red, blue and gray following in the order named. The call for red is thought to be based very largely upon the growing vogue of matching other wearing apparel with the color of the shoes worn.

Hold Back Advance Buying.

Wholesalers of glove-silk underwear here say the immediate delivery business being placed is of good volume, but that retailers show very little anxiety to cover their requirements for any substantial time ahead. Despite the urging of the manufacturers that prices will be higher later, the feeling of buyers is against placing sizeable advance business. One wholesaler described his customers as saying they would pay the advances, if necessary, at the time they needed the goods, but they saw no reason for heavy current commitments for later delivery. Vests are the leading items in demand, followed by step-in bloomers and step-in envelopes. Peach is said to be the color most desired, with orchid and pink shades also highly favored.

Prepare for Big Bow Season.

Such an active demand for bow ties for men is expected here this season that one of the biggest retailers of men's furnishings in the country has made preparations to stock about ten of them for every one that was carried a year ago. Although the bow tie has for a long time been regarded more or less of an article of warm weather apparel, to be worn when vests are laid aside, it was said by a buying executive of the concern in question to be rapidly gaining ground as a general proposition. He said that sales of bow ties in the last three months have shown a marked increase over last year, and that this increase will

become greater as warmer weather comes on.

Good Demand for Boys' Clothing.

Reports continue to circulate in the market of the good business being booked for Fall in boys' clothing. Wholesalers here say the earlier indications of good business have been more than fulfilled, and that the sales are substantially ahead of last year at this time. This reflects the good results which retailers quite generally are meeting with in the Spring turnover in their boys' departments. Tweeds are the leading fabrics for the coming season, the Norfolk models being described as selling best. Manufacturers are holding in check any tendencies to overbuy.

Hosiery Demand Somewhat Mixed.

Two unusual things are said to stand out in the business now being done here in fine silk hosiery for prompt shipment. One of them is that the call for white hose is stronger in the medium weights than in sheer goods, and the other is the large amount of black hose that is being taken for this time of year. Most of the call for blacks is in the sheer goods. Other active colors include noisette, which is described as a kind of sunburn hue, nude, light almond, etc., with gray still pulling strong. Buying for quick shipment is quite active.

GRAND RAPIDS KNITTING MILLS

Manufacturers
 of
 High Grade
 Men's Union Suits
 at
 Popular Prices

Write or Wire
 Grand Rapids Knitting Mills
 Grand Rapids, Mich.

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.

For Spring Housecleaning

We can supply a complete stock of:

Indian Head	Bleached and Brown Cottons
White Goods	Crashes
Towels and Toweling	Damask
Pattern and Lunch Cloths	Napkins
Huck and Turk Towels	Wash Cloths
Curtain Materials	Blankets
Sheets and Pillow Cases	Bedspreads
Oil Cloth	Sheeting and Tubing
Tickings	Mosquito Net

Especially Thread and Notions for Home Sewing.

GRAND RAPIDS DRY GOODS CO.

P. S. Get Flags and Bunting For Decoration Day.

THE DIMCO

NAINSOOK ATHLETIC SUIT

Men's B10 @\$6.25
 Boys' B11 @ 4.50

Full cut and cut to fit. Elastic back band. Heavy pearl buttons. Perfect needlework.

Men's Packed ½ doz. Boxes
 Boys' Packed 1 doz. Boxes

REAL VALUE

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

Duro Belle

Human Hair Nets

A Product of Unsurpassed Quality—with Greater Profit for You

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

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

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

Buy Duro Belle Human Hair Nets from your jobber.

NATIONAL TRADING COMPANY

630 SO. WABASH AVE.

CHICAGO, ILL.

PAUL STEKETEE & SONS

NOW is the time to sell Silk Ratines.
 We carry a complete assortment of colors.

Ask for samples.

36 in.—30 yard pieces, per yard..... 57½

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

PRICES CURRENT ON STAPLE DRY GOODS.

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

Dress Goods.

32 in. Wool Mixed Storm Serge	42 1/2
36 in. All Wool Storm Serge	77 1/2
44 in. All Wool Storm Serge	1 10
50 in. All Wool Storm Serge	1 25
French Serges proportionately,	
Danish Poplar Cloth	42 1/2
Juilliards Novelty Checks & Plaids	1 85
54 in. All Wool Coating	1 50 @ 2 00

Linings.

30 in. Black Satine	22 1/2
36 in. Satine, black & colors	30 @ 37 1/2
36 in. Percaline	18 1/2
Windsor Cambric	12 1/2
36 in. Radiant Charmeuse	52 1/2

White Goods.

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

Ginghams and Wash Goods.

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

Percalines.

36 in. 64x60	Lights 19, Darks 18
36 in. 80x80	Lights 21 1/2, Darks 22 1/2

Crashes.

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

Diaper Cloth.

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

Damask.

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

Pattern Cloth.

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

Towels & Wash Cloths.

Turkish Towels from \$2.25 @ 9.00 depending on size and quality, and whether plain or fancy.	
Huck Towels from \$1.25 @ 6.00 per doz. depending on size and quality and whether part linen, hemstitched, etc.	
Wash Cloths from 45c per doz. to \$1.50 depending on size and quality and whether plain or fancy.	
Bath Sets from 75c @ \$1.30 each.	

Draperies.

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

Blankets.

45x72 Cotton Felted Blankets	1 30
50x72 Cotton Felted Blankets	1 45
54x74 Cotton Felted Blankets	1 60
60x76 Cotton Felted Blankets	1 80
68x80 Cotton Felted Blankets	1 90
72x80 Cotton Felted Blankets	2 40
72x80 Cotton Felted Blankets	2 60
Seconds about 5 to 10% less.	
Singles and Single 2nds proportionately.	
64x76 Barlan Heather Plaid	2 35
72x80 Barlan Heather Plaid	3 00
Seconds about 5 to 10% less.	
Singles and Single 2nds proportionately.	
60x84 Plain Woolnaps	3 00
66x84 Woolnap Plains	3 40
72x84 Woolnap Plains	3 70
Seconds about 5 to 10% less.	
Singles and Single 2nds proportionately.	
66x84 Woolnap Plaids	3 80
72x84 Woolnap Plaids	4 25
Seconds about 5 to 10% less.	
Singles and Single 2nds proportionately.	

Comfortables, Indian Blankets & Bath

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

Crib Blankets.

30x40 Stitched	72 1/2
30x40 Scaloped	77 1/2
36x50 Stitched	1 00
36x50 Scaloped	1 10
36x50 Bound	1 40

Camp Blankets.

Camp Blankets	2 50 up
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Auto Robes.

Auto Robes	2 50
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Wool Blankets.

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

Comforts.

Small sizes cheap Grades	22 50
Larger sizes, better grades from	24 00 @ 43 00

Sheets.

63x90 Pequot	17 65
63x90 Pequot	18 67
72x90 Pequot	18 75
72x90 Pequot	20 65
81x90 Pequot	20 65
81x90 Pequot	22 63
63x90 Pepperell	14 35
63x90 Pepperell	15 70
72x90 Pepperell	15 85
72x90 Pepperell	17 25
81x90 Pepperell	17 35
81x90 Pepperell	19 90
72x90 Lockwood	15 25
72x90 Lockwood	16 69
81x90 Lockwood	16 75
81x90 Lockwood	18 34
Cheap Seamless Sheets	15 75
Cheap Seamed Sheets	10 25

Pillow Cases.

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

Bedspreads.

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

Carpet Warp.

White Peerless	56
Colors Peerless	62

Ollcloth.

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

Batts.

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

Wide Sheetings.

7-4 Pequot Bleached	54
8-4 Pequot Bleached	60
9-4 Pequot Bleached	66
10-4 Pequot Bleached	72
7-4 Pequot Brown	47
8-4 Pequot Brown	54
9-4 Pequot Brown	60
10-4 Pequot Brown	66
7-4 Pepperell Bleached	45
8-4 Pepperell Bleached	50
9-4 Pepperell Bleached	55
10-4 Pepperell Bleached	60
7-4 Pepperell Brown	43
8-4 Pepperell Brown	48
9-4 Pepperell Brown	53
10-4 Pepperell Brown	58
7-4 Lockwood Bleached	43
8-4 Lockwood Bleached	48
9-4 Lockwood Bleached	53
10-4 Lockwood Bleached	58
7-4 Lockwood Brown	43
8-4 Lockwood Brown	48
9-4 Lockwood Brown	53
10-4 Lockwood Brown	58

Tubings.

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

4-4 Bleached Cottons.

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

4-4 Brown Cottons.

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

Cambrics & Nainsooks.

Knights	21
Berkley, 60	22
Old Glory, 60	19 1/2
Diamond Hill	17

Ticking.

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

Denim.

220	30
240	28 1/2
260	26 1/2

Prints.

In Various colors	14 1/2
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Cheese Cloth.

36 in. Bleached Curly Gauze	07 1/2
Better Grades	8 1/2 @ 10

Flags.

Small Spearheads, doz.	40c and up
Larger sizes from 4x6 ft. to 10x15 ft. ranging from, each	\$.90 @ \$7.00

Napped Goods.

27 in. White & Twill Shaker	16 1/2 @ 17
Cashmere Twill	18
27 in. Light Outings	13 1/2 @ 14 1/2
27 in. Dark Outings	14 1/2 @ 15 1/2
36 in. Light Outings	16 1/2 @ 17 1/2
36 in. Dark Outings	17 1/2 @ 18 1/2
27 in. 192	19 @ 20
36 in. 192	24 @ 25

Notions.

Star Snaps, gro.	60
Kohinoor Snaps, gro.	70
Wilsnaps, gro.	75
Satin Pad S G Garters, doz.	2 00
Sampson fly swatters, doz.	75
Roberts needles, per M.	2 50
Stork needles, per M.	1 00
Self Threading Needles, paper	08 1/2
Steel Pins S. C., 300, per box	45
Steel Pins M. C., 300, per box	45
Brass Pins S. S., 160, per box	43
Brass Pins S. C., 300, per box	75
Brass Pins M. C., 300, per box	80
Coats Thread, doz.	59
Clarks M. E. Thread, doz.	59
J. J. Clarks Thread, doz.	56
Beidling Silk, 50 yd. doz.	95
Cobro Silk net with elastic, gro.	4 50
Gainsborough Hair Nets	
Single Strand	80
Double Strand	1 00
Blendswell nets, gro. \$8.50. Doz.	75
Arrow Net, gross	9 00
Duro Belle, doz.	90
R. M. C. Crochet Cotton, per box	75
B-4 O. N. T. Cro. Cotton, per box	90
Silkene Crochet Cotton, per box	90
Sansilk Crochet Cotton, per box	55
M & K or Dexters Knit. Cot., white, per box	1 50
Black and colors	1 75
Alles Yarn, bundle	7 50
Fleishers Knitting Worsted Skeins	2 30
Fleishers Spanish worsted balls	2 60
Fleishers German't N Zepher Balls	3 70
Fleishers Saxony Balls	3 70
Fleishers Knitting Worsted Balls	2 60
Fleishers Scotch & Heather Balls	2 90
Excello Suspenders, doz.	4 50
President Suspenders, doz.	4 50
President Suspenders, Ex. Heavy	6 00

Infants' Hosiery.

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

Children's Hosiery.

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

Ladies' Cotton & Silk Hosiery.

176 Needle Cotton Hose	1 35
200 Needle Cotton Hose	1 50
220 Nee. Co. Yarn, seam back Hose	2 50
232 "Burson" rib top, size Hose	4 25
232 "Burson" rib top, size Hose	4 50
520 "Burson" split sole Hose	4 25
220 Needle Mercerized	4 00
Pmt. 100, lisle, hem top	4 00
460 Needle Top full Mercerized	4 75
Fibre Silk Hose	4 62 1/2
12 Strand Pure Silk Hose	13 50
Pmt. 110 Silk & Fibre	8 50
260 N'die 18 in fibre sock, mock sm.	6 75
10 Strand 18 in. Boot Sock	9 00
Ladies' Full Fash., 42 Gauge, all	
Silk Hose	19 50

Ladies' Fleece & Wool.

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

Men's Hose.

E. & F. Hose Cotton	1 50
Record, med. weight Cotton	2 00
R. & D. Heavy Cotton Hose	1 60
176 Needle Cotton Hose	1 35
200 Needle Combed Yarn Hose	2 15
200 needle full mercurized 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 socks, bdl.	1 90
2 1/2 lb. Wool Sox	2 25
3 lb. Wool Sox	3 50 @ 3 75

Childs Waists.

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

Boys' Underwear.

Fleece Union Suits, Heavy	7 50 @ 2
Egypt Ribbed Union Suits	4 25 @ 20
"Hanes" No. 958 Ribbed U. S.	6 75 @ 20
Part Wool Union Suits, all sizes	12 00
50% Wool Union Suits	14 50 @ 20
Heavy Fleece Vests & Pants	3 25 @ 16
Part Wool Vests & Pants	5 50 @ 16
Spring.	
Boys' 72x80 pin check Ath. Stan. S. 4 75	
"Hanes" 756 & 856 72x80 pin check Athletic Suit	6 12 1/2

Misses' Underwear.

"Hanes" 756 & 856 72x30 pin check	
Athletic Suit -----	6 12 1/2
Misses' Underwear.	
Velvet Vests & Pants -----	3 25/16
	Rise .37 1/2
Velvet Fleece Union Suits -----	7 50/2
	Rise .62 1/2
Med. Weight Fleece Union Suits -----	6 00/2
	Rise .50
Part Wool Union Suits -----	13 50/2
	Rise 1.00
Velvet Fleece Union Suits -----	7 50/2
	Rise .75
Spring.	
Misses Gauze 12 cut Union Suits --	4 25/2
LSS1 "Sealpax" Athletic Suits -----	8 50/2



The Use of Liquid Eggs.

A circular has just been issued by the British Ministry of Health relative to the preparation of sponge cake, which brings up again what has frequently been referred to in these columns—namely, the dangers arising from use of liquid eggs, either by the use of preservatives or by the increase of bacterial contents. The circular says:

"The attention of the Ministry had been drawn to the matter by certain local authorities, and it was discovered that, while butter and margarine might contain small percentages of boric acid, any large quantity found in cake was mainly due to the use of liquid whole egg, a material manufactured from imported egg yolks, preserved by means of boric acid and dried egg albumen."

This question is primarily one for consumers, but it is also of importance to egg producers, and the public mind will be aroused by their efforts. One of the great facts which should ever be kept to the fore is that a whole egg is one of the purest articles of food that can be offered, in that it cannot be adulterated or manipulated. It may be kept until much of its nutritive value is lost. That, however, is comparative. Whilst an egg, even if preserved for months, may not be equal to one that is new-laid, yet the actual loss in food value is not great—that is, unless decay and putrefaction have been set up. On the other hand, when once the shell is broken, it is necessary to use preservative; otherwise the liquid eggs will speedily deteriorate. What the effect upon the human body of an accumulation of these preservatives has never been determined. Several years ago the medical officer of health for the state of New York stated that several thousand deaths had taken place from digestive disorders, which he largely attributed to the use of preserved foods—that is, foods with which certain chemicals had been mixed to keep them. The circular issued by the Ministry of Health would appear to support what was then said.

When the trade in dried and liquid eggs was beginning to be an important factor—namely, in 1916—I endeavored to awaken the attention of government departments to its importance, but in vain. The Ministry of Health claims that, under the sale of foods and drugs act, 1875 local authorities have powers to take action, but it is of no use leaving it to them. What ought to be done is to submit imported liquid and dried eggs to examination when they are landed. Once they are distributed little can be done. Appearances go

for nothing. The very fact that the liquid eggs seem to be in good condition ought to arouse suspicion, for the reason that the boric or other acids are present to such an extent that deterioration is arrested.

There is another danger which arises in connection with liquid eggs—namely, from the increase in bacteria, and which may be very harmful. It is, in fact, to prevent the multiplication of these minute forms of life that preservatives are used, as they are one of the causes of deterioration. In all eggs there are bacteria, but the number is too small to be injurious. A very exhaustive series of investigations was made some years ago by the Food Research Department of the United States Department of Agriculture, the records of which, as published, are very valuable, indeed. In these it is shown that with cracked or leaking eggs the increase of bacteria is very rapid and enormous; that with sound-shelled eggs, when once the shells are broken, the same takes place, much more so than if the eggs are kept whole; that the conditions under which breaking out takes place powerfully influence the bacterial content, and that by care, by sterilization of the appliances used, by perfect cleanliness on the part of those engaged in the work and in the breaking rooms, and rapid use of the broken eggs, the development of bacteria is greatly minimized. Dirty shells and dirty conditions cause infection of the contents, even if the shells are not broken. If cracked or leaking, and when broken out, the increase is very great. The object of the United States Department of Agriculture, in making these investigations was to secure the adoption of methods and conditions which would conduce to prevention, as far as possible, of bacterial increase, and thus prevent heavy loss of food. In that they have been very successful.

During my last visit to America I inspected some of the breaking plants, where the conditions were as perfect as in the surgical ward of a hospital. As indicative of the bacterial contents of different classes of eggs, it was found that in the whites of whole eggs the bacteria content was 2.6 per cent.; in yolks of these, 5.6 per cent.; in leaking eggs, 5.9 per cent.; in mixed eggs (as to quality) 10.5 per cent.; in soft eggs, 46.1 per cent; in second-grade (stale) eggs, 92.8 per cent; and in what are called tanners' eggs—that is, unfit for human food—100 per cent. As an indication of proper conditions where the eggs are broken may be quoted from one of the United States

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Early Bird Scratch Grains,
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Cookie-Cakes

GROCERS—Hekman's Baked Goods
never vary in quality. A million pounds
are as good as the samples.



Hekman Biscuit Co.
Grand Rapids, Mich.

reports, in which it is stated: "That the bacteria content of the preparations is very largely a matter of handling is proved not only by the variation between the output of different plants, but from the fact that when the eggs used by all of them were opened in the laboratory under aseptic conditions they were found to contain but few bacteria. Conversely, when an attempt was made in the laboratory to open the eggs according to the methods prevailing in the egg-breaking establishments, the content of organisms was greatly increased, and sometimes approximated very closely the product obtained in the commercial establishment."

Whilst it is true that in a small country like Canada, with consuming populations near at hand, methods need not be so complex as in, say, America. Where the distances between the point of production and that of consumption are great, it is right that we should demand that our authorities see that competing products are suited to the use for which they are destined, and not a danger to the community at large. Rotten eggs are their own advertisement, as are stale eggs. It is when the real nature is disguised that the risks are considerable. Hitherto the authorities, central and local, have not been alive to the importance of this question. Edward Brown.

Upsets Old Ideas About Stale Bread.

Old ideas of how bread gets stale are overturned by the Food Research Institute, established at the suggestion of Herbert Hoover, in its first publication just issued from its headquarters at Sanford University. The report points out that the assumption that staleness is caused by the loss of moisture from the loaf is not tenable, for what probably occurs is that much of the moisture in the bread is held by the starch which has been gelatinized in the baking. As the loaf comes out of the stove this starch jelly distributed through the bread contains all the moisture it can hold.

As the bread cools, the starch gives up some of its moisture and this moisture is absorbed by the other constituent of the loaf, changing the crust from a brittle material that crunches between the teeth to a soft and pliable one, while the gluten of the crumb is given a toughness and firmness which as fresh bread it did not have. The bread becomes stale at low temperatures and this accounts for the fact that bread when stale, but not dry, can be freshened up by heating. The process is reversed and the starch jelly reabsorbs the moisture from the other bread constituents.

Losses to wholesale bakers on account of the arrangement by which

they take back the stale, unsold loaves from retailers run into millions of dollars a year. This tends to raise the price of bread to consumers. Before the Kaiser started the late war the bakeries often lost 6 to 10 per cent. and sometimes 25 per cent. from returns of stale loaves, and many a baker has fed his ovens with this wholesome food as a fuel.

Bread a day old is quite as nutritious and to some people more digestible than that freshly baked, the publication declares. If consumers realized this and bakers were not obliged to accept returns the country would greatly gain by the economy.

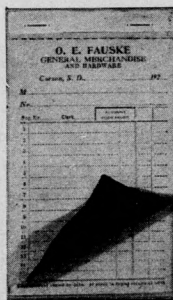
Success Comes In Cans.

1. I can be confident.
I can sell goods just as soon as my customer feels my own confidence in them.
2. I can be studious.
I can study my goods and my customers.
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I can be honest with myself, my firm and my customers.
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I can say just what I mean and do exactly what I say I will do.
5. I can be tactful.
I can overcome objections with tact and persuasion.
6. I can be polite.
I can remember that politeness wins respect.
7. I can be busy.
I can busy myself with some productive or profitable work.
8. I can be loyal.
I can work just as hard when my employer is away as when he is present.
9. I can be enthusiastic.
I can be enthusiastic about my goods without being boastful.
10. I can be helpful.
I can make every customer feel that whether they buy or not, I am glad to serve and assist them in every way.

Moseley Brothers

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Jobbers of Farm Produce.



NOW—

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

We make all styles and sizes.

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

Write for particulars and samples.

BATTLE CREEK SALES BOOK CO.

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Battle Creek, Mich.

STRAWBERRIES

Season is here. Berries are beautiful, sweet, and price is within reach of all. Include a crate with your order.

PINEAPPLES

Big, canning sizes are now plentiful. Later on sizes will be smaller—not so desirable for canning. Buy now.

Send us your orders for best quality Strawberries and Pineapples. We receive fresh shipments daily. We guarantee our goods and service to please you.

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GRAND RAPIDS, MICH.

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NEW PERFECTION

The best all purpose flour.

RED ARROW

The best bread flour.

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

Western Michigan's Largest Feed Distributors.

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

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GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable
Fruits and Vegetables

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

ABE SCHEFMAN & CO.

Wholesale Fruits and Vegetables

22-24-26 Ottawa Ave.

Grand Rapids, Mich.

WHEN YOU THINK OF FRUIT—THINK OF ABE.

Change In Our Landed Policy Badly Needed.

Grandville, May 8—That article of James Oliver Curwood, entitled "Fifteen Years of Tragedy," in the Tradesman of May 2, was well timed, and of sufficient moment to set men and women of our State and country thinking.

His experience is certainly an eye-opener to those who sit in the silent places and take no note of what is going on in the great nature world outside.

Mr. Curwood has a well-earned reputation as nature's novelist, his travels and explorations throughout the North and West giving him the right to express himself as he does against the eternal destruction of the woods and wild life of America.

Now and not tomorrow is the time to act.

No doubt many of the statements made by the noted author will prove a surprise to many of our citizens, and there is no use disputing the truth of what he says. The destruction of bird life has been sufficiently enormous, under the observation of the ordinary man, to convict the State of open complicity in this unhallowed and dangerous destruction of woods and wild life within our borders.

Stop it now or take the consequences.

We have a Governor who has more square inches of politics to his frame than any other man who ever sat in the chair at Lansing.

Taxes have been boosted in Michigan till they have become not only onerous but absolutely scandalous, outrageous and wholly indefensible. With this great boost in taxation it does seem as if we might find competent men to place in positions of trust, and that the present incompetents should be made to give way to those who know something about wild life, the conservation of timber, combined with a heart and brain fittingly interested to take hold and do that which is best for the State.

It is too bad that a State like ours, once the pine tree State of the great American Union, has fallen to the foot, and is now a State of millions of acres of barren wastes, scarcely keeping enough of the original wilderness to harbor the few living wild animals and birds that are left.

Look over the waste lands of the North part of the State and what do you find. An echoless waste of farmless lands, the population of the towns builded by the great lumber industry of the past going down grade so fast it makes one wonder where the end will be.

The people of Michigan have thrown away their patrimony. Its myriad of small lakes, once alive with finny beauties, now given over to desolation and forgetfulness. Summer resort towns there are innumerable, and when you have said that you have said all. The destruction of timber by the axe and by forest fires has wrought the change, and unless a square turnabout in our methods of timber and game preservation is soon accomplished, a large part of the State will prove unprofitable for human habitation.

While visiting some of the Eastern states, ten years or more ago, the writer was agreeably surprised to see so much standing timber still left. Farms, like the early clearings in Michigan, were met with, stretches of fine forests between. Here in the original colonial states were woods that put to shame the scant timber lands of Michigan.

In Pennsylvania, not many miles back from the Delaware river, were forests where lumbering operations were going on.

Near the foothills of the Blue Ridge mountains were many considerable forests, in some places mills sawing lumber.

There were even patches of the original pine forests left. It came as a surprise to the traveler to find

the old State of William Penn so much better timbered than his own State of Michigan.

In passing down through Maryland toward Washington I saw mills cutting pine logs into lumber, as they at one time did in Michigan.

A timberless State will also be a birdless and wild animal-less State. This fact is becoming more evident in Michigan every day, and if something is not done to save and renew the woods and wild life, the State is doomed to a decadence which will lead to its complete overthrow.

With a debt more than six times greater than at the opening of the Kaiser's war, our State is still adding new obligations which must be met in the future. It seems easy enough to bond for the immediate present. The money thus obtained is being lavishly spent in erecting new buildings, forging new roads all along the highways of the State.

It is bad enough to spend money till your surplus runs dry, but to borrow and continue to borrow while your credit holds good, without a thought of the day of payment, is as foolish and fateful as to cut off the most prominent feature of your countenance to spite your face.

And we of Michigan are doing that very thing.

While we are taking no heed as to how fast we are slashing down the remaining timber and killing the birds and wild animals, we go on running the State in debt to the tune of millions of dollars every year, never seeming to think of the pay day that is coming.

When that pay day comes there'll be more sorry people in Michigan than there are today. There's always a day of reckoning, and that day for Michigan, because of wanton destruction of birds and trees, is not so far away as many people imagine.

Making wreck of one's assets while at the same time running the State deeper in debt every hour, is a strange condition of affairs, which unless investigated and a turnabout established, will destroy that prosperity which it has taken such a long time to build. Old Timer.

Two Essentials to Resort Development.

Elk Rapids, May 8—The real answer to a permanent and profitable resort business for Michigan is bound to be the sale of resort property to people from the large cities farther South who, to maintain health and strength, must leave the hot, crowded cities during the extreme weather for the cool breezes and pure water in the big open spaces of Northern Michigan or some other like favored section. We are drawing these people to this section in large numbers. They come, see and enjoy our lakes, hills and good roads. They return home enthusiastic and meet friends who have toured other states. These friends are just as enthusiastic for the territory they have been in, not having seen Michigan, and they persuade the tourists to join them in going to the sections where they have bought a resort lot or home.

If Michigan men will finance, develop and sell the resort territory to those seeking summer residences, the latter will bring their friends along where they have invested. We can advertise, entertain and please hundreds of thousands of people every season, but so long as a large percentage of them are not tied to Michigan by personal interests, we are apt to lose them. We need organizations which will really sell Michigan to desirable summer-home seekers. This can only be done by developing desirable locations in a modern way and selling them by modern methods—extensive advertising and real salesmanship.

California succeeded in this method before any other section of the United States. It has now reached the stage where they make fun of

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
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CHRISTIAN COFFEE CO.

337-339 Summer Ave.
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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.

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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

SAR-A-LEE

"MAKES
TASTY
SANDWICHES"

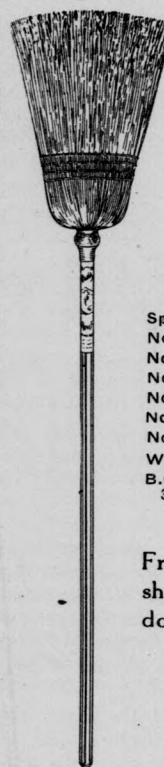
It positively will make good,
or we will.

Everybody knows
"SARA"

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THE
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Special ----- \$ 8.00
No. 24 Good Value 8.75
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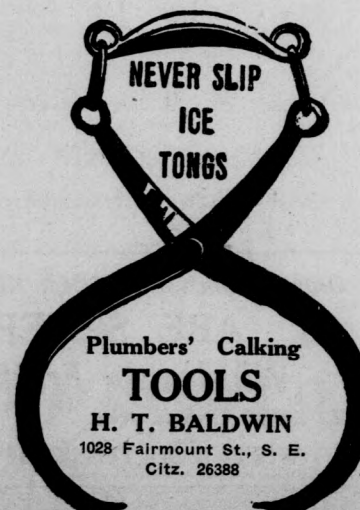
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CHICAGO, ILLINOIS



the real estate salesman of that section, but the real estate salesman of California really made California. After the people financed and developed desirable tracts—and some places not so desirable—the salesmen's work was the thing that made California more popular than would have sunshine, climate, fruit or scenery. The salesmen could not have succeeded except as the country was developed and made desirable by the labor of man.

Michigan has already built the roads. Some sections of Michigan have developed the fruit. Our transportation companies have developed some beautiful resorts. Some individuals have developed fine resort properties, but they have never been commercialized in a large way. The possibilities are beyond estimate, the opportunity is here, and it is time that Michigan people commenced to prepare to reap some of the benefits in money. The property is here and tourists are coming. All that is needed is the two connecting links, development of property and selling which includes the advertising of property offered for sale.

Advertising of the whole region is now begun and is very successful and it is high time taking of profits should begin. C. W. Bosworth.

Controlling the Tip Evil.

Detroit, May 8—With reference to the recent letter from a correspondent on the tipping evil, it may be of interest to those who suffer from its unpruned luxuriance to know how the hotel keepers in some of the lands of its origin automatically keep it within bounds.

The trouble is that in America and in England, for example, the hypocritical stand is taken that tipping is voluntary, and not obligatory. The Latin hotel keeper, on the other hand, frankly recognizes tipping as actually, if not theoretically, necessary, and as frankly proceeds to regulate it. In practically all the hotels of France and Italy 10 per cent. of the charges is added to the bill, and the patron is required to pay this, whether he will or not. The consequence is that instead of using his fallible judgment in tipping the whole staff of servants, the guest at a Continental hotel personally tips none of them, and yet receives willing service, the personnel of the house knowing that the 10 per cent. added to the bill at the end of the stay will be equitably distributed.

In practice the Continental plan works out somewhat like this: A double room costs say 40 francs and two Continental breakfasts say 10 francs, or a total for the night's lodging and the morning coffee and rolls of 50 francs. The bill calls for 55 francs, or a charge of 5 francs for tips. At the present rate of exchange, that is about 33 cents for tips for two, for lodging and breakfast, and that 33 cents satisfies the chambermaid, the porter, the concierge, the waiter and all.

Imagine trying to distribute fairly 33 cents in tips to the hirelings of an American or an English hostelry! Could you get away with it? They certainly order these things better in France, and there is no good reason why they shouldn't do the same here. Peter Kalmbach.

Two Sides to the Matter.

Although the general inclination in regard to buying heavily on a rising market is to advise against it, the point is made that there are two sides to the question, and that it might not by any means be the wrong thing for a financially strong buyer to operate heavily now in lines where it is apparent that higher prices are certain. This was said to be especially true of purchasing the more staple merchandise. Not only would free buying of such goods at the

beginning of the rise by the retailer who could afford to operate in that way leave him in a better position to average his selling prices while the market was advancing than his cautious competitors, it was asserted, but it would also leave him in a position to undersell them considerably at the top of the rise if he wanted to. In other words, he would be equipped to pass the advances on to the public much more slowly than his competitors, and would in that way stand to get an enviable reputation as a giver of values.

People do their best trading where they can get what they want, not where there is a slick salesman who can sell them something just as good.

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.



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



A. R. WALKER CANDY
CORPORATION
MUSKOGON MICHIGAN



Hotel News and Gossip of General Interest.

Hartford, May 8—O. H. Smith has purchased the property known as the O. K. restaurant and hotel, at Water-vleit, renovated it thoroughly and tastefully, with the result that he has opened it to the public to be known hereafter as the Star Hotel. Already I hear it well spoken of by traveling men who say that his rooms are clean and comfortable and his meals excellent. There is no reason why this enterprising village should not support an institution which deserves patronage, and while I have not the advantage of a personal acquaintance, I am inclined to the belief that Mr. Smith fully appreciates the local situation and will "make the grade."

J. P. Oberlin, Traverse City, has sold the lease and furnishings of the Hotel Whiting, at that place, and is looking for a new field on a somewhat larger scale. I hope he will find it in Michigan, for "Joe" has all the qualifications which go to make up the equipment of a satisfactory and successful hotel operator. Anyone having knowledge of a proposition commensurate with his requirements will confer a favor by communicating with Mr. Oberlin.

In a few days I will visit Traverse City, when I hope to meet the new proprietor and tell Tradesmen readers all about him.

The citizens of Bangor, realizing the town has met a severe set-back in the loss of its only hotel, the Sebring, are organizing for the purpose of building a new one, strictly modern, with fifty rooms. All of which meets with my approbation except the fifty room feature, which would be a pipe dream for a town three times the size of Bangor. If these enterprising citizens will set their mark at twenty rooms, it will have ample capacity for the average trade of such an institution, and they will probably be able to find someone who will lease, furnish and operate same; but nowadays the hotel man who keeps ahead of the sheriff does not build to accommodate his "peak load," but defers to the law of average, and supplies that which will keep his overhead expenses somewhat relatively with the ordinary demands of business.

I have before mentioned these small town monuments which are erected as evidences of local enterprise, but which eventually drift into the discard and become "white elephants." Eventually someone absorbs the property at a small fraction of what it costs and it becomes trading material for some time.

Bangor certainly needs a hotel very much, and I am anxious they should have it, but I do not anticipate with any great degree of pleasure, on the occasion of some future visit to the town, to find some palatial pile on an otherwise busy thoroughfare, closed to the public, but awaiting the next "sucker."

Owing to other engagements this past winter I have been unable to make an inspection of the new Hotel Rowe, at Grand Rapids, though I hope to do this shortly.

However, I am hearing very favorable comments on the institution and its service, which is accentuated by the receipt of several Hotel Rowe

menus, two of which are herewith submitted:

Luncheon—75 Cents
 Consomme with Rice
 Cream of Tomato, Croutons
 Radishes
 Wall Eyed Pike, fried, Tartar Sauce
 Bavarian Smoked Sausage, Red Cabbage
 Deviled Breast of Lamb
 Puree of Carrots
 Yankee Pot Roast, with Noodles
 Braised Veal Loaf, Fresh Mushroom Sauce
 Shirred Eggs with Chicken Livers
 Roast Leg of Mutton, Currant Jelly
 Mashed or Steamed Potatoes
 Kidney Beans
 Lettuce, Tomato Salad
 Cabinet Pudding
 Blueberry Pie
 Beverages
 Dinner—\$1.25
 Crabmeat cocktail
 Consomme with Rice
 Cream of Tomato, Croutons
 Celery Olives
 Pickled Walnuts
 Baked Lake Trout, Nicolise
 Frenched Pork Tenderloin Sauté
 Sauce Poivrade
 Prime Ribs of Beef au jus
 Roast Stuffed Duckling
 Apple Sauce
 Yankee Fried Potatoes
 Potatoes, Fine Herbs
 Wax Beans
 Stewed Corn
 Combination Salad
 Bavarian Cream, Melba Sauce
 Melba Nut Sundae
 Beverages

It is somewhat against my principles to reproduce bills of fare which contain the highly objectionable words "choice of," which I find are being slowly but surely eliminated, but the Rowe program looks so inviting I am inclined to temper justice with mercy in this instance.

The other day I made a trip by auto from Battle Creek to Grand Rapids via routes M37 and 39. The road markings are sadly deficient. There is scarcely a road intersection along the route which will guide a stranger on his way, and the various little villages along the route are absolutely nameless, so far as any means of identification are concerned.

In nearly every other state in which I have motored I have found these conditions very different. For instance, in Wisconsin, every road intersection is very clearly and carefully marked and the approaches to all cities and towns are heralded by uniform signs, clearly worded. Also along any of the trunk lines will be found in evidence guide posts giving distances to various towns ahead a matter of very great convenience to motorists.

I was participant in a drive between Eau Claire, Wisconsin and Chicago, a distance of 374 miles, made at night, during which it was absolutely unnecessary to make a single enquiry, notwithstanding the fact we passed through various large cities, including Milwaukee.

If the Michigan State Highway department will give this matter immediate attention, they will confer a favor on motorists from afar, second only to the very excellent highways which are very much in evidence throughout this wonderful commonwealth.

American business men and especially hotel operators have come to realize that an epidemic of reformers is upon us. Scarcely a day passes without some unknown springing into print and trying to foster radical ideas on how to operate your business.

The American Hotel Association of the United States and Canada, representing the hotel industry, has been

The Center of Social and Business Activities THE PANTLIND HOTEL

Everything that a Modern Hotel should be.
 Rooms \$2.00 and up. With Bath \$2.50 and up.

HOTEL BROWNING

GRAND RAPIDS

150 Fireproof Rooms

Corner Sheldon and Oakes;
 Facing Union Depot;
 Three Blocks Away

Rooms, duplex bath, \$2
 Private Bath, \$2.50, \$3
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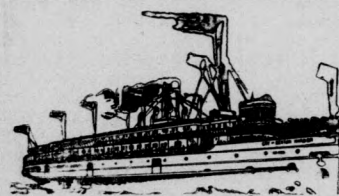
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giving the closest attention to the movements of these radical ideas.

State hotel organizations are also fighting these adverse ideas as they are brought up in their respective states. They have appointed legislative committees, used their funds and time to protect the hotel industries in their own communities.

Most hotel men realize that many dangerous bills are continually being presented to the legislative bodies, but do not lend a hand to circumvent same—they simply sit quiet and hope for the best. This does not seem fair to the others who get out and hustle, and to a great measure have succeeded in circumventing such ideas becoming laws. To be exact the live ones are carrying the dead ones.

In Michigan we have a most effective State association which could be made valuable to every hotel man therein. While the dues are very meager and would go but a short ways in accomplishing what has already been done for the benefit of all in the profession, we are fortunate in having officers and committees who have given their time, without compensation, paying their own expenses, in order that the interests of each individual operator may be protected.

Is it asking too much of that portion of the hotel operators in Michigan who are unorganized to join the State Association as an act of simple justice to those who have been fighting these battles?

The dues, from \$3 to \$20 per year, according to size of your hotel, are the only expense. Join at once and then attend the Association meetings—the time utilized in doing so will be well repaid. You will meet the progressive and successful hotel operators of the State on common ground in an atmosphere of equality; you will hear ideas expressed that will benefit you in your own affairs; you will hear intelligent speakers who will explain up-to-date methods of hotel operation; and you will hear various discussions pertaining to ways and means of placing losing departments on a paying basis.

And, in addition to all of these features, is the annual play spell, on the occasion of which, hotel men, their wives and families are the welcome guests of their brethren in the convention town, without money or without price. This fall the convention will be held at the Hotel Durant, at Flint, where the doors of that magnificent institution will be opened to every hotel man in Michigan, free as grace.

The writer has sent out scores of letters the past winter asking members of the Michigan fraternity to join the Association. Many have done so, but we need you all.

Don't get the false impression that the Association is controlled by the larger hotel operators. A glance at the list of officers will certainly prove to you that the country hotel men are filling the official positions.

The statistics show that the consumption of coffee has increased 25 per cent. in the United States, since prohibition became effective. It will now be in order for some Holier Than Thouer to promulgate legislation prohibiting the use of coffee altogether or, at least, limiting the coffee in content to one-eighth of one per cent. to the pound or compel coffee drinkers to imbibe decoctions from dehydrated sawdust.

I wish there was more inclination on the part of local townsempole to prove their loyalty by patronizing the regular hotels in their locality, rather than encouraging the opening of establishments known crudely as "clubs," where the disposition is to detract from hotel support by offering something purporting to be what it really is not.

My attention was recently called to a condition which prevails in one of our larger Michigan cities, where in a lunch room has been established by a sect or cult which has created

much comment, favorable naturally, by serving surprising meals at surprisingly low prices—far below cost in fact.

In this city are hotels of a superior order, supplying excellent service, helping to carry the burden of taxation, opening its doors for public gatherings whenever required—an offering absolutely complimentary—and yet operating restaurant features at a considerable loss.

The supplies for the so-called lunch room which is performing philanthropic service are donated. The help is donated and even at that the society makes frequent "drives" to make up an arbitrary deficit, always calling on these very same hotel people to help them out.

When, however, there is a call to entertain or give a reception to some notable, or hold a general conference on matters which pertain to the welfare of the community, the hotel man is expected to donate the use of his public rooms in order to give out the impression that his institution is the real thing in the community.

Frequently I hear of the shortcomings of the landlord from the very people who are sapping his life blood and yet at the same time enjoying his many benefactions: but I always feel that if the local populace will display a little loyalty toward the one institution in the town's resources in its intercourse with the outside world, we would have better kept hotels and better natured landlords.

The next meeting of the Michigan Greeters, Charter 29, will be held at Port Huron, on Saturday, May 12, as the guests of Port Huron hotel men.

National President, William E. Defenbacher will be present on that occasion, which fact ought to be the means of calling out a full attendance.

The program as outlined for the 12th and 13th is as follows:

Saturday Program

1:30 p. m.—Lunch at the Algonquin Arbor.

2:30 p. m.—Auto drive along lake shore until 5 p. m.

5:30 p. m.—Regular business meeting.

7:30 p. m.—Banquet at Hotel Harrington.

9:00 p. m.—Dancing until fatigued.

Sunday Program

9 a. m.—Trip to the Port Huron Country Club. Those who play golf or play at it will have the freedom of the course, and various prizes are to be offered for all grades of efficiency and inefficiency.

For those who do not play golf there is a special surprise in store.

1 p. m.—Luncheon will be served at the club house, which is ideally located, surrounded by picturesque scenery.

John A. Anderson, who was connected with the management of the Detroit Statler Hotel for some time, but who is now conducting the Hotel Harrington, at Port Huron, is especially anxious to make this the banner meeting of the year, and there is little doubt but what it will be well attended by hotel men generally.

Frank S. Verbeck.

Gabby Gleanings From Grand Rapids

Grand Rapids, May 8—Jacob J. Berg celebrated his 50th birthday one day last week by taking his entire family to the Rowe Hotel for dinner. Since that time he has opened his cottage at Baptist Lake for the summer.

The negotiations between the U. S. Hotel Co. and the stockholders of the Bancroft Hotel, Saginaw, have been broken off by mutual consent. John A. Cimmerer authorizes the following statement: "Control of the Bancroft hotel is in the hands of the local stockholders of the hotel, and always has been, Mr. Williams and his associates have not a controlling interest in the stock of the hotel company and furthermore it is not likely they can get it. We are

planning to go right ahead with some of the contemplated improvements to the hotel. Bids are now being received for a large addition to the coffee shop, which will make it one of the finest eating places in the state, and we are working on our plans for a large addition to the hotel at the rear, to add about 200 rooms to the building. Though no definite date has been set regarding this we are working out the plans for it."

M. J. Rogan, who is probably the most successful clothing salesman in the United States, all things considered, spent two days in Grand Rapids last week and Sunday at the Post Tavern, Battle Creek. In a reminiscent mood Sunday, Mr. Rogan recalled the fact that when Post Tavern was opened by the late C. W. Post, traveling men were given a beautiful room with bath and three wonderful meals for \$3 on the American plan. The same service now costs the guest \$6.65 exclusive of tips and extras. No better meals were ever served by any hotel than Mr. Post provided in those days. As a consequence, traveling men made long jumps to get to Battle Creek for week ends. Mr. Rogan bears his years gracefully—he is on the sunny side of 60 now—and has the same buoyant temperament which served him to such good purpose in his initial years on the road, nearly forty years ago. Along with the competence which has come to him as the result of his faithful adherence to his duties he has assumed a dignity in keeping with the friends he has acquired, the record he has made as a remarkable salesman and the assurance he has that his last days will be spent under conditions which will render his ultimate retirement from the road a period of pleasure, peace and plenty.

A London physician, called as an expert in a recent trial, was asked if after his forty years of experience he did not think that a woman, under certain circumstances, would do so and so. His reply was that his forty years of experience had left him with the conviction that he did not know what a woman would do under any circumstances.

Auto travelers from Grand Rapids to Battle Creek should avoid going via Kalamazoo for some weeks to come on account of five or six miles of heavy loose gravel between Augusta and Galesburg, which is a severe test of the endurance of the car and the patience of the driver. The road via Freeport and Hastings is perfect.

The You-See-Tee luncheon club No. 2 had for their guest Saturday, May 5, Charles W. Garfield, of the Grand Rapids Savings Bank. The talk that Mr. Garfield gave on reforestation was certainly fine. He went back and cited where during the lumbering days of Michigan had proper care been made in cutting timber and letting the younger timber grow up we would still have lumber to cut in this State; and that that condition could have existed for years and years to come. As a living illustration, he cited a section in the old country, where during the world war they thought it was necessary, in fact, it was necessary, to have timber for building bridges and other such things as were necessary, and they went to the municipality of a certain city which owned a large forest tract and made the statement that they must have that timber for war use, but were told very plainly that they could not have it; that that piece of timber, if destroyed, would practically destroy the town, because the timber they were cutting on that tract of land year after year furnished the industries of the town and this was one case where the war did not take over something they thought it was necessary to have. Mr. Garfield cited other instances nearer home where if timber land had been handled differently

we would still have timber growing.

At the close of Mr. Garfield's talk he was given a rising vote of thanks by the members of the Club and the ladies and unanimously voted a life-long member of You-See-Tee Luncheon Club No. 1.

President Walter N. Burgess had just pronounced the Club in session when a commotion was heard at the door and in walked brother Harry Behrman, accompanied by Mrs. Behrman. They sure were given an ovation and Harry immediately took over his old time job of leading the community singing. We only wish that Harry could be with us all the time and we think that the time is not far distant when he will be able to do so.

The speaker for the You-See-Tee Club Luncheon for May 12, which by the way, is the last luncheon until the fall season opens, will be Bernard J. McGee, whose talk will be on the Silver Black Fox industry of Michigan, and really the coming fur industry, which is fast becoming a prominent factor of Michigan resources. This talk by Mr. McGee will be not only highly interesting, but very instructive and as this is the last luncheon it is hoped that there will be a large crowd in attendance.

A. N. McFadyen, who conducts sixteen chain stores here under the style of McFadyen's, Inc., has taken up his residence in New York City. The chain stores will be managed hereafter by P. R. Holman.

The new manager of Hotel Belding (Belding) is George H. Snow. He is an experienced hotel man, having conducted a resort hotel in the Catskill mountains during the summers and in Florida, winters.

On John D. Martin's return from his Southern trip he brought back the report that he will have in his show room in the Rindge Furniture Exhibition building for the coming midsummer market three more factory lines than he has ever shown before; in fact, two of these lines have never been shown on the Grand Rapids market. These lines, added to the five other lines he has, will make one of the best showings made by the John D. Martin Furniture Co.

Miss Carolyn L. Martin, oldest daughter of Mr. and Mrs. John D. Martin, May 1 assumed the duties of stenographer and private secretary to her father, John D. Martin. It is hard to tell which one of the two was the more pleased, Carolyn to work for her Dad or Dad having Carolyn work for him. John says that inside of six months' time he will have Carolyn so well qualified to take charge of the business that he will put in about 50 per cent. of his time in making some of the larger cities in which he has a good clientele of trade, such as Buffalo, Louisville, Cincinnati, Columbus, Richmond, Chicago, St. Louis and other points.

A careful and detailed survey of grocery store conditions at Battle Creek, conducted by the Tradesman a few months ago, disclosed the fact that the grocers of that city keep their stores in the best condition of any city in the State. The editor of the Tradesman reviewed the situation at Battle Creek last week with care and thoroughness and is prepared to substantiate the finding of its representative. There are very few foreigners engaged in the grocery business at the Food City and those who have embarked in business there appear to have imbibed the cleanly habits of the Americans who are doing so much to uphold the dignity and integrity of their calling.

What Doctor and Druggist Think Of Each Other.

The prescription department is the backbone of the drug store. It is on the prescription business that the money is made, and not on the patents and sundries as would be supposed. Therefore, it behooves the druggist to "stand in good" with the doctors of the neighborhood so that the prescription end of his business will be kept the greatest asset.

Doctors and druggists are like policemen and firemen. They seldom can be made to agree. Each one is continually knocking the other, and still each is dependent upon the other. Witness some of the ways in which doctors and druggists get along, and often leaving the poor patient to suffer.

The physician is supposed to know the patient, and to prescribe the medicine. The druggist, on the other hand, is not supposed to know the patient (except to know whether or not he is a good cash customer) and simply furnishes the medicine. However, both doctor and druggist seem to know each other's business best. The physician must know all about the disease, and he sometimes knows all about the compounding of medicines. The druggist must know all about the compounding of medicines, and he very often thinks he knows all about the diseases of mankind better than the doctor does.

Many times the doctor is not acquainted with the medicines he wishes to prescribe. For instance, he will prescribe a substance in tablet form when it can only be obtained in a liquid. Again, he is not acquainted quite often with the U. S. P., and N. F. preparations, and prescribes proprietary medicine which the druggist never stocked. More often physicians write prescriptions for nostrums, and from the size and shape of the bottle the patients often guess what they are getting. "Why not eliminate the doctor and buy the stuff direct?" So say the unthinking. Yet this thing of prescribing a medicine not known, is frequently done by doctors, and from the composition of which does sent them. Again, the practice of tors on the strength of literature writing for proprietary mixtures as indicated in the booklets, for special diseases is, however, nothing short of laziness on the doctor's part or ignorance, if you like. The doctor should always treat the patient and not the disease.

Doctors, as a rule, have always seemed to resent taking suggestions from druggists. Perhaps it is because they feel that they know more than the poor druggist, and perhaps it might be that the druggists feel they know more than the poor doctor. The writer is inclined to believe that the trouble lies in the second assumption. In very few cases would the doctor resent being told of his mistakes and shortcomings by the druggist should that personality of "more than a merchant" do so in a tactful manner. But few of the newer generation of druggists hold that the "Doctor is always right." They would rather apply that axiom to the customer. It is a good plan for the druggist to study the prescription

carefully should any mistake appear, referring if necessary to the U. S. P., N. F. Dispensatory and the various catalogues of pharmaceutical houses, before calling the doctor. Very often by this method he will come to know what the physician wants without bothering him.

Doctors are famous for their poor writing. Maybe the poor writing comes from the want to deceive the patient, and perhaps it is simply due to carelessness. There is a class of doctors called specialist, which the druggist hates most. To him they appear as a lot of fakers, and maybe they are—judging from the prescriptions they send in. A great stomach specialist prescribes rhubarb and soda mixture or a prepared cocoa powder, and extracts a handsome fee for doing so. How can the poor druggist get more than a half dollar for such a prescription when he thinks the patient knows what it is? Again, a great eye specialist will prescribe argyrol, and everybody knows what that is and how much should be paid for it. So long as the specialists get theirs, they should worry about the poor druggist. This seems to be the situation between them.

Some people still think that the poor druggist, who has to sell hair nets and phonograph needles to get along, has to pay the doctor for sending patients to his drugstore because the druggist's name is on the doctor's prescription blanks. It is always best to disillusionize these people because it is not the truth. The real reason, is the doctor has faith in the druggist whose name appears on his blanks. It would be better, perhaps, if doctors would use blanks without bearing any druggist's name for then all partiality would be erased.

Another class of doctors write "lazy man's prescriptions." By this is meant those bulk prescriptions in which the single dose of each ingredient is given and then directing that the druggist put up so many doses (mitte tales doses). This

means figuring out the proper amount in which case both time and trouble must be added to the cost of the prescription.

There still remains a few "shot gun" doctors who prescribe ten or twelve things at once with three or four pepsin preparations in it; the result of an ignorant attempt to hit the trouble and make a "hit" with the patient. "He must be a fine doctor!" "Just look at all what he wrote for!"

How many times have patients asked the druggist, "What is this prescription for?" Now, the druggist is not supposed to know for what specific cause the prescription was given, and he has to be very diplomatic as to what he says. For instance, a woman with a prescription for chloretone, 10 grains, and sugar of milk, q.s., to make ten capsules, asked the druggist what it was for. The druggist simply gave the woman the information that chloretone was an hypnotic and would put you to sleep. Whereupon she misinterpreted his meaning and said: "Nonsense! The doctor told me it was to quiet my stomach." This left the druggist quite flushed and he disappeared behind the prescription department cursing the M.D. under his breath. Many people are afraid to ask their doctor (called "Doc" for short) what the medicines which they are given are for. They seem awed in their presence (particularly the specialists) and prefer to wait and ask their druggist (called "doctor" by them), because they feel more

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pleasing impression upon customers is of value. You can create one and at the same time save your goods from damage by spreading sheets of **TANGLEFOOT** in your show windows, especially over Sunday.

TANGLEFOOT will then be at work for you and will not only catch the flies, but attract the attention of people who pass your store to your efforts to keep your stock clean and fresh, and create in them a desire to use **TANGLEFOOT** themselves. This means extra sales to you. You can now sell at the old price, two double sheets for 5 cents, and make a profit of 50 per cent.

Remember **TANGLEFOOT** catches the germ as well as the fly, and that poisons, traps, or powders cannot do it.

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TANGLEFOOT

TANGLEFOOT

at home in the drugstore and know that the druggist is a hard working man and human as they are.

It surely beats all when a druggist has a doctor to whom he can send patients, and then to have the doctor prescribe castor oil pills or aspirin. There is no money in it for the druggist and there is two dollars for the M.D. The patient wants more than these Army remedies, and goes to another doctor and then doesn't bring in the prescriptions. In cases like these the pharmacist could advise patients himself. Sell them some U.S.P. preparation or perhaps make them up a temporary prescription and send them to a different doctor. In any event it would be a better financial proposition than to send them to a dispensing physician.

Let us now look as to what the doctors think about druggists. To wit—

A woman brought a certain druggist a prescription for her child in which the doctor had written for two grains of codeine. The druggist after he had examined it critically and priced it for the woman began like this: "Why, there is 'dope' in it!" "I wouldn't give my child cough medicine like this." Well, sir! that scared the woman to death for she had heard of the raids which the police had made upon "dope" houses and "dope fiends" from reading the newspapers. So she took home the bottle and placed it on the pianola. When the doctor came the child was no better. Asked if she had given the medicine regularly the woman replied that the druggist told her there was "dope" in it and she was afraid to use it. Ye gods! What an ass that druggist was!

Another doctor wrote a prescription for capsules of a certain gland product. These were put up by a

California concern and arranged according to numbers. Now this patient was a woman who was nursing a baby and therefore needed an increase of milk supply. The druggist gave the capsules of another number and kind, which happened to possess opposite therapeutic effects, that of drying up the milk. The doctor perceived this and accused the druggist of dispensing capsules other than what was called for on the prescription. The poor "simp" of a druggist admitted this and his only explanation was: "What's the difference; she never knew." Puts one in mind of the Irishman aiming at a rabbit with an empty gun. It didn't make any difference so long as the rabbit didn't know it. Great men, these so-called druggist-bootleggers are.

A doctor wrote for sodium arsenite. Upon reaching his office he suddenly remembered that the dose was too high. After some phoning he reached the druggist's back room too late for the prescription had gone. Upon questioning the druggist as to what amount of arsenite he had put in it, the doctor was told the following: "What do you want that poison in it for?" "I left it out altogether." Of course, in this case the druggist might get away with it, but he was a dangerous man to have around a drugstore nevertheless.

In conclusion, there seems to be far too many so-called druggists in the business who are in reality nothing short of "shoe-makers," as an old college professor used to call them. Let us unite to save pharmacy from these fellows by throwing out the bootlegger and the shoemaker. Then the doctor might prescribe U.S.P. and N.F. preparations again. Let not the druggist despise the doctor and likewise let not the doctor despise or take advantage of the druggist. Selah!

Wilbur H. McEvoy.

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Grand Rapids. They are the leaders, and their products will bear the closest scrutiny of your most exacting tourist and resort customers and friends.

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

Acids		Almonds, Sweet,		Tinctures	
Boric (Powd.)	17½@ 25	imitation	60@1 00	Aconite	21 80
Borix (Xtal.)	17½@ 25	Amber, crude	1 75@2 00	Aloes	21 45
Carbolic	78@ 83	Amber, rectified	2 00@2 25	Arnica	21 10
Citric	62@ 70	Anise	1 00@1 25	Asafoetida	22 40
Muriatic	3½@ 8	Bergamont	5 00@5 25	Belladonna	21 35
Nitric	9@ 15	Cajuput	1 50@1 75	Benzoin	22 10
Oxalic	20½@ 30	Cassia	3 75@4 00	Benzoin Comp'd	22 65
Sulphuric	3½@ 8	Castor	1 50@1 80	Buchu	22 55
Tartaric	42@ 50	Cedar Leaf	1 50@1 75	Cantharides	22 85
Ammonia		Citronella	1 20@1 35	Capsicum	22 20
Water, 26 deg.	10@ 18	Cloves	3 25@3 50	Catechu	21 75
Water, 18 deg.	8½@ 13	Cocunut	25@ 35	Cinchona	22 10
Water, 14 deg.	6½@ 12	Cod Liver	1 30@1 40	Colchicum	22 00
Carbonate	20@ 25	Croton	2 00@2 25	Cubeb	23 00
Chloride (Gran.)	10@ 20	Cotton Seed	1 35@1 50	Digitalis	21 80
Balsams		Cubeb	8 50@8 75	Gentian	21 35
Copaiba	60@1 00	Eigerson	3 00@3 25	Ginger, D. S.	21 80
Fir (Canada)	2 50@2 75	Eucalyptus	90@1 20	Gualac	22 20
Fir (Oregon)	80@1 00	Hemlock, pure	2 00@2 25	Gualac, Ammon.	22 00
Peru	3 50@3 75	Juniper Berries	2 00@2 25	Iodine	95
Tolu	1 35@1 60	Juniper Wood	1 50@1 75	Iodine, Colorless	21 50
Barks		Lard, extra	1 50@1 45	Iron, clo.	21 35
Cassia (ordinary)	25@ 30	Lard, No. 1	1 20@1 35	Kino	21 40
Cassia (Saigon)	50@ 60	Lavender Flow	5 25@5 50	Myrrh	22 50
Sassafras (pw. 40c)	@ 40	Lavender Gar'n	1 75@2 00	Nux Vomica	21 55
Soap Cut (powd.)	15@ 20	Lemon	1 50@1 75	Opium	22 50
30c	15@ 20	Linseed Boiled bbl.	@ 1 22	Opium, Camp.	85
Berries		Linseed bld. less	1 25@1 37	Opium, Deodor'd	23 50
Cubeb	1 50@1 75	Linseed, raw, bbl.	@ 1 20	Rhubarb	21 70
Fish	25@ 30	Linseed, ra., less	1 27@1 35	Paints.	
Juniper	7@ 15	Mustard, artifi. oz.	@ 50	Lead, red dry	14½@ 15
Pricky Ash	@ 30	Neatsfoot	1 25@1 35	Lead, white dry	14½@ 15
Extracts		Olive, pure	3 75@4 50	Lead, white oil	14½@ 15
Licorice	60@ 65	Olive, Malaga,	2 75@3 00	Ochre, yellow bbl.	@ 2
Licorice powd.	70@ 80	olive, Malaga,	2 75@3 00	Ochre, yellow less	2½@ 6
Flowers		Orange, Sweet	4 50@4 75	Putty	5@ 8
Arnica	25@ 30	Origanum, pure	@ 2 50	Red Venet'n Am.	3½@ 7
Chamomile (Ger.)	40@ 50	Origanum, com'l	1 00@1 20	Red Venet'n Eng.	4@ 8
Chamomile Rom	1 75@2 00	Pennyroyal	2 50@2 75	Whiting, bbl.	@ 4½
Gums		Peppermint	4 25@4 60	Whiting	5½@ 10
Acacia, 1st	50@ 55	Rose, pure	9 00@10 00	L. H. P. Prep.	2 80@3 00
Acacia, 2nd	45@ 50	Rosemary Flows	1 25@1 50	Rogers Prep.	2 80@3 00
Acacia, Sorts	22@ 30	Sandalwood, E.	11 00@11 25	Miscellaneous	
Acacia, powdered	35@ 40	Sassafras, true	1 50@1 80	Acetanalid	47½@ 53
Aloes (Barb Pow)	25@ 35	Sassafras, artifi	1 00@1 25	Alum	08@ 12
Aloes (Cape Pow)	25@ 35	Spearment	4 00@4 25	Alum, powd. and	09@ 16
Aloes (Soc. Pow.)	70@ 75	Sperm	1 80@2 05	Alum, ground	09@ 16
Asafoetida	65@ 75	Tansy	12 00@12 25	Bismuth, Subni-	3 85@4 00
Pow.	1 00@1 25	Tar, USP	50@ 65	Borax xtal or	07@ 13
Camphor	1 20@1 30	Turpentine, bbl.	@ 1 37	powdered	07@ 13
Gualac	@ 90	Turpentine, less	1 44@1 52	Cantharides, po	1 75@5 00
Gualac, pow'd	@ 1 00	Wintergreen,	6 75@7 00	Calomel	1 76@1 96
Kino	@ 75	leaf	6 75@7 00	Capsicum, pow'd	48@ 55
Myrrh	@ 80	Wintergreen, sweet	3 75@4 00	Carmine	6 00@6 60
Myrrh, powdered	@ 85	birch	3 75@4 00	Cassia Buds	25@ 30
Opium, powd.	11 00@11 20	Wintergreen, art	1 00@1 25	Chalk Prepared	14@ 14
Opium, gran.	11 00@11 20	Wormseed	8 50@8 75	Chloroform	57@ 6
Shellac	1 05@1 25	Wormwood	10 00@10 25	Chloral Hydrate	1 35@1 81
Shellac Bleached	1 10@1 25	Potassium		Cocaine	11 60@12 25
Tragacanth, pw.	2 25@2 50	Bicarbonate	35@ 40	Cocoa Butter	55@ 75
Tragacanth	2 50@3 00	Bichromate	15@ 25	Corks, list, less	40@50 00
Turpentine	25@ 30	Bromide	45@ 50	Copperas	23@ 10
Insecticides		Carbonate	30@ 35	Copperas, Powd.	4@ 10
Arsenic	18½@ 30	Chlorate, gran'r	23@ 30	Corrosive Sublim	1 48@1 63
Blue Vitriol, bbl.	@ 7½	Chlorate, powd.	16@ 25	Cream Tartar	35@ 45
Blue Vitriol, less	8½@ 15	or xtal	35@ 50	Cuttle bone	55@ 75
Bordeaux Mix Dry	14@ 29	Cyanide	4 61@4 84	Dextrine	4½@ 15
Hellebore, White	20@ 30	Iodide	35@ 45	Dover's Powder	2 50@4 00
powdered	20@ 30	Permanganate	35@ 45	Emery, All Nos.	10@ 15
Insect Powder	70@1 00	Prussiate, yellow	65@ 75	Emery, Powdered	8@ 10
Lead Arsenate Po.	28@ 41	Prussiate, red	1 45@1 50	Epsom Salts, bbls.	@ 3
Lime and Sulphur	09½@24½	Sulphate	35@ 40	Epsom Salts, less 3½	@ 10
Dry	09½@24½	Roots		Ergot, powdered	@ 1 50
Paris Green	38@ 62	Alkanet	25@ 30	Flake, White	15@ 20
Leaves		Blood, powdered	30@ 40	Formaldehyde, lb.	19@ 30
Buchu	1 75@1 90	Calamus	35@ 75	Gelatin	1 25@1 50
Buchu, powdered	@ 2 00	Elecampane, pwd	25@ 30	Glassware, less 55%	
Sage, Bulk	25@ 30	Gentian, powd.	20@ 30	Glassware, full case 60%	
Sage, ¼ loose	@ 40	Ginger, African,	20@ 30	Glauber Salts, bbl.	08½@ 10
Sage, powdered	@ 35	powdered	25@ 30	Glauber Salts less 04	@ 10
Senna, Alex.	75@ 80	Ginger, Jamaica	60@ 65	Glue, Brown	21@ 30
Senna, Tinn.	30@ 35	powdered	42@ 50	Glue, Brown Grd	15@ 20
Senna, Tinn. pow.	25@ 35	Goldenseal, pow.	5 50@6 00	Glue, White	27½@ 35
Uva Ural	20@ 25	Ipecac, powd.	@ 30	Glue, White Grd.	25@ 35
Oils		Licorice	40@ 45	Glycerine	24@ 32
Almonds, Bitter,		Licorice, powd.	20@ 30	Hops	65@ 75
true	7 50@7 75	Orris, powdered	30@ 40	Iodine	6 30@6 75
Almonds, Bitter,		Poke, powdered	30@ 35	Iodoform	7 60@7 85
artificial	4 00@4 25	Rhubarb, powd.	85@1 00	Lead Acetate	18@ 25
Almonds, Sweet,		Rosinwood, powd.	30@ 35	Lycopodium	75@1 00
true	30@1 30	Sarsaparilla, Hond.	@ 1 00	Mace	75@ 80
Seeds		Sarsaparilla Mexican,	@ 50	Mace, powdered	95@1 00
Anise	35@ 40	ground	@ 50	Menthol	11 00@11 25
Anise, powdered	38@ 45	Squills	35@ 40	Morphine	8 70@9 00
Bird, ls	13@ 15	Squills, powdered	17@ 25	Nux Vomica	@ 30
Canary	10@ 15	Turmeric, powd.	17@ 25	Nux Vomica, pow.	17@ 25
Caraway, Po.	55 44@ 50	Valeran, powd.	40@ 50	Pepper black pow.	32@ 35
Cardamon	@ 2 00	Seeds		Pepper, White	40@ 45
Celery, powd.	45 35@ 40	Anise	35@ 40	Pitch, Burgundy	10@ 15
Coriander pow.	35 25@ 30	Anise, powdered	38@ 45	Quassia	12@ 15
Flax	10@ 15	Bird, ls	13@ 15	Quinine	72@1 33
Flax, ground	08½@ 13	Canary	10@ 15	Rochelle Salts	30@ 40
Flaxgreek pow.	15@ 25	Caraway, Po.	55 44@ 50	Saccharine	@ 30
Hemp	8@ 15	Cardamon	@ 2 00	Salt Peter	11@ 22
Lobelia, powd.	@ 1 25	Celery, powd.	45 35@ 40	Selditz Mixture	30@ 40
Mustard, yellow	15@ 25	Coriander pow.	35 25@ 30	Soap, green	15@ 30
Mustard, black	15@ 20	Flax	10@ 15	Soap mott cast.	22½@ 25
Poppy	22@ 25	Flax, ground	08½@ 13	Soap, white castle	@ 11 50
Quince	2 00@2 25	Flaxgreek pow.	15@ 25	Soap, white castle	@ 11 50
Rape	15@ 20	Hemp	8@ 15	less, per bar	@ 1 25
Sabadilla	23@ 30	Lobelia, powd.	@ 1 25	Soda Ash	3½@ 10
Sunflower	11½@ 15	Mustard, yellow	15@ 25	Soda Bicarbonate	3½@ 10
Worm, American	30@ 40	Mustard, black	15@ 20	Soda, Sal	03@ 08
Worm Levant	@ 4 50	Poppy	22@ 25	Spirits Camphor	@ 1 35

GROCERY PRICE CURRENT

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

ADVANCED

Canned Pineapple
Michigan Cheese
Longhorn Cheese
Fruit Jars

DECLINED

Currents
Evaporated Apples
Evaporated Apricots
Export Soap
Rum No More Soap
Nucoa Nut Margarine

AMMONIA

Arctic, 16 oz. ----- 1 75
Arctic, 32 oz. ----- 2 75

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

Arctic, 7 oz. tumbler 1 35
Calumet, 4 oz. ----- 95
Calumet, 8 oz. ----- 1 95
Calumet, 16 oz. ----- 3 35
Calumet, 5 lb. ----- 12 75
Calumet, 10 lb. ----- 19 00
K. C., 10c doz. ----- 32 1/2
K. C., 15c doz. ----- 37 1/2
K. C., 20c doz. ----- 1 80
K. C., 25c doz. ----- 2 30
K. C., 50c doz. ----- 4 40
K. C., 80c doz. ----- 6 85
K. C., 10 lb. doz. ----- 13 50
Queen Flake, 6 oz. ----- 1 25
Queen Flake, 16 oz. ----- 2 25
Queen Flake, 100 lb. keg 11
Queen Flake, 25 lb. keg 14
Royal, 10c doz. ----- 95
Royal, 6 oz. doz. ----- 2 70
Royal, 12 oz. doz. ----- 5 20
Royal, 5 lb. ----- 31 25
Rumford, 10c doz. ----- 95
Rumford, 8 oz. doz. ----- 1 95
Rumford, 12 oz. doz. ----- 2 40
Rumford, 5 lb. ----- 12 50
Ryzon, 4 oz. doz. ----- 1 35
Ryzon, 8 oz. doz. ----- 2 25
Ryzon, 16 oz. doz. ----- 4 05
Ryzon, 5 lb. ----- 13 00
Rocket, 16 oz. doz. ----- 1 25

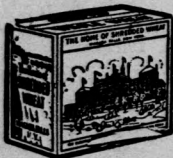
BLUING

Original
condensed Pearl
Crown Capped
4 doz., 10c dz. 85
3 dz. 15c, dz. 1 25

Silver Cloud, 3 dz. sm. 3 80
Silver Cloud, 2 dz. lge. 3 80
with perforated crowns.
One case free with five.

BREAKFAST FOODS

Cracked Wheat, 24-2 3 85
Cream of Wheat ----- 6 90
Pillsbury's Best Cer'l ----- 2 20
Quaker Puffed Rice ----- 5 45
Quaker Puffed Wheat ----- 4 30
Quaker Brist Biscuit ----- 1 90
Ralston Purina ----- 4 00
Ralston Branzen ----- 2 70
Ralston Food, large ----- 3 60
Saxon Wheat Food ----- 3 75



Shred. Wheat Biscuit 3 85
Vita Wheat, 12s ----- 1 80
Post's Brands.
Grape-Nuts, 24s ----- 3 80
Grape-Nuts, 100s ----- 2 75
Postum Cereal, 12s ----- 2 25
Post Toasties, 36s ----- 2 85
Post Toasties, 24s ----- 2 85
Post's Bran, 24s ----- 2 70

BROOMS

Standard Parlor, 23 lb. 8 00
Fancy Parlor, 23 lb. 9 50
Ex. Fancy Parlor 25 lb. 10 50
Ex. Fcy. Parlor 26 lb. 11 00
Toy ----- 2 25
Whisk, No. 3 ----- 2 35

Rich & France Brands

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

BRUSHES

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

Stove

No. 1 ----- 1 10
No. 2 ----- 1 35

Shoe

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

BUTTER COLOR

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

BUTTER SUBSTITUTES



I. VAN WESTENBRUGGE

Carload Distributor
1 lb. cartons ----- 25 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
Wicking ----- 40
Tudor, 6s, per box ----- 30

CANNED FRUIT

Apples, 3 lb. Standard 1 75
Apples, No. 10 ----- 4 25
Apple Sauce, No. 2 ----- 2 00
Apricots, No. 1 ----- 1 90
Apricots, No. 2 ----- 2 35
Apricots, No. 2 1/2 ----- 2 50
Apricots, No. 10 ----- 13 50
Blackberries, No. 10 ----- 9 00
Blueberries, No. 2, 1-75 ----- 2 50
Blueberries, No. 10 ----- 11 50
Cherries, No. 2 ----- 3 00
Cherries, No. 2 1/2 ----- 4 95
Cherries, No. 10 ----- 11 50
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 ----- 3 00
Peaches, 2 1/2 Cal. ----- 3 75
Peaches, No. 10, Mich ----- 7 75
Pineapple, 1, sliced ----- 2 10
Pineapple, 2, sliced ----- 3 50
Pineapple, 2, Brk slic. ----- 3 00
Pineapple, 2 1/2, sliced ----- 4 25
Pineapple, No. 2, crus. ----- 2 50
Pineapp., 10, cru. ----- 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 ----- 5 25

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 ----- 3 00
Clams, Steamed, No. 1 ----- 1 75
Clams, Minced, No. 1 ----- 2 50
Finnan Haddie, 10 oz. ----- 3 30
Clam Bouillon, 7 oz. ----- 2 50
Chicken Haddie, No. 1 ----- 2 75
Fish Flakes, small ----- 1 35
Cod Fish Cake, 10 oz. ----- 1 85
Cove Oysters, 5 oz. ----- 1 75
Lobster, No. 1, Star ----- 2 90
Shrimp, No. 1, wet ----- 1 90
Sard's, 1/4 Oil, k. ----- 4 25
Sardines, 1/4 Oil, k'less ----- 3 85
Sardines, 1/4 Smoked ----- 7 00
Salmon, Warrens, 1/2 ----- 2 75
Salmon, Red Alaska ----- 2 80
Salmon, Med. Alaska ----- 1 65
Salmon, Pink Alaska ----- 1 20
Sardines, Im. 1/4, ea. ----- 10 25
Sardines, Im. 1/2, ea. ----- 25
Sardines, Cal. ----- 1 75
Tuna, 1/2, Albocore ----- 95
Tuna, 1/2, Regent ----- 1 65
Tuna, 1/2 ----- 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 Sil. ----- 1 75
Beef, No. 1/2, Qua. Sil. ----- 2 10
Beef, No. 1, B'nut sil. ----- 3 15
Beef, No. 1/2, B'nut sil. ----- 2 80
Beefsteak & Onions, s ----- 3 15
Chili Con Ca., ls ----- 1 35
Deviled Ham, 1/2 ----- 2 20
Deviled Ham, 1/4 ----- 3 60
Hamburg Steak & ----- 1 35
Onions, No. 1 ----- 1 40
Potted Beef, 4 oz. ----- 1 40
Potted Meat, 1/2 Libby ----- 50
Potted Meat, 1/2 Libby ----- 90
Potted Ham, Gen. ----- 1 85
Vienna Saus., No. 1 ----- 1 35
Veal Loaf, Medium ----- 2 30

Beef, No. 1/2 Rose Sil.

Beef, No. 1/2, Qua. Sil. ----- 2 10
Beef, No. 1, B'nut sil. ----- 3 15
Beef, No. 1/2, B'nut sil. ----- 2 80
Beefsteak & Onions, s ----- 3 15
Chili Con Ca., ls ----- 1 35
Deviled Ham, 1/2 ----- 2 20
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Potted Meat, 1/2 Libby ----- 50
Potted Meat, 1/2 Libby ----- 90
Potted Ham, Gen. ----- 1 85
Vienna Saus., No. 1 ----- 1 35
Veal Loaf, Medium ----- 2 30

Baked Beans

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

CANNED VEGETABLES

Asparagus.
No. 1, Green tips ----- 4 00
No. 2 1/2, Lge. Gr. ----- 4 50
Wax Beans, 2s ----- 1 35
Wax Beans, No. 10 ----- 6 75
Green Beans, 2s ----- 1 60
Green Beans, No. 10 ----- 8 25
Lima Beans, No. 2 Gr. ----- 2 00
Lima Beans, 2s, Soaked ----- 95
Red Kid., No. 2 ----- 1 30
Beets, No. 2, wh. ----- 1 60
Beets, No. 2, cut ----- 1 25
Beets, No. 3, cut ----- 1 40
Corn, No. 2, St. ----- 1 00
Corn, No. 2, Ex.-Stan. ----- 1 55
Corn, No. 2, Fan ----- 1 60
Corn, No. 2, Fy. glass ----- 2 25
Corn, No. 10 ----- 7 25
Honey, No. 3 ----- 1 15
Okra, No. 2, whole ----- 1 90
Okra, No. 2, cut ----- 1 60
Dehydrated Veg. Soup ----- 90
Dehydrated Potatoes, lb ----- 45
Mushrooms, Hotels ----- 40
Mushrooms, Choice ----- 48
Mushrooms, Sur Extra ----- 70
Peas, No. 2, E.J. ----- 1 25
Peas, No. 2, Sift. ----- 1 60
Peas, No. 2, Ex. Sift. ----- 1 90
Peas, Ex. Fine, French ----- 29
Pumpkin, No. 3 ----- 1 45
Pumpkin, No. 10 ----- 4 00
Pimientos, 1/4 each ----- 15
Pimientos, 1/2 each ----- 27
Sw't Potatoes, No. 2 1/2 ----- 1 15
Sauerkraut, No. 3 ----- 2 65
Succotash, No. 2 ----- 1 60
Succotash, No. 2, glass ----- 4 45
Spinach, No. 1 ----- 1 35
Spinach, No. 2 ----- 1 45
Spinach, No. 3 ----- 2 15
Spinach, No. 10 ----- 6 00
Tomatoes, No. 2 ----- 1 30
Tomatoes, No. 3 ----- 1 90
Tomatoes, No. 2 glass ----- 2 85
Tomatoes, No. 10 ----- 6 00

CATSUP

B-nut, Large ----- 2 1/2
B-nut, Small ----- 1 80
Libby, 14 oz. ----- 2 25
Libby, 8 oz. ----- 1 60
Lilly Valley, 14 oz. ----- 2 35
Lilly Valley, 1/4 Pint ----- 1 45
Paramount, 24, 8s ----- 1 65
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, 1/4 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 ----- 1 70
Chili, small tins ----- 1 70
Pimento, small tins ----- 1 70
Roquefort, small tins ----- 2 50
Camembert, small tins ----- 2 50
Brick ----- 25
Wisconsin Flats ----- 26
Wisconsin Daisy ----- 26
Longhorn ----- 26
Michigan Full Cream ----- 24
New York Full Cream ----- 33
Sap Sago ----- 32

CHEWING GUM

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

CHOCOLATE

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

COCOA

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

COCOANUT

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

CLOTHES LINE

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

COFFEE ROASTED

Bulk
Rio ----- 18
Santos ----- 23
Maracalbo ----- 29
Guatemala ----- 28
Java and Mocha ----- 39
Bogota ----- 26
Peaberry ----- 26

Christian Coffee Co.

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

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, 8 doz. ----- 4 40
Caroline, Tall, 4 doz. ----- 4 00
Caroline, Baby ----- 3 50

EVAPORATED MILK

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

CIGARS

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

Garcia Master

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

Worden Grocer Co. Brands

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

Webster Cigar Co.

Plaza, 50s, Wood ----- 95 00
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, Puritan-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, 600s ----- 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 75
Choc Marshmallow Dp ----- 1 75
Milk Chocolate A ----- 1 95
Bogota ----- 2 00
Nibble Sticks ----- 1 35
Primrose Choc. ----- 1 35
No. 12 Choc., Dark ----- 1 75
No. 12 Choc., Light ----- 1 85
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 ----- 19
A. A. Pink Lozenges ----- 19
A. A. Choc. Lozenges ----- 20
Motto Hearts ----- 20
Malted Milk Lozenges ----- 22

Hard Goods. Pails

Lemon Drops ----- 18
O. F. Horehound Dps. ----- 18
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.

Cocoanut Pinks ----- 22
Walnut Fudge ----- 23
Pineapple Fudge ----- 21
Italian Bon Bons ----- 18
National Cream Mints ----- 30
Silver King M. Mallows ----- 32
Hello, Hiram, 24s ----- 1 50
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
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. ----- 14
Apricots
Evaporated, Choice ----- 26
Evaporated, Fancy ----- 30
Evaporated, Slabs ----- 22
Citron
10 lb. box ----- 55

Currents

Package, 14 oz. ----- 20
Boxes, Bulk, per lb. ----- 20
Peaches
Evap. Fancy, Unpeeled ----- 20
Evap. Fancy, Peeled ----- 22
Peel
Lemon, American ----- 24
Orange, American ----- 25

Raisins

Seeded, bulk ----- 13
Seeded, 15 oz. pkg. ----- 14 1/2
Seedless, Thompson ----- 12 1/2
Seedless, 15 oz. pkg. ----- 14
California Prunes
90-100 25 lb. boxes ----- 10
80-90, 25 lb. boxes ----- 11
70-80, 25 lb. boxes ----- 12
60-70, 25 lb. boxes ----- 12 1/2
50-60, 25 lb. boxes ----- 13 1/2
40-50, 25 lb. boxes ----- 15
30-40, 25 lb. boxes ----- 18

FARINACEOUS GOODS

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

HAND CLEANER



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

HORSE RADISH

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

JELLY AND PRESERVES

Pure, 30 lb. pails ----- 2 15
Pure 7 oz. Asst., doz. 1 20
Buckeye, 22 oz., doz. 1 75
O. B., 15 oz., per doz. 1 40

JELLY GLASSES

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

MATCHES.

Blue Ribbon, 144 box. 7 55
Searchlight, 144 box. 8 00
Safe Home, 144 boxes 8 00
Red Stick, 720 1c bxs 5 50
Red Diamond, 144 bx 6 00

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 15
No. 2 1/2, 24 cans to cs. 5 60
No. 1 1/2, 36 cans to cs. 4 60

Green Brer Rabbit

No. 10, 6 cans to case 3 60
No. 5, 12 cans to case 3 95
No. 2 1/2, 24 cans to cs. 4 10
No. 1 1/2, 36 cans to cs. 3 10

Aunt Dinah Brand.

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

New Orleans

Fancy Open Kettle ----- 55
Choice ----- 42
Fair ----- 28
Half barrels 5c extra

Molasses in Cans.

Red Hen, 24, 2 lb. ----- 2 60
Red Hen, 24, 2 1/2 lb. ----- 3 25
Red Hen, 12, 5 lb. ----- 3 00
Red Hen, 6, 10 lb. ----- 2 80
Ginger Cake, 24, 2 lb. ----- 3 10
Ginger Cake, 24, 2 1/2 lb. ----- 4 00
Ginger Cake, 12, 5 lb. ----- 3 75
Ginger Cake, 6, 10 lb. ----- 3 50
O. & L. 24-2 lb. ----- 4 50
O. & L. 24-2 1/2 lb. ----- 5 30
O. & L. 12-5 lb. ----- 5 00
O. & L. 6-10 lb. ----- 4 75
Dove, 36, 2 lb. Wh. L. ----- 5 60
Dove, 36, 2 1/2 lb. Wh. L. ----- 5 20
Dove, 36, 2 lb. Black ----- 4 30
Dove, 36, 2 1/2 lb. Black ----- 4 95
Palmetto, 24, 2 1/2 lb. ----- 4 40

NUTS.

Whole
Almonds, Large ----- 19
Brazil, Large ----- 14
Fancy mixed ----- 20
Filberts, Sicily ----- 15
Peanuts, Virginia, raw ----- 11
Peanuts, Vir. roasted ----- 13
Peanuts, Jumbo raw ----- 13 1/2
Peanuts, Jumbo, rst ----- 15 1/2
Pecans, 3 star ----- 22
Pecans, Jumbo ----- 30
Walnuts, California ----- 28

Salted Peanuts

Fancy, No. 1 ----- 17 1/2
Jumbo ----- 20

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

OLIVES.

Bulk, 2 gal. keg ----- 4 00
Bulk, 3 gal. keg ----- 5 50
Bulk, 5 gal. keg ----- 9 00
Quart, Jars, dozen ----- 6 25
4 oz. Jar, plain, doz. 1 45
5 1/2 oz. Jar, pl., doz. 1 60
9 oz. Jar, plain, doz. 2 80
16 1/2 oz. Jar, Pl. doz. 4 50
4 oz. Jar, stuffed ----- 1 70
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

Iron Barrels
Perfection Kerosine ----- 12.6
Red Crown Gasoline ----- 21.3
Tank Wagon ----- 69.2
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



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

PICKLES

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

Sweet Small

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

Dill Pickles.

600 Size, 15 gal. ----- 9 00
Cob, 3 doz. in bx 00@1 20

PLAYING CARDS

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

POTASH

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

FRESH MEATS

Beef
Top Steers & Heif. 14@15
Good Steers & Heif. 13@14
Med. Steers & Heif. 11@12
Com. Steers & Heif. 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 ----- 13
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 Beiles ----- 16 00@18 00

Lard

80 lb. tubs ----- advance 1/4
Pure in tierces ----- 13
California Hams 11 @12
69 lb. tubs ----- advance 1/4
50 lb. tubs ----- advance 1/4
20 lb. pails ----- advance 1/4
10 lb. pails ----- advance 1/4
5 lb. pails ----- advance 1/4
3 lb. pails ----- advance 1

Sausages

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

Smoked Meats

Hams, 14-16, lb. ----- 20@23
Hams, 16-18, lb. ----- 20@23
Ham, dried beef ----- 38 @30
sets
California Hams 11 @12
Picnic Boiled ----- 30 @32
Hams ----- 32 @35
Boiled Hams ----- 32 @35
Minced Hams ----- 14 @15
Bacon ----- 22 @34

Beef

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

Mince Meat

Condensed No. 1 car. 2 00
Condensed Bakers brick 31
Moist in glass ----- 3 00

Pig's Feet

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

Tripe

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

Casings

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

RICE

Fancy Head ----- 08
Blue Rose ----- 05 1/2
Broken ----- 03 1/2

ROLLED OATS

Steel Cut, 100 lb. sks. 4 75
Silver Flake, 10 Fam. 1 90
Quaker, 18 Regular ----- 1 80
Quaker, 12s Family ----- 2 65
Mothers, 25s, Ill'num 4 40
Silver Flake, 18 Reg. 1 45
Sacks, 90 lb. Jute ----- 3 00
Sacks, 90 lb. Cotton ----- 3 10

SALERATUS

Arm and Hammer ----- 3 75

SAL SODA

Granulated, bbls. ----- 1 75
Granulated, 100 lbs. cs 2 10
Granulated, 36 2 1/2 lb. packages ----- 2 40

COD FISH

Middles ----- 15
Tablets, 1 lb. Pure ----- 19
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. ----- 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, 100 lb. fancy fat 12 00
Tubs, 60 count ----- 5 25

White Fish

Med. Fancy, 100 lb. 13 00

SHOE BLACKENING.

2 in 1, Paste, doz. ----- 1 35
E. Z. Combination, dz. 1 35
Dri-Foot, doz. ----- 2 00
Bixbys, Doz. ----- 1 35
Shinola, doz. ----- 85

STOVE POLISH.

Blackline, per doz. ----- 1 35
Black Silk Liquid, dz. 1 40
Black Silk Paste, doz. 1 25
Enamaline Paste, doz. 1 35
Enamaline Liquid, dz. 1 35
E Z Liquid, per doz. 1 40
Radium, per doz. ----- 1 85
Rising Sun, per doz. 1 35
654 Stove Enamel, dz. 2 85
Vulcanol, No. 5, doz. 95
Vulcanol, No. 10, doz. 1 35
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 65
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 00
Swift Classic, 100 box ----- 5 25
20 Mule Borax, 100 bx ----- 7 55
Wool, 100 box ----- 6 50
Fairy, 100 box ----- 5 50
Palm Rose, 100 box ----- 7 85
Palm Olive, 144 box ----- 11 00
Lava, 100 box ----- 4 90
Pummo, 100 box ----- 4 85
Sweetheart, 100 box ----- 5 70
Grandpa Tar, 50 sm. ----- 2 00
Grandpa Tar, 50 Lge ----- 3 35
Fairbank Tar, 100 bx ----- 4 00
Trilby, 100, 12c ----- 8 00
Williams Barber Bar, 9s ----- 5 00
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, 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 ----- 8 85

CLEANSERS.



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

Spotless Cleanser, 48, ----- 3 85
20 oz. ----- 2 25
Sani Flush, 1 doz. ----- 3 15
Sapolio, 3 doz. ----- 6 40
Soapine, 100, 12 oz. ----- 4 00
Snowboy, 100, 10 oz. ----- 4 70
Snowboy, 24 Large ----- 7 20
Speedee, 3 doz. ----- 4 00
Sunbrite, 72 doz. ----- 4 75
Wyandotte, 48 ----- 4 75

SPICES.

Whole Spices.
Allspice, Jamaica ----- @13
Cloves, Zanzibar ----- @36
Cassia, Canton ----- @16
Cassia, 5c pkgs., doz. ----- @40
Ginger, African ----- @15
Ginger, Cochinchina ----- @20
Mace, Penang ----- @70
Mixed, No. 1 ----- @22
Mixed, 5c pkgs., doz. ----- @45
Nutmegs, 70-80 ----- @38
Nutmegs, 105-110 ----- @38
Pepper, Black ----- @15

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

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

STARCH

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

Gloss

Argo, 48 1 lb. pkgs. ----- 3 75
Argo, 12 3 lb. pkgs. ----- 2 74
Argo, 8 5 lb. pkgs. ----- 3 10
Silver Gloss, 48 1s ----- 11 1/4
Elastic, 64 pkgs. ----- 5 35
Tiger, 48-1 ----- 2 85
Tiger, 50 lbs. ----- 04 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 15
2 doz. ----- 2 15
Blue Karo, No. 5, 1 dz. ----- 2 90
Blue Karo, No. 10, ----- 2 70
1/2 doz. ----- 2 70
Red Karo, No. 1 1/2, 2 ----- 2 40
doz. ----- 3 40
Red Karo, No. 5, 1 dz. ----- 3 40
doz. ----- 3 30
Imt. Maple Flavor.
Orange, No. 1 1/2, 2 doz. ----- 2 95
Orange, No. 5, 1 doz. ----- 4 20

Maple.

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

Maple and Cane

Kanuck, per gal. ----- 1 65
Sugar Bird, 2 1/2 lb., ----- 9 00
2 doz. ----- 12 00
Sugar Bird, 8 oz., 4 ----- 12 00

Maple.

Michigan, per gal. ----- 2 50
Welchs, per gal. ----- 2 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.
Medium ----- 34@38
Choice ----- 45@56
Fancy ----- 58@60
No. 1 Nibbs ----- 62
1 lb. pkg. Siftings ----- 15

Gunpowder

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

Ceylon

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

English Breakfast

Congou, Medium ----- 23
Congou, Choice ----- 35@36
Congou, Fancy ----- 42@43

Oolong

Medium ----- 36
Choice ----- 45
Fancy ----- 50

TWINE

Proceedings of Grand Rapids Bankruptcy Court.

Grand Rapids, May 1—On this day was held the first meeting of creditors in the matter of Orrin A. Packham, Bankrupt No. 2263. The bankrupt was present in person and by attorney Geo. B. Kingston. Various creditors were present in person. Smedley, Linsey & Shivel were present for various creditors. Several claims were proved and allowed against the estate of the bankrupt. Frank V. Blakely was elected trustee and the amount of his bond placed by the referee at \$500. The bankrupt was then sworn and examined without a reporter. The first 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 Walter Rinner, doing business as the Muskegon Vulcanizing Co. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of the city of Muskegon, and operated a vulcanizing and tire establishment. The schedules of the bankrupt list assets in the sum of \$764.22, and liabilities in the sum of \$3,690.44. Practically all of the assets of the estate are of doubtful value, so the court has written for funds for the conduct of the first meeting, and upon the arrival of these the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

City Treasurer, Muskegon	\$ 87.63
Richard Senton, Muskegon	462.52
C. B. W. Cunningham, Muskegon	1,688.77
Adcraft Mfg. Co., Chicago	20.40
Rogers Boiler Co., Muskegon	27.09
Electric Writing & Supply Co., Muskegon	21.41
Newton Mfg. Co., Newton, Ia.	20.00
Stanley Foundry Co., Grand Rap.	2.40
Pratt & Lambert Co., Chicago	49.61
Bodin Mfg. Co., Allentown, Pa.	6.79
Close Electric Co., Muskegon	3.80
Fred Balk, Muskegon	47.22
Jack C. Fowler, Muskegon	16.47
Flickenstein Gasometer Co., Grand Rapids	234.81
John Hartsema Coal Co., Muskegon	20.61
C. J. Dresen Coal Co., Muskegon	11.00
E. M. Hollingshead Co., Chicago	97.53
Standard Oil Co., Muskegon	21.81
The Knapp Co., New York	41.17
Cummings Bros., Flint	277.64
Merchants Pub. Co., Kalamazoo	107.60
Lee Tire & Supply Co., Grand Rap.	30.10
Goodyear Tire & Rubber Co., Akron	51.36
Chas. Schoenberg, Muskegon	20.00
Milage Tire Co., Muskegon	16.63
Muskegon Co-operative Oil Co., Muskegon	125.34
United Home Tel. Co., Muskegon	62.60
Consumers Power Co., Muskegon	37.00
Eagle Vulcanizing Co., Muskegon	160.00
MacDonald & MacDonald, Muskegon	35.00
Thielman Auto Co., Muskegon	98.00
Percy Anderson, Muskegon	163.13
Soph & Hank, Muskegon	10.00
Geo. Stanley, Muskegon	40.00
R. A. Hornung, Muskegon	25.00
Swain & Co. Tena, Fla.	10.00

May 2. On this day was held the first meeting of creditors in the matter of Charles Buczynski, Bankrupt No. 2262. The bankrupt was present in person and by attorneys Dilley, Souter & Dilley, Smedley, Linsey & Shivel were present for creditors. One claim was proved and allowed. The bankrupt was sworn and examined by the referee without a reporter. Frank V. Blakely was appointed trustee and the amount of his bond placed at \$100. The first meeting was adjourned to May 18.

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of William L. Hayes, Bankrupt No. 2269. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Grand Rapids. No occupation is stated in the schedules filed. The assets of the bankrupt are listed at \$1,901, with liabilities of \$2,651.45. No first meeting has been called as yet from the fact that the court has asked 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:

Melvin Farr, St. Johns	\$ 42.00
Young & Chaffee, Grand Rapids	100.00
Farmers State Bank, St. Johns	157.00
Steadman & Moulton, Bannister	175.00
Myron Hayes, St. Johns	750.00
R. Shaw, St. Johns	85.00
John C. Hicks, St. Johns	10.00
St. Johns Agricultural Society, St. Johns	26.85
Chas. Dunmore, Ionia	40.00
J. M. Roberts, Maple Rapids	35.00
C. D. Crook, Maple Rapids	6.00
N. M. Hayes, St. Johns	100.00
Mrs. Kitty Kuns, St. Johns	60.00
L. Richards, Maple Rapids	22.00
Britton & Walker, St. Johns	12.00
State Bank of St. Johns, St. Johns	112.00
Face & Son, Maple Rapids	25.00
Spaulding & Co., St. Johns	15.00
E. Bishop, St. Johns	36.00
E. Skinner Estate, St. Johns	30.00
Farm Bureau, St. Johns	20.00
G. Chapman, St. Johns	9.00
Dr. Hart & Lutton, St. Johns	40.00
Ed. Gower, Eureka	50.00
Harley Cutter, St. Johns	26.00
G. E. Strickland, Hubbardston	3.60
J. R. Hicks, St. Johns	157.00
Jess Steinbower, Bannister	175.00

May 5. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of the Franks Mfg. Co., Bankrupt No. 2270. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a corporation doing business in the city of Grand Rapids and is the manufacturer of spark plugs and similar accessories. The schedules list assets in the sum of \$8,314.01 and liabilities in the sum of \$15,055.41. The first meeting of creditors in this matter will be held at the office of the referee on May 18. A list of the creditors of the bankrupt is as follows:

Collector Internal Revenue, Grand Rapids	\$125.00
Water Works, Grand Rapids	6.25
J. Roy Morrill, Grand Rapids	351.45
Howard Dutcher, Grand Rapids	371.50
P. E. Long, Byron Center	2,000.00
Automobile Trade Directory, New York City	253.30
Automotive Merchandising, New York City	151.00
Bogart & Yonkers, Grand Rapids	20.75
Bixby Office Supply Co., Grand Rapids	307.60
Bradstreet Co., Grand Rapids	87.50
Barlow Bros., Grand Rapids	18.45
Central Michigan Paper Co., Grand Rapids	1.70
Corwin & Norcross, Grand Rapids	10.00
Citizens Tel. Co., Grand Rapids	18.25
Max P. Cobb, Grand Rapids	11.05
Commercial Printing Co., Grand Rapids	14.25
H. A. Ellis, Grand Rapids	10.00
R. B. Franks, Grand Rapids	452.31
Irvyng Franks, Grand Rapids	3,324.75
L. J. Greenfeld, Cassopolis	9.99
Press, Grand Rapids	5.25
G. R. Tire & Rubber Co., Grand Rapids	32.13
Herald, Grand Rapids	337.37
Electric Blue Print Co., Grand R.	8.75
Groskopf Bros., Grand Rapids	77.00
G. R. Electrotype Co., Grand Rap.	21.91
G. R. Metal Products Co., Grand Rapids	304.81
G. R. Brass Co., Grand Rapids	139.52
Gas Light Co., Grand Rapids	16.13
Holeman & De Weerd, Byron Center	7.00
Heth Auto Elec. Co., Grand Rapids	6.16
Hunt Porcelain Co., Kokomo, Ind.	56.74
Himes Coal Co., Grand Rapids	43.00
Isolantite, Bellville, N. J.	895.50
Glenn H. Ketchum, Boyne City	15.84
K. & Z. Automatic Screw Co., Defiance, Ohio	405.80
Sidney H. La Barge, Grand Rap.	70.20
McMullen Machinery Co., Grand R.	11.00
Chas. A. Morey, Grand Rapids	782.36
A. D. Morey, Coopersville	1.15
Mentor Trading Co., New York	713.21
Mich. Tire & Accessories Co., Grand Rapids	3.54
Michigan Engraving Co., Grand Rapids	510.97
New Process Welding Co., Cleveland, Ohio	339.50
Harry A. Onderdonk, Grand Rap.	39.65
Peninsular Plating Co., Grand R.	4.50

INVESTMENTS FIRST MORTGAGE BONDS HIGH-GRADE PREFERRED STOCKS

Fiscal Agent for

Guarantee Bond & Mortgage Company

of
GRAND RAPIDS, MICHIGAN

Capital, \$2,500,000

Title Bond & Mortgage Company

of
KALAMAZOO, MICHIGAN

Capital, \$2,500,000

Conservative Investment Securities

CHAS. E. NORTON

Investment Banker & Broker

521-522-523 Michigan Trust Bldg.
GRAND RAPIDS, MICH.

210 Kalamazoo National Bank Bldg.
KALAMAZOO, MICH.

308 Union National Bank Bldg.
MUSKEGON, MICH.

1882

AWNINGS AND TENTS

1923



CHAS. A. COYE, INC.

Grand Rapids, Mich.

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.

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

United

\$945.00

Chassis

Delivered

The Highway Special

Write us for catalog showing its usefulness in YOUR business.

With Complete Electric
Lighting and Starting
Equipment.

SALES — SERVICE

Eckberg Auto Company

310 Ionia Ave., NW.

Parker Rust Proof Co., Detroit	28.79
Reed-Tandler Co., Grand Rapids	3.50
Reflex Ignition Co., Cleveland	397.76
Standard Oil Co., Grand Rapids	34.04
Splzler Paper Box Co., Toledo	63.78
Stevens-Davis Co., Chicago	169.00
Service Electrotape Co., Cincinnati	17.00
Security Transfer Co., Grand Rap.	38.61
Tatum Bookbinding Co., Grand R.	9.85
Tisch-Hine Co., Grand Rapids	10.00
United Weeklies, Grand Rapids	9.50
Vigil Pub. Co., Grand Rapids	10.00
Victor Mfg. & Casket Co., Chicago	26.18
Western Union Tel. Co., Grand R.	15.23
West Mich. Fair Association,	
Grand Rapids	55.00
White Printing Co., Grand Rapids	347.62
Paul Wassermann, Grand Rapids	65.80
Young & Chaffee Furn. Co., Grand	
Rapids	40.00

A. J. Stillwell, Grand Rapids 1,319.65
May 7. On this day was held the special meeting and sale of assets in the matter of Strand Amusement Company, Bankrupt No. 2244. The bankrupt corporation was not represented. The trustee was present by Mr. Foote. The original offer of the sum of \$800 in cash and the assumption and payment of the secured claims was considered and no other or further offer having been received and no cause shown to the contrary, the sale to D. J. Campbell on such terms and at the cash price above stated was consummated. The special meeting was then adjourned without date.

In the matter of Leo Spence, Bankrupt No. 2252, the first meeting will be held at the referee's office in the city of Grand Rapids, May 19.

In the matter of William T. Bogg, Bankrupt No. 2247, the funds for the first meeting have been received and the first meeting of creditors will be held at the office of the referee May 19.

In the matter of Gerry A. Brown, Bankrupt No. 2261, funds have been received and the first meeting has been called for May 21, 1923.

In the matter of John Franklin King, Bankrupt No. 2264, the funds for the first meeting of creditors have been received and such meeting will be held at the office of the referee on May 21.

In the matter of William Hayes, Bankrupt No. 2269, the bankrupt has furnished the funds requested and the first meeting will be held May 21.

In the matter of Walter Rinner, as the Muskegon Vulcanizing Co., Bankrupt No. 2268, the funds for the first meeting have been received and such meeting will be held at the referee's office May 24.

In the matter of Newton R. Hillard, Bankrupt No. 2266, the first meeting of creditors will be held at the office of the referee on May 28.

Dress Linens Called For.

In the imported lightweight dress goods, linens have had by far the biggest call, according to a leading seller of these fabrics. With all contracts filled, this importer says he will have sold 32,000 pieces of Irish dress linens for the season. Voiles, both white and colored, are also selling well. Dotted swisses, because of their lowness in price, are likewise in good demand, this having improved much during the last ten days. The cutters-up have been buying well, but the retailers have been notably increasing their orders. A St. Louis store is said to have made record purchases of dotted swisses recently. The demand for organdies is described as fair, with imported ratines also in about the same volume.

Labor and Wages.

White Pigeon, May 8.—Skilled labor is largely a thing of the past. Many employees of to-day seem to be actuated solely by the desire to accomplish as little as possible in exchange for their wage. They seem, no longer, to take pride in doing their work well. It should seem that this condition of affairs must continue as long as the general "inflation" (brought about by the late war,) continues, and that the end will come only when "inflation" ceases and dire necessity compels employees to do their work well; and that time will come only when there are more laborers than there are jobs.

James T. White.

The man who succeeds is the man who is stimulated, not discouraged by competition.

Fiegler's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

Insist Upon Tea Table FLOUR

Weber Flour Mills Corp. Brands.

Tea Table ----- \$7.85
Oven Spring ----- 7.75

For Sale by
KENT STORAGE COMPANY
Grand Rapids—Lansing—Battle Creek
Wholesale Distributors

Henry Smith

FLORIST
139-141 Michigan St.
Grand Rapids, Mich.



STRAIGHT
SIZE—

The Johnson
Original 10¢ Cigar

VAN DAM

MANUFACTURED BY
TUNIS JOHNSON CIGAR CO.
GRAND RAPIDS, MICHIGAN

BUSINESS WANTS DEPARTMENT

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$3 per inch. Payment with order is required, as amounts are too small to open accounts.

FOR SALE—Will sell fine stock of general merchandise in one of the best small towns in Southern Michigan. Doing fine business. Owner wishes to retire. Address No. 160, care Michigan Tradesman. 160

For Sale—Confectionery, novelty store, Eastman agency, property and equipment. Established seventeen years. Retiring from business. Poorest season netted \$4,000. Season about five months. Only local view post card dealer in town. Terms; third town, balance on time. Address No. 161, care Michigan Tradesman. 161

For Sale—Dry goods stock, best store and location in town. Wonderful clean stock. Sure money maker. Invoice \$15,000. Cash. J. E. Luginbill, Bluffton, Ohio. 162

HARDWARE For Sale—One of the best propositions in the state; considered the finest hardware in the county. Located in one of the best farming and sheep feeding sections in Michigan. Good schools and churches, schools on University list; paved streets; boulevard lighting; etc. A good store, doing a good business in a good town to live in. George DeLong, Durand, Mich. 163

FOR SALE—Addressing equipment, consisting of Model B card index Addressograph with electric motor; eighty metal plate trays and about 12,000 plates; some blank graphotype plates; and brand new \$140 Graphotype. Entire equipment worth about \$600 new. Complete for \$325, packed for shipment. Also counters, shelves and display cases enough to equip two floors of 4x120 foot store. Open for inspection and bids at the HENDERSON-HOYT CO., Oshkosh, Wisconsin. Call or write. 164

For Sale—Burroughs desk adding machine, Dayton computing scales, Hobart double grinder electric coffee mill. H. B. Doerr, 43 W. 10th St., Traverse City, Mich. 165

REFRIGERATING MACHINES ALL SIZES MAKES—Taken in on larger ones, sell about 1/2 price. Will erect and guarantee. Born Refrigerating Company, Chicago. 166

For Sale—Roofing and sheet metal shop in large Ohio city, doing a fine business. Reason for selling, owner devoting time to other business. A fine opportunity for some one to get an established business that is paying good returns. Address No. 167, care Michigan Tradesman. 167

What have you to trade for 40 acres land in Kalkaska County, Michigan? G. A. Johnson, Carlshend, Mich. 168

For Sale—A real money maker business proposition at Wolf Lake, Jackson, Mich. Building, with store and fixtures, and living rooms attached; 2 1/2 lots; ice house full of ice to be sold to cottagers. Has a good acetylene lighting plant, boats. Must be sold on account of other business. Should be opened May 30. A very good thing. Eugene Davis, 830 Steward Ave., Jackson, Mich. 169

For Sale—Hotel with fifty rooms and dining room, all nicely furnished, on main street. Must sell, on account leaving state. Wonderful opportunity for right party. \$6,000 handles. Apply Hotel Hawkins, Ypsilanti, Mich. 170

For Sale—A general store with filling station, on A No. 1 corner in a good dairy section of Genesee County. Will sell or lease building with living rooms. Cause, other business. Address Box 7 Atlas, Mich. 171

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.

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—Grocery stock and fixtures. Best business town in state. Selling owing to falling health. Address No. 129, care Michigan Tradesman. 129

For Sale—Grocery store and meat market, old established business. Write for particulars. Ziesler & Berglund, Florence, Wisconsin. 154

For Sale Or Rent—Double brick store with basement 50x60 feet. In fine condition. Write or call, J. N. Gilman, Springfield, Mich. 158

For Sale—Well established plumbing and heating business, including pump and wind mill work; some hardware. Two man business. Only shop of this kind in town. Stock and tools invoice about \$3,000. Building optional. Good reason for selling. Mau & Gustafson, Varna, Ill. 159

CYRUS W. RICE

PATENT ATTORNEY

1208-1210 Grand Rapids Savings Bldg.
GRAND RAPIDS, MICHIGAN
References: Grand Rapids lawyers,
banks and business houses generally.

JUDGMENT FOR SALE.

We have taken judgment against Rodney H. Speece, proprietor of the Arrow Advertising Service, Grand Rapids, for \$37.15. We offer this judgment for sale.

TRADESMAN COMPANY
Grand Rapids

THE BIGGEST STORE PROPERTY IN THE "BIGGEST LITTLE TOWN IN MICHIGAN" will be sold at auction at the premises, Tecumseh, Michigan, June 2nd, 1923, 1:00 o'clock P. M.

Brick, 3 1/2 stories and basement, 29 ft. 4 in. frontage, 77 1/2 ft. depth, centrally located.

Built for retail furniture, adapted to any retail or department store purposes.

Abstract furnished. Right reserved to reject any and all bids.

For terms and information address,

FRED B. WOOD, Executor,
Tecumseh, Michigan.

The Unexpected Has Happened.

Written for the Tradesman.

The unexpected has happened again. It has been predicted generally by those who are supposed to know something about the situation that flour would hold even or advance, while, on the other hand, mill feed was certain to decline.

We are of the opinion the wholesale and retail trade felt very much inclined to believe the same thing. However, exactly the opposite condition has developed. Flour has declined from 25@40c per barrel and mill feed has advanced from \$1.50@2.00 per ton.

The reason for this has been the very light demand for flour and the inability of many mills to obtain shipping instructions on what they already had sold. This prevented anything like a full run; in fact, the majority of mills have been operating on only half time basis and, as a consequence, the output of mill feed has been very light indeed and the demand has been fairly steady, which has forced prices upward at the time of year when they generally decline.

Stocks of wheat are no greater than usual; in fact, they are hardly as heavy as last year and the condition of the growing crop, taken on the whole, is not as good as a year ago, but it is the same old story of lack of demand and falling prices.

The trade in all lines must bear in mind that statistics do not make markets. Demand is what creates upward trends in values.

The experience of the trade has been, however, that a period of light demand is almost always followed by a period of rather active buying and, on the other hand, a period of heavy buying is generally followed by a period of inactivity. Using this proposition as a formula, it appears probable prices of flour should hold firm from now on or be advanced somewhat, that more active buying will be done. Particularly does this seem to be a reasonable prediction in view of the fact that stocks of wheat are not at all burdensome and the outlook for the growing crop is not as good as a year ago. In addition, mill feed is bringing a high price and very likely there will be some recession in the price of this.

Certainly the situation warrants the purchase of sufficient flour to amply provide for trade requirements.

Lloyd E. Smith.

Higher Prices for Silk Hose.

Apropos of recent comment concerning the probability of still higher prices on Fall lines of the better grades of silk hosiery, a trade authority asserted yesterday that they are inevitable unless a sharp break in raw silk comes very soon. The manufacturers, he pointed out, are not "covered" for the coming season, and each purchase of silk on a rising market means higher average cost of the material that goes into the stockings. Although "crack double extra" silks are now not far from the \$10-a-pound mark, by averaging current purchases with previous ones some manufacturers can figure as low as \$8 a pound on the silk that is going in work at present. The fairly cheap silk that

makes this average possible will be used up in the next couple of months, however, and then the production costs will have to be figured entirely on the advanced prices. Only a sharp break in raw silks can save the situation from the buyer's viewpoint and, as this is apparently not in prospect, buyers are urged by the authority in question to cover their advance needs as fully as possible before additional rises in the finished goods are forced.

Five Additions To Grand Rapids Council.

Grand Rapids, May 8—The regular May meeting of Grand Rapids Council No. 131, was called to order promptly at 8 o'clock by Senior Counsellor Perry E. Larrabee. There was a very noted absence of many of the officers, which was a little bit surprising from the fact that some of them were appointed to fill vacancies at the April meeting and it does seem that they should have made it a point to have filled their respective stations at this, the first meeting after their appointment or election. However, the Senior Counsellor appointed good and efficient members to fill those chairs and a very successful meeting and initiatory ceremony was carried out. The following candidates were duly initiated:

William L. Baker.

James G. Vedder.

J. L. Carman.

F. W. Lobbell—reinstated.

Floyd E. Holland—Transferred from Abilene Council, No. 472, Texas.

The resignation of W. S. Cain, who has removed from the city and taken up his residence in Flint, caused a vacancy on the executive committee. It was very much regretted that Will it necessary to make this change, because he was a very valuable man on the executive committee. The vacancy, however, was filled by the election of R. H. Larrabee, father of our worthy Senior Counsellor, Perry E. Larrabee. A report was made by the committee appointed, whose duties are to go to Flint for the Grand Council meeting and secure the acceptance of the invitation from the city of Grand Rapids, backed up by our Association of Commerce, our Hotel Association and even the Police Court offer very good assurance of giving every protection to the visitors who come to the meeting of the Grand Council, United Commercial Travels, providing (and we think it is quite possible, they will accept the invitation for 1924. If the members who expect to drive to Flint will drop a postal card to the chairman of this committee, John D. Martin, giving their names and assurance they are going, it is the intention to furnish each one with a banner for his automobile. So now, fellows, if you are going don't leave this thing, but immediately get your name to this committee.

There will be an adjourned meeting, Saturday, May 26, of Council No. 131, and it is quite important that as many as can possibly attend this meeting do so, because it will simply be the winding up of preliminaries, previous to going to the Grand Council meeting at Flint.

John D. Martin.

Saginaw—The Marvel Form Co., 103 Federal avenue, has been incorporated to manufacture and sell at wholesale and retail, papier mache forms for displaying men's, women's and children's clothing, with an authorized capital stock of \$30,000, all of which has been subscribed, \$5,000 paid in in cash and \$5,050 in property.

Boomlets From Busy Boyne City.

Boyne City, May 8—W. A. Hyslop, who has conducted the Rexall store for two decades, has sold out and is moving to Lansing, where he has purchased the Burlingame drug store. Since coming to Boyne City, Mr. Hyslop has built up not only a good business, but a coterie of very good friends, who are very loath to see him leave our business family. By his progressive methods and careful attention to his customers, he has made himself a place in the business world. The social and church community will also miss the family. Mrs. Hyslop has been active in church work and for the past year has served with very satisfactory efficiency on the school board. We are very sorry to see them go and will be glad to welcome them back.

The steamer Griffin started the navigation season on May 1, breaking her way through the ice to Charlevoix and through the barrier of floes in Lake Michigan on her way to Chicago for a load of grain for the lower lakes. During the winter she has had a complete overhauling and has added two magnet cranes for handling pig iron to her equipment.

The steamer H. A. Hatter came in last Friday and loaded lumber at the Boyne City Lumber Co. mill for Chicago. Our navigation season is now in full swing, though it looked two weeks ago as if it would be nearer June 1.

We very much fear that our astute Governor would have some very hard sledding in this neck of the woods just at this time, as a consequence of the upsetting of all the carefully planned legislation that was put before the Legislature the past session. We did not get a single thing that was proposed and we are more or less peeved. The thing that hit us hardest and will be most in evidence to our visitors from the Sunny (?) Southland this summer is the complete demoralization of the highway construction program, both State and county. The State Program, for want of appropriation, and the county because State awards that have been accumulating for three years, cannot be carried out for another year at least. Some of our Detroit newspaper friends seem to be worried about the reception our legislators will receive on their return to their constituents. They need not worry. We know where the nigger is. His name begins with G. Maxy.

Meats Not Expected to Advance During May.

The month of April saw a further and continuous improvement in business conditions. One of the most important phases of the month's development is the fact that business grew better without material increases in commodity prices—volume being the thing that expanded rather than relative costs.

The higher level to which wages of labor advanced during the month has augmented, materially, the buying power of a great many people. That increase in buying power already has been felt—at least in the packing industry. Viewed from a tonnage basis, meat trade has been astonishingly large, and it seems that the present month will bring a larger volume than did April. The increases which labor has received in wages have been conservative, and apparently not of the kind that will be followed by a decrease in dollar values as was the case three and four years ago.

As if to show definitely that condition of business was not merely on an inflated or speculative basis,

the stock market reacted during the month, and quite a few industrials reached lower levels—though not so low as to be at all alarming.

European trade in meat products was not at all satisfactory last month. There is a strong demand in Europe for meats, but there isn't the necessary money to pay for it. There has been some renewed activity in buying of meats, but not enough to give any particular stimulation to the trade. One of the outstanding consequences of the European situation is the unusual cheapness of meats in the United States. Having no outlet for production that may be heavier than necessary to supply the domestic demand, it has been necessary that low prices prevail in order to move the goods into consumption.

Meats now are generally lower than they have been at any time for many years, and there is no reason apparent for any material advance in meat or other food prices for the next thirty-day period. That fact should further stimulate business and keep the volume of distribution on a high level.

The only feature about business conditions today that is worthy of mention as a possible deterrent is the shortage of labor. That shortage is becoming acute in quite a few lines of industry, and in view of the rigid immigration restrictions there is apparently no way to alleviate it. Nevertheless, when everybody is at work, and there is work for everybody, business conditions must be good. And so they are throughout the United States. There is virtually no part of the country that is not in a healthy condition. That in itself is an unusual situation.

Ordinarily business in one part of the country will be very good while in another it will be very bad. But now a sort of general level of activity has been reached showing that there has been an equilibrium established among the various lines of endeavor.

No Compliment After All.

The little boy who had been waiting for quite a while finally got his hearing.

"What for you, young man?" asked the grocer.

"Some butter jist like what maw got yistiddy."

"Got you, sir! Got you! Glad you liked it, tell your maw."

"Oh, 'tain't that," said the little boy. "Some of paw's folks is come to visit us, an' maw wants 'em to hurry home."

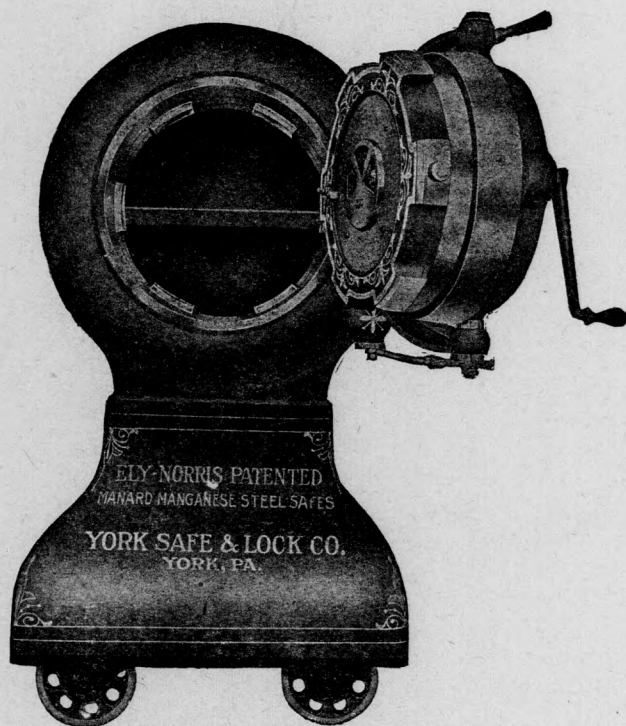
Alma—Announcement has been made by the Chamber of Commerce that the Duplex Machine and Tool Co., of Detroit, capitalized at \$100,000, \$60,000 of which has been paid in, will locate here. The new concern will be located in the Western Carburetor Co. plant and will start operations in about two weeks, with twenty-five men.

Clio—The Wolverine Machine Products Co. has been incorporated with an authorized capital stock of \$15,000, \$4,500 of which has been subscribed and paid in in property. The business offices of the company are at 607 Genesee Bank building, Flint.

**THE STRONGEST
SAFE IN THE WORLD**

**Manufactured
Exclusively by**

**YORK SAFE
AND LOCK CO.**



Sale in Western Michigan controlled exclusively by

GRAND RAPIDS SAFE CO.

**Tradesman Building
GRAND RAPIDS**

A LIBERAL EDUCATION IN MERCHANDISING

Because

Its pages carry the combined experience of a thoroughly trained body of men selling successfully in a highly competitive field.

In addition to all its other educational work, Kelly Service for years has published the Kellygraphic 'Change weekly for the upbuilding of its selling staff. Frequent contributions are required from every man on the staff. In its columns selling problems are taken up and threshed out by those who have the practical experience in handling them.

Kelly Service has built its wonderful selling program on the best of the successful selling ideas presented in the Kellygraphic 'Change by its great corps of expert salesmen. From each idea others are developed, which in turn are given their place among Kelly methods.

Constant growth, constant development, constant betterment in Kelly Service is the result of this process of self education.

Nor are the pages of the 'Change devoted simply to an exchange of selling ideas, for they strike the key note and set the standards of sound ideals of service, and inspire resourcefulness and initiative thruout the entire organization.

Each Kelly campaign is the sum of the best selling points, for that individual situation, which this system of practical selling education has developed.

From such service, each client gains much, not only in business secured, but in knowledge obtained.

This knowledge goes to the heart of the business for most of all it is taken up by the store's sales force. The clerks are jarred out of their routine. They gain an insight to selling, a vision of salesmanship and a grasp of its possibilities that is worth thousands of dollars to a store in future sales.

The following portion of a letter lately received at Kelly headquarters shows the lasting value of the education a Kelly campaign gives to every clerk in the store. The writer of this letter is now in business at Haxton, Colorado.

—"I clerked for the Canfield Co., Cando, No. Dak., when you conducted the first sale of that country, and it was a

The Kellygraphic 'Change

"For 100% Service, all-together—Push"

PUBLISHED AT THE HOME OFFICE

Volume 9

Minneapolis, Minn., February 21, 1923

Number 8

Patton Tells Methods Sure To Aid in Putting Over Sales on Smaller Stocks

Owing to the fact that Bush has threatened a fine for all non-contributors to the 'Change, I feel it being too early in the year for me to stand a fine.

In this article I do not wish to take up the conducting of sales campaigns in the larger stores. The fact that the store is large is certain proof, with few exceptions, that they have a substantial following, especially, if they have been in business a number of years.

It is obvious that the conducting of a large sale is easier than the small, for the reason, that the large store does not try to curtail the expense of advertising. It is possible to distribute twenty to thirty thousand circulars getting all the stamps needed at the first buying, or probably using a permit, knowing a check covering same will be at the

(Continued on Page 6, Col. 1)

Tenny Asserts That Humor in Advertising Is Necessary To Attract Readers

As I have been requested by my good friend the editor to write all I know about the sales business, and as it will take hardly any of my time, and very little space, I have agreed to grant his request.

Though I have not conducted a sale since last December, having been in Kansas City trying to make better salesmen—I have been watching what the other fellow has been doing in the way of display advertising in order to create new ideas for 1923—for it's going to take new ideas, new methods, and "different" display advertising to "jar 'em loose" from their hard-earned dollars for the next ten months, and also need new and different arrangement of stocks and window displays. And, what to me is the most important part of a sale, training your sales force, which must be done in a week or ten days of preparation of the sale.

In beginning on the subjects as outlined by Mr. Kelly, First—I be-

(Continued on Page 7, Col. 1)

Advertising Denounces Mal Practice In Conduct of Sales: Pleads For Accurate And Truthful Advertising—Sound Goods

By T. K. KELLY, President

Last week we enclosed a double page bill from the Campbell Clothing Store, Winnipeg, Man., in the Kellygraphic 'Change.

It started out like the following: Some of Winnipeg's Merchandise Sales.

"Clothing made for sales are goods in which quality, workmanship, service, and satisfaction have

Progress of Work in Display Advertising Commented on Favorably by Mr. Kelly

We have made big progress the last month with our display advertising.

You take that excellent double page bill prepared by Glen Boyd for the Reno, Nevada, sale. He

(Continued on Page 2, Col. 1)

been sacrificed to create fictitious bargains. Sale merchandise is the poisonous growth of illegitimate competition between unscrupulous dollar chasers, who have no appreciation or respect for public good or good will. The manufacturer who produces sale merchandise must ultimately and his workers must suffer. The store that sells it must lose eventually. The person who buys it, must lose most of all. Let's stop this deceit and fraudulent method of doing business and boycott the merchants who specialize in sensational advertising, pretending to give bargains in merchandise, but who make a big profit from the so-called bargain goods through buying sale merchandise, especially for their sale.

Honesty Must Obtain

For the future of the industries of

(Continued on Page 3, Col. 1)

Careful Laying Of Sale Plans And Their Accurate Execution Is Seen As One Sure

Way Of Making Full Success Of Sales

By T. K. Kelly, President

The Sales Manager, who, during the next twelve months does not lay out plans carefully, figure from every standpoint how he is going to obtain the people's confidence and prove beyond any reasonable doubt to the people that his goods have no fictitious value and his sale is one of the most legitimate selling campaigns which ever happened in his territory, will be making a big mistake. We all know the public, since the war, are very skeptical and there are only 25 per cent who believe the advertising they read.

Now, how are you going to make the other 75 per cent digest your advertising copy?—through building confidence.

And here are a few of the many good illustrations that can be used to create confidence. As we all know once you obtain the public's

confidence, you are going to sell merchandise in great quantities. We just sold \$40,000 worth of merchandise for Egger's, Inc., of Dallas, Texas.

Town Full Of Sales

The town was full of sales when our sale began. The store did not take time to state that it was a sale. The manager realized he had to stop and think. He built his whole advertising campaign on confidence. I understand the morning of the sale, through some extraordinary features he offered, there was a tremendous crowd at the store and if he did not do the following, that crowd would have bought the leaders and left.

Alert to this hazard, our sales manager talked to the people while waiting for her doors to open and said, "Ladies and Gentlemen: The

(Continued on Page 3, Col. 1)

hummer. You gave me the biggest lesson in salesmanship I ever had, and I took it with me for all time, and it has helped me."

HARRY M. DOWNS.

Further a splendid course of instruction in retail selling is furnished free to the sales force following the store's Kelly campaign.

And a Kelly selling drive gives each client full right to Kelly selling and advertising ideas for the year immediately following, and to the value of this free service every Kelly client will bear witness.

For example—

—"We appreciate this service, the use of which actually marks a new era in our advertising."

B. V. BORUSZAK, Janesville, Wisc.
Janesville Dept. Store.

And again—

—"What free service I get in the line of ads is well worth the money it cost me to run my sale, and as the sale proved a success I was sure glad to get the service free for over a year. Your Service Department is like a school to me. It has taught me to write ads better than are put out by any other store in my town"

R. ARONSON, Adams, Mass.

Education through practical, workable ideas is the making of any business. This, Kelly Service offers in abundance.

The T.K. KELLY SALES SYSTEM

MINNEAPOLIS MINNESOTA