

MICHIGAN TRADESMAN

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Fortieth Year

GRAND RAPIDS, WEDNESDAY, MAY 16, 1923

Number 2069

Don't Take Your Troubles to Bed

You may labor your fill, friend of mine, if you will;

You may worry a bit if you must;

You may treat your affairs as a series of cares,

You may live on a scrap and a crust;

But when the day's done, put it out of your head;

Don't take your troubles to bed.

You may batter your way through the thick of the fray;

You may sweat, you may swear, you may grunt;

You may be a jack-fool if you must, but this rule,

Should ever be kept at the front:

Don't fight with your pillow, but lay down your head

And kick every worryment out of the bed.

That friend or that foe (which he is I don't know),

Whose name we have spoken as Death,

Hovers close to your side while you run or you ride,

And he envies the warmth of your breath;

But he turns him away with a shake of his head,

When he finds that you don't take your troubles to bed.

Edmond Vance Cook.

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

That Ton of Coal

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

Shredded Wheat Biscuit

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

MADE ONLY BY

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



DID YOU GET YOURS?

Beautiful as well as useful are the new Fleischmann Yeast-for-Health transparency signs.

You could adorn your window with no more pleasing sign. It speaks volumes for FLEISCHMANN'S YEAST, and helps you to volume sales.

Ask your nearest Fleischmann representative to put one up for you.

THE FLEISCHMANN COMPANY

Yeast

Service

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.



WHITE HOUSE TEA

4 AND 8 OUNCE CANISTERS

Supreme Satisfaction in
every cup. Choicest of
the World's Tea Gardens.

BOSTON DWINELL-WRIGHT CO. CHICAGO

LEE & CADY—Detroit

Wholesale Distributors of

Dwinell-Wright Co.'s Products

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, 3½ stories and basement, 29 ft. 4 in. frontage, 77½ 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

MICHIGAN TRADESMAN

Fortieth Year

GRAND RAPIDS, WEDNESDAY, MAY 16, 1923

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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.

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in advance.

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payable invariably in advance.

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under Act of March 3, 1879.

BUSINESS AND THE WEATHER

The weather of the current week has not been of the sort to bring cheer to the retailers of dry goods and clothing. A late season never helps their business. Of course people are going to need light-weight garments in July and August even if May should bring a flareback of wintry weather, but dealers say that experience shows that total sales are likely to be somewhat less when spring is late in arriving even if the later months should be unusually warm. When spring is two or three weeks behind its schedules the prospective buyer is apt to decide that he can make his old suit last through the season. It is pointed out that a steadily increasing number of men now wear three weights of clothing, heavy for winter, medium weight for spring and fall and "tropicals" for summer. A late spring interferes with sales of the medium weights. One optimistic clothier, however, takes the view that the longer a backward spring makes the consumer wear his winter suit the greater will be his need of a new heavy-weight outfit next fall, and that what retards spring trade may help fall trade. The recent announcement in the press that scientists may succeed in forecasting the weather a year ahead may mean much to clothing men—provided that the forecasts are more accurate than when they are made only a day ahead.

Accused of Price Discrimination.

Formal complaint has been made by the Federal Trade Commission against William R. Warner & Co., Inc., of New York, manufacturers of patent medicines, pharmaceuticals and drug specialties, alleging unfair competition in violation of the Federal Trade Commission act and price discrimination contrary to the Clayton act. The firm sells to jobbers, wholesalers and retailers, its factories being located in New York and St. Louis.

The nature of the price discrimination presented in the Warner company's case is, according to the complaint, different from that involved in the Mennen case. In the latter the discrimination was in favor of wholesalers as against retailers purchasing co-operatively. In the Warner case the discrimination alleged to be in use is in favor of a preferred class as against a non-preferred class, the preferred customers including both wholesalers and retailers, and the non-preferred being also of both classes.

In the Mennen case, it is pointed out, the Court reversed the order of the Trade Commission, stating "whether a buyer is a wholesaler or not does not depend upon the quantity he buys. It is not the character of his buying, but the character of his selling which marks him as a wholesaler. * * *"

The question in the Warner case to be determined by the commission differs in that it is to be ascertained whether it is unlawful to discriminate in price between wholesalers who purchase in the same quality, quantity and upon the same terms, and likewise whether it is unlawful to discriminate between retailers who purchase under like conditions.

The Warner plan, the complaint recites, contemplates two established scales of prices which it designates as jobbers' prices and retailers' prices, the jobbers' prices being materially lower and carrying greater discounts than the retailers' prices. The jobbers' prices are granted to certain selected wholesalers and retailers, and at the same time the retailers' prices upon goods of the same quality and quantity are charged to certain other wholesalers and retailers.

By reason of this classification into groups of preferred and non-preferred customers, the complaint charges that the preferred customers, being given the more favorable prices and terms, are afforded an undue and unfair advantage over their competitors, who have been compelled to purchase goods of the same quality and quantity at higher prices and on less advantageous terms; that is, certain wholesalers being in the preferred class receive better prices than other wholesalers in the non-preferred class. Likewise, certain retailers being in the preferred receive better prices than certain other retailers being in the non-preferred class.

The firm will be allowed thirty days for the filing of an answer, the case then to be set for trial.

Farewell To The Two Dollar Bill.

Two Dollar Bill is dead—and buried in an unmarked grave. No granite shaft marks his last resting place—no mourners followed him to the grave, for Bill was a surly cuss who

made no friends, and, having made none, he had none to keep.

Bill was born in Eighteen Hundred and Sixty-two, and before his first suit was hung on the dryer behind the kitchen stove, he started a vigorous campaign of enemy making which is prosecuted with vicious persistency right up to his unlamented end.

The ink of his christening in the Government printing press was hardly dry on the money innovation of President Lincoln's administration before the Infant Currency started accumulating enemies. Bankers began hearing the protests. Bill had the habit of lying about his age. Women are said to generally protest the passing of the decades. They white-lie at thirty and black-lie at forty, for which no gentleman blames them. But during the sixty years of Two-Dollar-Bill's life, he frequently passed for half his face value.

When a fellow most needed a friend Bill was never there. Near sighted people lost money on him. He sought to make friends among the short change artists, the cabbies, and their successors, who drive taxi cabs. Prohibitionists adopted him but he couldn't be reformed for he didn't even have thieves' honor and invariably conspired to short change those who tried to befriend him.

Bill needed a bath more frequently than any other member of the money family, and he generally looked run down at the heel. His signs of hard campaigning gave rise to the impression that he was popular. The bankers rushed him out every morning, and not to be outdone by the bad penny, Bill came back every night. Saturdays he went out with the payroll but every Monday morning the banker saw him again.

Bill was never carried by his friends he was pushed—from pillar to post—like the tramp who is escorted to the edge of town and told to keep moving. The nearest he ever came to friendship was when he joined that gentry who, by skillful manipulation, raise bills of small denomination to large estate by a process commonly known as counterfeiting. Bill lent himself so heartily to this practice, which is frowned upon by Governments everywhere, that it led to his downfall. He was an expert at decimal multiplication but couldn't subtract.

The Treasury announces that Bill is doomed—he was convicted on many counts. The money makers in Washington say he is gone because he tired of being passed as one and too frequently decimated himself to twenty. The general public rejoice in his demise because he was a general nuisance.

Another Dubiske Bubble Bursts.

The Ides of March have cast a wicked spell over the flock of ducks that the Dubiske outfit of promoters were leading to the brook where the waters would transform them into golden pheasants. What the ducks imbibed seems to be killing them off one by one. Only last March the Stevens-Duryea concern rolled over on its back and expired.

Now, another, the Davis Sewing Machine Co., has just given up its ghost. This week the newspapers announce that its creditors have thrown it into bankruptcy. Thus passes into oblivion another of Dubiske's flotations.

When these high pressure stock sellers undertook the financing of the Davis Sewing Machine Co. they offered its stock, one share of preferred and one share of common, for \$115. Those who did not want to pay so high could have obtained this brace of stocks for \$50. But, by waiting until now, they are obtainable for much less, for a recent quotation put their price at \$14 asked, and \$12 bid for these stocks, which figure is also excessive in view of the catastrophe which has overtaken the company.

During the zenith of Dubiske's operations, when investors were not yet aware of the general hollowiness of the securities sold by such concerns as Elliott, the Business Builder, and Steel, the man who injected song into the stock salesman's method of putting it over, the clarion cry that was used with such good effect was that small investors, by this method of financing, were provided with the same opportunities which only the insiders on Wall Street were favored.

By such falacious claims Dubiske's agents succeeded in placing more than \$32,000,000 securities with people of small and moderate means. While it is not generally known how many clients were on the rolls of this concern it is estimated that they must exceed 30,000. By this time most of these investors have had the film drop from their eyes. They now realize they hold stocks so over-inflated that it is hoping against hope to expect to ever see the day when they can recover what they put into them.

If an analysis were made of the cause of the collapse of Davis Sewing Machine Co. and also of Stevens-Duryea it probably would reveal such a tremendous overhead of financing that it could be seen that they were doomed sooner or later to the fate which has overcome them. This is the kind of a blight which stifles the life of a business, which had it been more conservatively financed and kept out of the hands of the Dubiske's might have been nursed into a profitable enterprise.—Financial World.

BUSINESS MOVES IN CYCLES.

Some people are skeptical about business cycles because they believe that the theory has not yet been sufficiently buttressed by statistical research. It is quite true that there is still a great deal to be learned about business phenomena in general and about the cycle in particular. Indeed, the application of statistical methods to the study of business has just had its beginning. For this reason some of the more conservative economists maintain that while there are undoubtedly cyclical swings from prosperity to depression and back again the existing knowledge about these movements is as yet insufficient to justify the formulation of general principles for the guidance of the individual business man.

This view is partly right and partly wrong. There are such wide differences between conditions in various lines of business at a given time that a policy which appears advisable for business in general may need much modification before being suited to an individual case. To that extent the critics are right. On the other hand, they are wholly wrong in assuming that the wide publicity given to the cycle idea has had undesirable results. There are perhaps instances in which the cycle idea has been overworked by some forecaster and made to do stunts of which economists and statisticians do not approve. On the other hand, the very fact that business men have now accepted the idea of a cyclical movement is serving to prevent a runaway market in many commodities and has contributed to the development of that caution which now fundamentally strengthens the business situation.

There is yet another kind of criticism directed at the theory of the business cycle that merits some attention. One group of critics is now saying that if one accepts the idea that depression follows prosperity this tends of itself to bring on hard times. In other words, if we believe during good times that hard times are coming they will come and vice versa. The conclusion is obvious; when prosperity reaches the peak banish all thoughts of reaction and it will stay at the peak. Now, that is just what most people did in 1920. At the peak of the boom it was hard to find any one who would listen to a suggestion that the existing condition was not going to be permanent. Yet the reaction came and thinking about it did not bring it. People were thinking then in terms of permanent prosperity.

All the trade agencies and statistical organizations expect business to remain good throughout the year. The pause to the advance in prices noted during the last fortnight is not regarded as a sign that prosperity is planning to take its departure. Of course this is a warning to the purely speculative dealer who can only prosper by fluctuations in the market. Nothing has happened, however, to indicate that the manufacturer, wholesaler and retailer may not continue to carry on their business at a profit. In fact, the slight check to forward buying and to the rise in prices

which has been noted in the primary markets may really prove the means of prolonging the present period of prosperity. Retail trade continues good, and with buying power at its present high point it should continue good for a long time. Inventories of retailers are relatively small and this points to a resumption of good business in the primary markets. Bankers are advising their clients against over-expansion, and such advice evidently is being heeded. Only in the building industry has the situation got out of hand.

AMERICA WITHOUT FORESTS?

Without its forests, what would the United States be like? The question is not by any means an idle one, since every year lumbering operations and fires are subtracting more than 5,500,000 acres from an already slender residue of timberland.

Among the more obvious results of complete deforestation would be, of course, the virtual elimination of lumber for building and other purposes, and dependence—total, where it is now partial—upon importation of wood pulp for the making of newsprint paper, or else reliance upon substitutes not yet successfully evolved.

Radical changes in climate would soon make themselves felt, following the parched condition of the soil over great areas that now retain moisture by virtue of their blanketing of trees. Agriculture and vegetation of all kinds would suffer from alternate drenching and baking, for our streams and rivers and artificial systems of irrigation would be deprived of the gradual feeding that is the indispensable service of the forests; waterways would be swollen to dangerous proportions one day and before long all but dry. Devastating floods almost invariably have followed forest depletion in the neighborhood of water courses.

There would be a general and comparatively rapid shift of terrain, if the forests were obliterated; the soil of mountain slopes in time would give way, for no interlacing tree-roots would remain to keep it in place. The country's water supply would be thick with silt and, even if unimpaired, would create new problems in filtration. Development of water power also would be retarded.

All this, of course, takes no account of the inevitable extinction of practically all the valuable species of wild animal life, nor of the withdrawal of the purifying influence upon the atmosphere exerted by the forest ranges. What, too, of the loss of landscape beauty? An America shorn of its woodlands, and subjected to the effects of deforestation, would present a prospect utterly barren and inhospitable. It is not, perhaps too much to say that mental and physical decadence in time would ensue. Those to whom this picture of desolation seems overdrawn are invited to inquire into the history of China.

A sensible program of enforced reforestation on timberlands that are privately owned—representing about four-fifths of the country's remaining

resources—is imperative. So, also, is the liberal expenditure of public funds for fire protection and for popular education in conservation. Every individual visiting our forests can do his part by exercising the utmost caution in building camp fires and in disposing of lighted matches and smoking materials.

FEW CLOUDS ON HORIZON.

It has been a long time since there have been so few clouds on the business horizon, but there has never been a time in our history when the skies were cloudless. The possibility of general inflation is one cloud, and the new Congress that is to meet next December is another. The country may succeed in escaping inflation, after the repeated warnings that have been given of the imminence of such a thing, but from Congress there is no escape. The most that can be hoped is that its bark will prove much worse than its bite. In its membership there are many cheap money advocates and professional corporation-baiters, and it will be well for business leaders not to blink the facts but to be on their guard against half-baked, radical legislation. The next Congress is certain to pass a bonus bill early in the session, but it is not certain that it will be able to muster enough votes to override a veto. In fact, if it can devise enough new taxes to meet the added burden on the Treasury which the bonus will entail the bill will not receive an executive veto, unless the administration changes its former position on the bonus question.

BOYCOTT ANSWERS BOYCOTT.

When the agitation for a sugar boycott was recently discussed in this column the statement was made that the boycott is a poor remedy and often proves to be a two-edged weapon. In the case of sugar there has been no exception, as is attested by the sudden agitation in the Cuban press for a boycott of American goods in retaliation for the alleged official sanction given to the recent drive against the price of Cuba's chief product. It is easy to believe that the Cubans are irritated. Since its independence Cuba has been virtually a ward of the United States, and the attitude which some of our politicians have taken towards trade with the island, which incidentally is one of our best customers, has not been consistent with that of a benevolent guardian. There is little to fear from a Cuban boycott, which would hurt Cuba as much as it would this country, and the agitation will probably prove to be a tempest in a tea-pot. It is not altogether pleasant, however, to see the frequent recurrence of things that ruffle the feelings of our southern neighbors and disturb our friendly relations with the island republic.

Looks have a great deal to do with surmises, and it is the better part of good judgment to look prosperous as well as feel prosperous.

"Yes," said the employer, "we'll pay you \$5,000 per." "Per what?" asked the applicant, eagerly. "Perhaps," was the reply.

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

National Retailers St. Paul Convention.

Preliminary announcement of the programme of the National Association of Retail Grocers indicates that it will be one of the best the association has ever held in attendance and in the character of the proceedings as an influence on progressive development of grocery efficiency.

At this date only the names of the more prominent speakers are given. A later announcement will present the many live topics to be discussed, together with the full details of various social and other convention features. Action on the Better Grocers Bureau and the report of the "Study of Operating Costs" by Harvard University will be the most prominent single items of interest.

The many angles of food manufacture and distribution will be presented to the convention delegates and visitors by J. H. McLaurin, president American Wholesale Grocers Association; W. W. Frazier Jr., president American Specialty Manufacturers' Association; Charles P. Whiteman, president National Food Brokers' Association; J. W. Herscher, president National Wholesale Grocers' Association; Charles A. Clark, president National Coffee Roasters' Association; James A. Anderson, president National Cannery Association.

The statistical, cost accounting and legal aspects of food manufacturing and merchandising will be told by Hon. Clyde M. Kelly, member of Congress; W. P. McBain, general

counsel National Association of Retail Grocers; Donald K. David, assistant dean Bureau of Business Research, Harvard University; Sidney A. Linnekin, vice-president Babson Institute; Thomas K. Kelly, banker and sales expert.

These addresses will be supplemented by talks from retail grocers themselves, men who are "on the firing line" and know the "inside" of the retail grocery business. Among them are Winfield Hartzell, of Colorado; John Coode, of Tennessee; E. S. Berthiaume, of Wisconsin; Ernest Buffett, of Nebraska; T. Johnson Stewart, of Washington, and others who have been designated.

The direction of the convention itself—its sidelights and social doings—will be managed by men of past successful performances, among them being Francis E. Kamper, Frank B. Connolly, John A. Green, John A. Ulmer, John W. Lux, and many others.

Raymond M. Havens, president International Rotary and the Mayor of St. Paul, will be the principal speaker at the Asparagus Club banquet, while Fred Mason and the Governor of Minnesota will be the speakers at the official convention banquet.

The business programme will be so arranged that ample time will be available for complete discussion of any problem presented by the delegates.

Reduced rates have been granted by the carriers which will enable all delegates and visitors to make the round trip for a one-way and a half.

The certificate plan will be employed. This means that a regular one-way ticket is purchased to St. Paul. At the time of purchase a certificate must be requested and procured from the agent. This certificate will be validated at the convention and the holder can then obtain a return ticket on the same road for one-half of the regular fare. In addition to the rates on the certificate plan the regular summer excursion rates will be available from many points to St. Paul.

Very attractive rates will also be in force for Yellowstone Park. On these tickets it is possible to go via St. Paul with a stopover for the convention. The usual summer tourist rates to the Pacific Coast will be in effect for those who are planning a trip of that kind, and then return on one of the Southern routes.

On Thursday evening, June 28, about 10 p. m., a special train on the Northern Pacific Railroad, for grocers attending the convention exclusively, will leave for Yellowstone Park. It will be a personally conducted tour both in reference to the train and the trip through the park. The round trip railroad fare from St. Paul is only \$46.20.

Riding For A Fall.

It is evident that the two kinds of profiteers are riding for a fall. Both are, however, relying on their obtaining enough of the swag while on the journey to pad their impact with realities. But they may overestimate the period within which their operations will be possible. Warnings against the consequences

of what they are doing have been rather frequent lately. Banks have had their say about them and so have credit men and the large and well-established distributors of commodities. Trade associations have also been cautioning their members against commitments too large or too far ahead. Both wholesalers and retailers have been advised not to order beyond the current needs and to disregard those who are trying to urge them to do otherwise on the ground that, later on, they will not be able to get what they want except at extravagant prices. It was that kind of specious plea which put so many into the ditch of insolvency following the last deflation, and the lesson is not apt to be ignored. Nobody in fact, is stocking up largely for the future. All are trying to make sure of being able to sell goods before they order them and are more interested in rapidity of turn-over than in any other feature. This is regarded as a procedure called for under the circumstances and as one conducive to safe merchandising.

Success comes by plodding and understanding; by an interest in the details of the business, and last and best of all, the good fortune of having capable and loyal associates. This is what lends joy to business and makes one glad as he walks down street of a morning.

Don't delude yourself by thinking you are deluding your employer if he does not constantly call your attention to your business faults.



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

Barney says—

By Golly—I don't like all this nonsense about sugar.

It will soon be canning time and the retailers must have sugar ready when the women want it for canning berries for if the women don't do their canning as usual, it will mean higher prices for canned fruits next winter.

Will you be prepared with sugar, cans, rubbers, etc., when the canning season arrives.

WORDEN GROCER COMPANY

GRAND RAPIDS

KALAMAZOO—LANSING—BATTLE CREEK

THE PROMPT SHIPPERS

MOVEMENT OF MERCHANTS.

Coopersville—C. E. Nelson has installed a modern plate glass front in his drug store.

Holland—The Farrand Piano Co. has increased its capital stock from \$50,000 to \$100,000.

Lansing—A. T. Vandervoort, Vandervoort Hardware Co., died suddenly at his home, May 15.

Bronson—The Visel-Darling Co., Inc., has increased its capital stock from \$40,000 to \$115,000.

Fowler—The Fowler State Savings Bank has increased its capital stock from \$30,000 to \$50,000.

River Rouge—The Rouge State Bank has increased its capital stock from \$50,000 to \$100,000.

Sturgis—Grant O. Stofflet has sold his drug stock to John M. Bird, who will continue the business.

St. Joseph—The Edgewater Co., Danforth building, has decreased its capital stock from \$50,000 to \$10,000.

Detroit—The City Lumber Co., 2200 Hart avenue, has increased its capital stock from \$100,000 to \$200,000.

Corunna—W. S. Davison has purchased the Robinson grocery stock and store fixtures, taking immediate possession.

Detroit—The Greenslade Oil Co., 445 West Jefferson avenue, has increased its capital stock from \$220,000 to \$500,000.

Bay City—The Evenkint Hosiery Mills, 108 North Walnut street, has increased its capital stock from \$125,000 to \$150,000.

Hillsdale—George E. Walworth, has conducted a dry goods store here for the past 35 years, is celebrating the event this week.

Breckenridge—W. O. Watson & Son, purchased a drug stock and store fixtures at Fowlerville and will install them in their store building here.

Albion—Sam Gettings, grocer in the Putnam block, South Superior street has sold his stock and store fixtures to F. A. Fischer who has taken possession.

Linwood—The Linwood Bean & Grain Co. has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and \$9,000 paid in in cash.

Homer—George Hayner has purchased the Gordon store building and will occupy it with his grocery stock as soon as the present tenants can find a suitable location.

Durand—H. A. Thomas has sold hotel Richelieu to C. L. Beach, of Detroit, who will remodel the property and make many improvements. He has taken possession.

Detroit—The Buyers Corporation, Book Building, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash.

Pine River—The Pine River Bean & Grain Co. has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and \$8,700 paid in in cash.

Elk Rapids—The Erico Electric Supply Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash.

Pinconning—The Pinconning Bean & Grain Co. has been incorporated

with an authorized capital stock of \$35,000, all of which has been subscribed and \$15,000 paid in in cash.

Detroit—The Boot Shop at 2626 Woodward avenue was sold recently by its owner, Sam Pathe, to J. Quinn, a Detroit shoe man, who formerly had a shop at 2237 Woodward avenue.

Rhodes—The Rhodes Bean and Grain Co. has been incorporated with an authorized capital stock of \$7,000, all of which has been subscribed and \$4,300 paid in in cash.

Lansing—The Lewis Shop, Inc., will remove its stock to its new location, 115 South Washington avenue, about May 25. The building has been remodeled and made modern in every detail.

Detroit—The Detroit Steel & Conveyor Co., 231 Meldrum avenue, has been incorporated with an authorized capital stock of \$30,000, of which amount \$20,000 has been subscribed and \$10,600 paid in in cash.

Detroit—The Williams Radio Co., 1438 Washington Blvd., has been incorporated with an authorized capital stock of \$55,000 common and \$20,000 preferred, \$45,000 of which has been subscribed and paid in in property.

Ionia—The Clarksville Co-Operative Elevator Co. lost its elevator, coal sheds, corn, wheat and oats by fire, May 9, entailing a loss of over \$50,000. Only a small amount of insurance was carried on the building.

Lawton—The Neilson-Martin Chuck & Tool Co. will move its plant here from Chicago. The company has purchased six acres of land and will erect a modern brick building, 50 x 100 feet, at once. The company is capitalized at \$100,000.

Albion—Hartford & McKeeby, Battle Creek, will take over the Sanitary Meat Market, South Superior street, following their winning of a suit for oyster proceedings against Ralph Loomis, who has conducted the market for the past year.

Detroit—H. G. Burkhardt, formerly with R. H. Fyfe & Co. for seven years, is opening his third store in Detroit at 210 Woodward avenue, where he will conduct an exclusive shoe store for men. He will specialize in shoes selling from \$5 to \$8.

Pontiac—Dickinson's, 31 North Saginaw street, has been incorporated to deal in men's furnishings, etc., with an authorized capital stock of \$50,000 common and \$20,000 preferred, all of which has been subscribed and \$50,000 paid in in cash.

Detroit—Max Lieberman has merged his furniture, carpets, etc., business into a stock company under the style of Lieberman Furniture, 629-39 Gratiot avenue, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in cash.

Muskegon—The Muskegon Storage & Battery Corporation has been incorporated to manufacture and sell electrical storage batteries and other electrical devices, with an authorized capital stock of \$6,000, \$3,000 of which has been subscribed and \$1,800 paid in in cash.

Kalamazoo—The Holland Maid Co., of Holland, has opened a factory sales and service branch at 303 North

Burdick street, where the Holland Maid electric washing machine and ironing machine is displayed and demonstrated, under the management of J. L. Bulthuis.

Mt. Clemens—The Cooper Steel Spring Co., with business offices at 447 Charlotte street, Detroit, has been incorporated to manufacture auto springs and accessories, with an authorized capital stock of \$25,000, all of which has been subscribed and \$15,000 paid in in cash.

Detroit—Miloch & Zielinski have merged their hardware, furniture, etc., business into a stock company under the style of Miloch, Zielinski & Frada, Inc., 4347 West Warren, with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in property.

St. Johns—The Auto Sales Co. has been incorporated to deal in autos, parts, supplies, accessories, oils, gasoline and to conduct a general garage, with authorized capital stock of \$25,000, of which amount \$7,500 has been subscribed, \$3,021.41 paid in in cash and \$2,478.59 in property.

Detroit—John A. Ralph has merged his carpets, rugs, etc., business into a stock company under the style of Ralph & Brabant, 2828 John R. street, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$2,500 in cash and \$2,500 in property.

Stanwood—Frank Riebow is erecting a brick veneer building, 24x40, which he expects to complete by July 1. He will install therein a stock of general merchandise—dry goods, shoes and groceries. Mr. Riebow was engaged in business here ten years prior to the conflagration which destroyed a half dozen stores about two years ago.

Mason—W. B. Dean, who organized the Mason Elevator Co., has resigned his position as general manager and is succeeded by Fred C. Parker, formerly book-keeper and office manager. W. F. Prescott, of Leslie, has been named by the Isbell Co., Jackson, of which this elevator is a branch, to act as general manager of the Mason branch.

Detroit—The shoe department of the Elliott-Taylor-Woolfenden Co. has been leased to Frank A. Doohan, who was formerly with the Gould Lee & Webster Company, of Rochester, N. Y. Mr. Doohan will specialize in women's and children's shoes only and will maintain, in connection, a special department for the treatment of foot ailments. The shoe department is to be enlarged to twice its present size and new cases and shelving are to be installed.

Detroit—Arthur E. Optner, 26 years old, Detroit boot and shoe dealer, was arrested in Chicago on complaint of Delos W. Smith, assistant district attorney, on a charge of violating the National bankruptcy act. The complaint charges Optner with concealing assets of \$5,000 or more, in property and money. Optner who had three shoe stores, at Fort street and Dragoon avenue, at 4741 Michigan avenue and at another Michigan avenue address, was made involuntary bankrupt in April, 1922. The case was called by Paul H. King,

referee in bankruptcy, shortly after that time. A suppressed indictment was returned at the March term of court. Optner was visiting his father-in-law in Chicago when arrested.

Manufacturing Matters.

Marshall—The Pyramid Drug Co. has increased its capital stock from \$10,000 to \$30,000.

Dupilan—Lemuel Smith has purchased the Mapleton cheese factory which was sold at public auction, being the highest bidder. Consideration \$305.

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

Detroit—The Bruce Pattern Works, 1011-19 West Lafayette, has been incorporated with an authorized capital stock of \$4,500, all of which has been subscribed and paid in in cash.

Grand Haven—The Grand Haven Baking Co., conducted by Clifford J. Pfaff and the Ideal Baking Co., by J. Vander Meer, have been consolidated. Special equipment will be installed.

Detroit—The Machon Pattern and Die Co., 1633 Lafayette, West, 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 Kold King Refrigerating Co., 8292 Woodward avenue, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$3,000 paid in in cash.

Dowagiac—The bakery conducted by Lloyd Kline, which was closed six weeks ago following an attack by out of town competitors, has been sold at auction. Burrell & Son, Elkhart, Ind., held a chattel mortgage of \$6,000.

Detroit—The Detroit Technical Products Co. has been incorporated to deal in auto accessories, parts and supplies, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$1,500 in cash and \$8,500 in property.

Detroit—The Gorham Tool Co., 2206 12th street, has merged its business into a stock company under the same style with an authorized capital stock of \$125,000, of which amount \$82,000 has been subscribed, \$3,450 paid in in cash and \$75,000 in property.

Kalamazoo—The Hayward-Loescher Co. has been incorporated to manufacture and deal in leather specialties, advertising specialties, etc., with an authorized capital stock of \$25,000 preferred and 600 shares at \$1 per share, of which amount \$12,500 and 600 shares has been subscribed and paid in in cash.

Grand Rapids—The Kline Mitre Lock & Art Co., Inc., has been incorporated to manufacture and sell screen doors, window screens, picture frames, etc., with an authorized capital stock of \$50,000 common and 6,000 shares at \$10 per share, of which amount \$3,440 has been subscribed, \$657.50 paid in in cash and \$1,220 in property.

Essential Features of the Grocery Staples.

Sugar—The market continues to strengthen. Local jobbers hold granulated at 10½c.

Tea—The market during the past week has remained unchanged. The demand has been only fair from first hands, although the situation is quite strong. The regular business for this time of the year has been done both consumptively and from first hands without any change anywhere, although the undertone is still quite strong. Tea ought to be good property at present prices.

Coffee—The market, speaking now of Rio and Santos grades green and in a large way, has shown some strength during the week. As a matter of fact, all grades of Brazil coffees, green, show a slight fractional advance. Speculative conditions in Brazil cabled to this country are responsible. The demand for Rio and Santos coffee has been fair without any particular flurries or features. Milds have shown a slight advance during the week speaking also of them green and in a large way. The cause appears to be generally better feeling and an improved demand. The jobbing market for roasted coffee has not shown any particular change for the week.

Canned Fruits—Gradually more independent California canners are quoting on new pack peaches. In most instances the quotations are being filed by jobbers for action later on. The old pack market is steady on standards but not active. Extras and fancy are moving in routine channels. Apricots are weak and are urged to sale but are not freely wanted. Northwestern new pack fruits show an upward trend, especially in cherries. The week's chief feature in fruits was the naming of prices on new packs. Pineapple, which was so freely taken on s. a. p. contracts that first hands have no surplus for the orders which they had on memorandum. Old pack pineapple is scarce in all grades and sizes and wanted.

Canned Vegetables—The demand for No. 3 spot tomatoes has practically cleaned the market and there are none to be had in large lots. Offerings, therefore, show no change for the week, but the situation is firm. Future tomatoes are not especially wanted. Large quantities of fresh tomatoes are coming into the market from the South and these are undoubtedly interfering with the demand for the canned. Packers are firm in their ideas as to such stock as they have. Peas are still quite firm and in active demand. Standards are growing scarcer all the time and show an advancing tendency. Standard corn is quiet, but fancy corn is very scarce and wanted, with firm prices.

Canned Fish—There is some demand for pink salmon. The volume of sales of this grade is rather good. There is also a strong undertone, but no speculation. Red Alaska salmon is very dull, with no change in price. Sardines are also quiet. Maine brands are firm on account of the low stocks of 1922 goods. Nevertheless, the demand is poor. Shrimp,

crab meat and lobster all continue very firm and in light demand.

Dried Fruits—Pronounced neglect of spot and future offerings of dried fruits after a restricted buying policy ever since the opening of the year has led to an inevitable result, weakness on the spot, which is relatively the cheapest market available. Distress lots, the property of weak holders and consigned stocks are offered in competition to indifferent buyers, and the small lot purchases do not give any strength to the situation. Probably not in a number of years has the market been in as unsatisfactory shape at this season as it is at present. Sellers are working hard to move goods but they find little encouragement and order slips do not satisfy the broker after a hard day's plugging. Of the whole line, raisins are most favorably considered, but even in that fruit there is only a moderate demand with nothing like a flurry in progress. True, there has been some business on the spot, but it has not been a boom as jobbers are waiting to see what will be done to move the surplus on the Coast, probably through a readjustment of prices at midsummer. Jobbing stocks generally have been reduced and the trade is in a position to expand its operations if the necessary confidence is shown in the market. Coast advices are assuring and indicate that stocks are pretty well concentrated in the hands of the association. The prune situation has been very unsatisfactory and California and Oregon fruit sells slowly and is weak. Moderate jobbing lots are preferred to larger parcels. Most buying is on the spot. Apricots are weak on the spot and are pressed for sale with few takers. New packs have not sold freely at opening prices which have been made by a number of prominent independents. Peaches and pears rule easy and are not extensively enquired for. Currants passed through another dull and unsettled week and did not improve their spot position.

Cheese—The market on both old and new-made cheese is fairly steady, there being no material change in quotations from a week ago. There is a fairly active demand for both kinds of cheese.

Provisions—The market on lard is steady at unchanged quotations, there being an adequate supply to meet the present demand. The market on lard substitutes is slightly easier, quotations having declined about half cent per pound. There is a light demand for this commodity and an adequate supply. The market on smoked meats is steady, with quotations about the same as a week ago. The market on dried beef, canned meats and barreled pork is steady at unchanged quotations.

Syrup and Molasses—Molasses has been in some demand during the week, principally the better grades, at unchanged prices. The situation in molasses is steady. Sugar syrups steady with a fair demand; conditions unchanged. Compound syrup also rules at steady prices, without any particular feature to the demand, which is fair.

Beans and Peas—The demand for beans is very dull and the situation generally unchanged from last week. The easy feeling throughout still continues. This includes pea beans, red and white kidneys and to some extent California limas. Green and Scotch peas are still neglected, with the prices in buyers' favor.

Salt Fish—Mackerel shows no change for the week. Demand very quiet, prices in buyer's favor.

Review of the Produce Market.

Apples—Jonathans Spys and Baldwin's fetch \$2@4 per bu. Western box apples are now sold as follows: Roman Beauties, Winesaps and Black Twigs, \$3.75; Delicious, \$4.25.

Artichokes—\$2 per doz.
Asparagus—\$2 per doz. bunches for home grown; \$2 per doz. bunches for Ill.

Bananas—8@8½c per lb.
Beets—New from Florida, \$1 per doz. bunches.

Brussel's Sprouts—25c per qt. box.
Butter—The market shows slightly added strength, due to the somewhat increased consumption on account of lower prices. There is a better demand for creamery butter at the present basis of quotations. The average quality for this time of year is good and while there is a slight increase in the make, there is not sufficient to warrant a much further decline. However, the general tendency is for lower prices, due to the fact that we are getting near the heaviest producing season. Undergrade creamery butter remains in very light supply and therefore is selling very closely to the finer makes of creamery butter. 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—Mobile, \$4.50 per crate; Mississippi, \$5 per crate.

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

Cauliflower—\$4 per dozen heads.

Celery—California is selling at 85c for Jumbo and \$1 for Extra Jumbo; Florida, \$6.50 per crate of 4 to 6 doz.

Celery Roots—20c per lb.

Cucumbers—Illinois hot house, \$2.50 per doz.

Cocoanuts—\$6.25 per sack of 100.

Eggs—The market is steady on the present basis of quotations, there being a fairly good consumptive demand. There is a very good supply, however, and the fact that some eggs are going into cold storage is the only reason that we do not have a further decline at this time. 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 | ----- | 5.00 |
| 70 | ----- | 5.00 |
| 80 | ----- | 5.00 |
| 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 | ----- | \$6.75 |
| Leaf, 20 lb. box | ----- | 24c |
| Leaf, 10 lb. box | ----- | 22c |
| Leaf, 80 lb. barrel | ----- | 21c |

Onions—Texas Bermudas, \$3.75 per crate for white; \$3.50 for yellow.

Onion Sets—White, yellow, red, \$2.50 per bu. of 32 lbs.

Lemons—The market is now as follows:

| | | |
|--------------|-------|--------|
| 300 Sunkist | ----- | \$7.75 |
| 300 Red Ball | ----- | 7.00 |
| 360 Red Ball | ----- | 7.00 |

Oranges—Fancy Sunkist Valencias are as follows:

| | | |
|---------------|-------|--------|
| 100 | ----- | \$5.00 |
| 126 | ----- | 6.00 |
| 150, 176, 200 | ----- | 6.00 |
| 216 | ----- | 6.00 |
| 252 | ----- | 6.00 |
| 288 | ----- | 6.00 |
| 324 | ----- | 6.00 |

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

| | | |
|------------------------|-------|---------|
| No. 1 White, per bbl. | ----- | \$10.00 |
| No. 1, White, per bu. | ----- | 3.50 |
| No. 2, White, per bbl. | ----- | 8.00 |

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@5¼ 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—75c per doz. bunches.

Spinach—\$2.50 per bu. for home grown.

Strawberries—Tenn, stock now has the call. Receipts are liberal in amount and fine in quality. Dealers hold 24 qt. cases at \$6@6.50.

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

Tomatoes—6 lb. basket of California, \$1.40.

Turnips—New, \$1.25 per doz. bunches.

Buy Flour To Cover Requirements Only.

Continued inactivity on the part of flour buyers has resulted in rather dormant wheat markets; consequently the price of flour has remained about stationary the past week, with indications pointing to similar conditions for the next two weeks. Stocks of both flour and feed are not burdensome, but the demand has been comparatively light and this, of course, has prevented any increase in values.

The strongest factor in the flour market to-day is the high price of mill feed, and in all probability this will be true of bran. A decline of \$1 per ton on mill feed is equivalent to an advance of nearly 4c per barrel on flour.

It seems probable the best policy to pursue is to buy to cover requirements only, not for future delivery.

Llyod E. Smith.

Principle on Which Success is Predicated.

No single phrase has taken greater toll from retail business than the expression "too busy." It is distinctly noticeable that many merchants are "too busy" with petty detail to make a profit out of their business.

To begin with, there is the merchant who is always too busy to attend his convention. Think of it! Too busy fussing over his small every day problems to attend a meeting of fellow merchants who are both able and willing to tell him how to handle those same problems without any fussing. Whenever a man becomes so busy he can't leave his business for a few days, at least once a year, then God help his business.

Next there is that harassed dealer who is too busy to educate his employees—too busy to hold store meetings—too busy to even know the men who handle his goods and his money. Poor, deluded slave. The things he is too busy to do are the very things that would lighten his work and his worry. A fraction of the time he spends pattering over work that could be done by a \$20 a week man, would, if applied to educating his sales force double his sales and his profits.

Too busy to think. There are a few merchants who even carry their busy tactics to that extreme. Can you imagine a sane man allowing himself to become so busy over purely physical detail that he hasn't the time to plan and properly manage his business? Yet there are examples of this type in hundreds of retail stores.

In these days of strong competition, turnover at fair profit is essential. Sales must be kept up and stocks must embody a range of merchandise with the right quantities to ensure the proper turn. Every merchant knows this, if he only stops to think. Yet all over this country there are retail merchants too busy figuring invoices, wrapping packages or marking goods, to see that their seasonable merchandise is properly displayed, advertised, pushed and sold while the season is on. One of the weakest spots in the retailer's turnover problem is failure to properly merchandise seasonable goods.

Probably the worst offender of the entire "too busy" family is the merchant who is always too busy to read. It seems incredible that any man who has staked his all on the favorable outcome of a retail business should imagine himself too busy to keep posted on the information essential to the success of that business. Possibly he is more to be pitied than censured, since the greater part of the loss is his. Many a merchant too busy to read has cheated himself out of a comfortable old age and his family out of the good things of life. He has cheated the manufacturer and the jobber out of a proper distributor for their wares and he has cheated the people of his community out of the kind of store, stock and service to which they are entitled.

Work is a wonderful thing. Without it there could be no civilization, no business, no life. But misdirected work is waste. The man who shovels a pile of sand to a certain spot one

day and puts it back the next does nothing to make himself or the world better. Keep busy, because busy is a part of business, but let your busy hours be backed by proper reading, thinking and planning. The epitaph of many a dead business reads, "Too Busy To Live."

Items From The Cloverland Of Michigan.

Sault Ste. Marie, May 15—H. S. Holton for the past four years manager of the Park Hotel, has resigned on account of ill health and left for West Branch, where he has a large farm. He will endeavor to regain his health, after which he may return again to get back in the hotel business. Meanwhile Mr. Keiter will take over the management of the Park. Mr. Keiter has had several years experience in the hotel business, having been connected with the Algonquin, Philips and Becke hotels, at Dayton, Ohio, and also with the Statler Hotel at Detroit. Mr. Hayes, the proprietor of the Park Hotel, was here a few days last week and announced that there would be various improvements made before the summer season opens.

George Emlay contemplates opening the American restaurant, at Manistique, which has been closed for the winter.

The number of square people, not the number of square miles, make a country great.

Our City Commission voted to change to fast time, commencing May 27 until September 30, so as to satisfy a number of the merchants who got busy with a long list of signers for potato time.

J. J. Yeo, of the firm of Yeo & Yeo, Saginaw accountants, is spending the week here on business.

J. H. Wager, the well-known pop corn man, has returned to the city and opened up his plant for the summer, after having spent the winter in the South, and is making preparations for a big rush of business during the Home Coming week here in July.

Sunday was Mothers day. The remainder are all for Father.

The Soo Investment Co. has decided to discontinue doing business and dispose of its assets and wind up the affairs of and dissolve the association.

Motor boat owners will be pleased with the announcement of Jack Frendenberg, formerly of Emerson, that he will conduct the Loucks boat house this season. He has had long experience in the boat building game and comes well recommended. He is remodeling the plant to accommodate the Summer trade. He intends to install day and night service.

The army of unemployed would deserve more sympathy if there were not so many volunteers.

Ray Hontoon, the popular Soo line brakeman, has resigned his position and entered in business for himself. In addition to the Arctic ice cream parlor, he has purchased the pop corn stand opposite the Park Hotel, which he will conduct during the summer. W. G. Tapert.

Salaries or Commissions in Retail Stores.

A retail store in a California town of 50,000 bases its wage payments on the legal minimum salary requirement fixed by the State. For experienced salespeople, for instance, this is \$16 per week. In the store's ready-to-wear department, the wage is regarded as 4 per cent. of the weekly sales, so that the weekly wage is computed on a basis of \$400. The store pays her an additional 2 per cent. on each dollar's worth of merchandise sold over this quota. The other

quotas are made up on the following scale of percentages: Blouses, 4½ per cent.; notions, 8 per cent.; silks, linens rugs, 5 per cent.; all other departments, 6 per cent.

An Eastern store uses a group commission plan for certain departments, such as stationery, art embroidery, and traveling goods. The average selling cost for these departments is computed for the past three years, month by month. The total sales for each one of these departments, and the actual selling pay roll are obtained. The total sales are then multiplied by the average costs for the past three years. If this gives the store a figure higher than the actual cost, one-half the difference between the average and the actual cost is divided among all the salespeople in the department in proportion to their salaries.

A two-floor undepartmentized store in a town of 10,000 in Mississippi gives its salespeople straight salaries of from \$10 to \$14 per week, and in addition to this, 2 per cent. on all sales over \$100. The ready-to-wear department is on the second floor, and to encourage sales in this department, the firm pays an additional 3 per cent. on all sales in that department. Direct selling of these commodities in this store is .079 per cent., which is pretty high.

Another Hand Bag Novelty.

Manufacturers of handbags and vanity cases continue to produce a large number of novelties, which contribute in no small degree to the current stimulated activity. One of the newest items offered in this merchandise is a circular beauty box, five inches in diameter, with a ring strap about 7 inches long attached to the top. This strap has a slide arrangement, which may be moved up or down, so that the box may be carried easily in several positions. Celluloid ornaments decorate the top and bottom of the cover of the article, which has a wood framework. The box is available in a variety of leathers, including ecrases, pin seal and beaver calf, finished in all of the new colors. It is equipped with fittings comprising a large mirror, powder container, change purse and shirred silk pockets. The box is named after the Broadway play "Kiki." The wholesale price is \$36 per dozen.

Has a New Style Bracelet.

Something new in bangle bracelets is now being presented to the trade in this market. They are made of sterling silver and are set with imitation pearls, as well as with pearls in combination with imitation amethyst, jade, jet, rose sapphires, etc. They are also seen in all-jet and all-jade styles. Some of them are finished off with sterling tassels set with stones to match those in the body of the bracelet. These stones are so ingeniously set that it is impossible to lose any of them without losing the entire article. Bracelets without tassels wholesale at \$18 to \$24 a dozen, while those with the tassels bring from \$24 to \$30 a dozen, depending on the stones with which they are set.

Forward Orders for Silks.

Silk manufacturers are finding no tendency on the part of buyers to operate actively as yet for the Fall season. Some business has been placed, it is reported, but this has been largely in the novelties of an extreme character, the production of which is limited. The remainder has been in lustrous silks, such as satin crepes, broaches, moires and charmeuse. These are beginning to stand out more definitely now as the weaves that manufacturers may expect buying to be concentrated on when it really gets started. Mill production continues to be limited, with manufacturers stretching their raw silk holdings over as long a period as possible.

Is Showing Novel Earrings.

Among the newest things in unusual jewelry that is now being offered the trade are earrings that make use of the same kind of colored glass from India that is seen in the popular colored banded bracelets. Each earring embodies three strands of the glass, about 1½ inches long, which are set in 14-karat gold mountings and are finished off at the bottom with lovers' knots of gold of similar fineness in either the natural or antique finish. To the bottom of each bow is attached a tiny gold ball of the same finish. The glass in the earrings, which wholesale at \$10 a pair, comes in many shades, of which the most popular are green, amethyst, red and yellow.

Are You Getting Your Share of Spring Business?

If not don't blame the weather! Or don't say business is bad.

Business is what you make it!

The answer is to sweeten your stock with fresh, seasonable merchandise—and Dress Up Your Show Windows!

Try showing the striking new fabrics and colorful designs such as:

Volles and Crepes in Egyptian, Oriental and Far East Patterns
Plain and Fancy Ratines with Crepe Effects
Ginghams with Ratine Yarn and Checks
Tissue Ginghams in Ratine Effects and Checks
Swisses and Organdies
Colored Indian Head
White Goods

Our stocks are complete awaiting your demands.

GRAND RAPIDS DRY GOODS CO.
Wholesale Only

Light Dawns On Federal Trade Commission.

There is a lurking suspicion that the Federal Trade Commission may be getting commercial wisdom, in much the same way that a Southern camp-meeting "gets religion."

Almost in the same month the commission discovers that guaranteeing against decline on the part of a manufacturer with his own branded goods is not a weapon of unfair competition, and that maintained price on a manufacturer's own branded products is not fundamentally offensive to the anti-monopoly laws.

Surely this is "going some" and observers in the grocery trade are wondering if after these many years rational common sense is to be recognized as a part of the necessary equipment of a political office holder. By and by someone may suggest that Congressmen ought to know something about the business man before putting him on the political pillory or harnessing him to the vote-getter's goat cart.

The first breaking out of this new wisdom is noted in Judge Gaskill. The judge showed incipient symptoms of it a year ago when he told the National Wholesale Grocers that persistent cutting of prices below cost was fundamentally unfair trade, without reference to the rights of the price cutter to do as he pleased. And now comes the same member of the commission saying:

"It would be almost impossible to exaggerate the confusion which exists in many lines of business because of the impossibility under the law and the decisions as they stand of effectively maintaining resale price maintenance.

"Some time ago I stated my conviction that selling below cost, thereby including all the elements of charge upon a commodity up to the moment of sale, was not only a wasteful and uneconomic method of doing business but that it was also an unfair method of competition.

"It is useless to expect this practice to cease of its own accord. So far as I can see the law as it stands affords no protection against it. The effective remedy for dealing with it is the policy of resale price maintenance, the practical use of which is now denied.

"At common law selling below cost or below a remunerative price to the seller was not an unlawful method of competition unless there was joined with it a discoverable intent to injure a competitor, an accompaniment which may be but is seldom discernible in present day practices. The occasions in which there is a price war directed against a competitor are so few as to be almost negligible.

"There is, however, a well-nigh universal practice of selling one line below cost, recovering the loss and making a profit on the entire transaction through the sale of accompanying commodities at a very much augmented price. This system is nothing less than ruinous to those who are engaged in the single line which is sold below cost and it relentlessly forces them to the wall."

Surely "progress do progress," if

the judge can only convince some of his colleagues of his soundness of opinion. The regret is that it has taken all these years of prosecution and persecution—of dragging innocent and well-meaning specialty manufacturers through the muck and mire of criminal proceedings—to establish it as a plain right; not only under a specific anti-trust law but as an inherent right under the common law.

From the start certain honest, courageous souls have insisted that competition is not between the individual distributors but between the specialties and their manufacturers. It does not seem to have occurred to the Trade Commission till the New York circuit of the Federal Circuit Court of Appeals came out flatly on that point in the Mennen reversal of the board's decree. And now Judge Gaskill admits it; that the competition is between the goods, wherefore no restraint of competition ensues when the owner of a brand dictates how his brand shall be resold.

Incidentally it is a severe blow to the little champions of the Stephens-Stevens-Kelly law, who wanted the right established only after manufacturers should beg on bended knee to Uncle Sam's officials for the right to enforce resale prices. It involved having highly paternalistic methods of Governmental supervision and, long since, all but a few single-track trade association officials abandoned it as an affront to the business man's independence. Most business men believed that they had the right under the common law and now Judge Gaskill has suggested the same thing. Some day the Supreme Court will say it; perhaps when the Mennen case gets before that tribunal.

Proceedings of Grand Rapids Bankruptcy Court.

Grand Rapids, May 10—On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Robert Crotty, Bankruptcy No. 2272. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of the city of Grand Rapids. The occupation of the bankrupt is not indicated in the schedules. The schedules list no assets whatever, with liabilities of \$430. Funds have been furnished and the first meeting called for May 26. A list of the creditors of the bankrupt is as follows:

| | |
|-----------------------------------|-----------|
| Chas. D. Wheeler, Grand Rapids | —\$ 88.00 |
| Dr. A. C. Butterfield, G. R. | 137.00 |
| Chas. Frankla & Co., Grand Rapids | 25.00 |
| Dr. Blower, Akron, Ohio | 75.00 |
| Mr. Harkless, Akron, Ohio | 100.00 |
| James P. Konstans, G. R. | 5.00 |

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Fred J. Hyland and William F. Clark, individually and as copartners under the firm name of Hyland & Clark. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupts are residents of the village of Lacey, and conducted a hardware store at such place. The schedules of the partnership list assets of \$4,200, of which the partners claim exemption in the sum of \$500, and liabilities in the sum of \$4,541. The schedules of Fred J. Hyland list assets of \$625, of which \$570 is claimed as exempt to the bankrupt, and personal liabilities of \$195. The schedules of William Clark list assets in the sum of \$475, all of which is claimed as exempt to the bankrupt, with liabilities of \$355. The first meeting of creditors has been called for May 24. A list of the creditors of the partnership and the two individuals is as follows:

| | |
|-------------------------------------|-----------|
| International Harvester Jackson | \$1950.00 |
| Pisk Tire Co., Kalamazoo | 205.00 |
| Moore Plow Co., Greenville | 53.00 |
| Funk Bros., Chicago | 27.50 |
| Berne Overall Co., Berne, Ind. | 15.00 |
| W. R. Jones, Bellevue | 55.00 |
| Aldredge & Wortman, Hickory Corners | 53.00 |
| Birdsell Mfg. Co., South Bend, Ind. | 159.00 |
| Vacuum Oil Co., Grand Rapids | 34.21 |
| Edwards & Chamberlain Kalamazoo | 219.00 |
| Texaco Oil Co., Grand Rapids | 29.00 |
| Birdsell Mfg., Co., South Bend | 94.00 |

| | |
|---------------------------------------|--------|
| Moore Plow Co., Greenville | 132.00 |
| Jackson Fence Co., Jackson | 96.50 |
| Joe Mc Rath, Dowling | 140.00 |
| Mrs. Mabel Hyland, Assyria | 200.00 |
| Charles Stanton, Dowling | 150.00 |
| Hibbard-Spencer-Bartlett Co., Chicago | 113.00 |
| State Savings Bank, Nashville | 815.29 |

The following are the liabilities of Fred J. Hyland, individually:

| | |
|-------------------------------|--------|
| State Savings Bank, Nashville | 55.00 |
| E. A. Tobias, Dowling | 140.00 |

The following are the creditors of William Clark, individually:

| | |
|-------------------------------|--------|
| State Savings Bank, Nashville | 300.00 |
| Fred J. Hyland, Assyria | 55.00 |

May 11. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of George L. Brooks No. 2274. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of the village of Leroy, and is a farmer. The schedules of the bankrupt list assets of \$2,475, of which \$500 is claimed as exempt to the bankrupt, and liabilities of \$3,574.71. Funds have been requested for the first meeting and upon the arrival of such the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

| | |
|-----------------------------------|----------|
| A. C. Strine, address unknown | \$ 50.00 |
| Leroy State Bank, Leroy | 500.00 |
| Evart Savings Bank, Evart | 600.00 |
| Commercial Sav. Bank, Reed City | 275.00 |
| The Tustin Bank, Tustin | 619.00 |
| Geo. Johnson, Leroy | 56.00 |
| Art Lindell, Leroy | 7.50 |
| Evart State Bank, Evart | 25.00 |
| Claude Eckelberger, Tustin | 25.00 |
| Sears Roebuck Co., Chicago | 103.01 |
| Gustafson & Schillander, Leroy | 23.37 |
| Glerum Hdwe. Co., Leroy | 38.96 |
| G. Gundrum, Leroy | 2.51 |
| Frank Randall, Dighton | 25.85 |
| Dan Davy, Dighton | 67.81 |
| Ben Bringleston, Leroy | 47.50 |
| Frank Cussick, Leroy | 5.50 |
| Wood Preserving Co., Reed City | 1.00 |
| Sam Sawyer, Evart | 15.00 |
| Sr. Erickson, Tustin | 7.50 |
| Alfred Johnson, Leroy | unknown |
| D. Brooks, Tustin | 37.70 |
| G. Gundrum, Leroy | 13.00 |
| Reed City Monument Co., Reed City | 170.00 |
| Mich. Wood Preserving Co., R. C. | 170.00 |
| John Belcher Estate, Leroy | 275.00 |
| Dan Davis, Dighton | 100.00 |
| Morehead Bros. Mill, Tustin | 25.00 |
| Ed. Cussick, Dighton | 200.00 |
| John Rodgers, Tustin | 13.50 |

It is a very old moss-grown saying that "Nothing succeeds like success." There is an addition that you can hook on this saying, and that is, "You must look successful."

Instead of regretting what your business might have been if you had worked harder and more wisely, why not use your wisdom and your energy and avoid regrets?

You probably have ten opportunities for promoting your business advancement where your grandfather had one. Are you getting along ten times as fast?

Confession Good For The Soul.
The Tradesman is in receipt of the following telegram:

Waukegon, Ill., May 14—Do you care to make a bid on the Mercantile Co-Operator, with its stencil list of present and past subscribers, including all the Creasey membership list active and inactive, loyal and disgruntled, comprising about twenty thousand names? L. Ross Murray founder and former editor, says this is the only complete list of Creasey merchants which has been preserved. Eighteen months of service to the Creasey system and its ramifications has convinced us, as editors and publishers of their official journal, that they are not worthy of the support of a journal of enterprise and character such as our organization has furnished them. We are, therefore, offering the paper and its assets to several grocery papers which might desire to add new paid circulation.
Bunting Publications, Inc.

The above named concern took over the Mercantile Co-Operator from Crooked Creasey about two years ago. It conducted the publication in the most servile manner possible. It evidently considered itself bound to slander, vilify and libel every honest publisher who stood up for decency and good business principles. It stooped so low as to publish clandestinely and circulate surreptitiously villainous slanders concerning the editor of the Tradesman. No attention was given the matter by the writer, because he considered the source from which the filthy insinuations emanated.

Having satisfied itself that Creasey is even more crooked than the Tradesman has always insisted that he was, that publication concern now throws him in the air. True to its principles, it undertakes to stab him in the back by making a barter and sale of the Creasey membership lists, which no respectable publisher wants, because a merchant who reads the Mercantile Co-Operator under the Bunting regime would never be of any value to the publisher of a trade journal which lays any claims to decency.

If you provide only antiquated equipment for your salespeople you may expect only inadequate results.

WE OWN AND OFFER

City of LOS ANGELES, CALIFORNIA

4%

High School and City School District Bonds

Dated Sept. 1, 1922. No option. Due \$50,000 each year 1923 to 1962

Coupon Bonds. Denomination \$1,000. Principal and semi-annual interest. March 1st and September 1, payable at the office of the County Treasurer, Los Angeles, California, or at Kountze Brothers, New York City.

Exempt From All Federal Income Taxes.

PRICE TO YIELD 4.50%

Corrigan Hilliker & Corrigan
Investment Bankers and Brokers

Ground Floor Michigan Trust Bldg.
GRAND RAPIDS, MICH

Citz. 4480

Bell Main 4900

RECIPROCITY IN OIL.

In an article upon the world oil situation in Foreign Affairs, A. C. Bedford, Chairman of the Board of Directors of the Standard Oil Company of New Jersey, stated that the problem of the future in the industry is "not that of finding markets but that of obtaining supplies." There is no longer difficulty in selling petroleum and its products; the demand comes from all the manufacturing countries and is rapidly increasing. It is greatest in the United States, where 70 per cent. of the oil used in the world is produced. In January Mr. Bedford illustrated the growth of the Petroleum industry in the last sixteen years: in 1906 it supplied consumers with 33,000,000 barrels of kerosene, chiefly for use in lamps, and in 1922, 150,000,000 barrels of gasoline were produced for the operation of motor vehicles. There was still a demand for kerosene, and an even greater demand for fuel and lubricating oils. It has been calculated that within twenty years the oil wells of the United States will have run so low that the manufacturing interests of the country will be dependent upon imported oil. Today the United States supplies most of the oil used by Great Britain, but it cannot do so much longer. In all parts of the world the soil is being drilled for oil: the Indies, Persia, Russia, Turkey, Africa and every country in South America. Self-interest requires that the United States shall be allowed access to the oil fields in other lands. Mr. Bedford says on this point:

No one can regard the petroleum situation in a comprehensive manner without being convinced that a clear vision of all the elements in the problem leads to but one conclusion, and that is the supreme importance of co-operation on the part of the peoples of the world both in exploiting and utilizing the oil resources which nature has so sumptuously provided. No fields so rich as those of the United States have yet been found in the East or in South America. Hope of expansion in Mexico, where the yield has been only less bounteous than that in this country, is fading. Mr. Bedford says that "the recent exhaustion and other untoward developments in the two important Mexican fields have been such that exploitation of fully two-thirds of the estimated producing area has been abandoned." The oil companies in Mexico "face a collective loss of at least half of their original investment." The situation is made graver by the political conditions in Russia, where oil properties under development by alien capital have been seized. As a source of supply Russia has been almost eliminated. "New private capital," says Mr. Bedford, cannot go into Russia wisely and safely until proper adjustment is made of the old claims and until assurances are given of the protection of private property for the future."

That Great Britain and the United States have become rival oil prospectors is so well known that Mr. Bedford deals with the matter frankly. He rejects the idea that military strategy plays any part in the race for oil. The great issue is the preser-

vation of modern civilization, for it cannot do without petroleum. Therefore Mr. Bedford believes that the American oil companies will be allowed "the opportunity of engaging alongside the oil interests of other nations in opening up the world's undeveloped petroleum resources." America has the capital, and she asks only the same treatment that other nations receive on her own soil. If that is not extended to her, it will be necessary to turn to retaliatory legislation. Although Mr. Bedford does not say so, the time may yet come when oil will have to be distributed according to the needs of each country by international agreement.

EFFECT OF LOWER COTTON.

A survey of cotton supplies published by the Department of Commerce during the past week showed that, as near as could be figured out there were remaining on April 1 stocks of American cotton totaling 6,039,000 bales. Basing the consumption during the remainder of the cotton year on that of the previous eight months, this would indicate a carryover on Aug. 1 of 1,528,500 bales. The world's carryover on the same date of all kinds of cotton was estimated at 4,369,500 bales. Of itself, such statistical matter would seem to call for high prices for the raw material. But the markets failed to take them so. Prices kept dropping instead of rising. Back of the movement were other considerations than the statistical situation. One of these was the curtailment of activity by cotton mills because goods were not being ordered. Then, too, nobody seems to be buying the actual cotton. It has begun to dawn on the speculators that the consumption in the mills for the last third of the cotton year may be nothing like what it was for the other two-thirds. And so, it is possible that the carryover of American cotton may run very much larger than the estimates. Then, too, there seems to be a growing impression that this year's cotton crop ought to be an exceedingly large one, although there is not much tangible as yet on which to calculate. The conditions are favorable for some good gambling on both sides of the market. But the manifest weakness in the raw material has affected the dealings in fabrics, especially print-cloths and sheetings. Prices of these showed weakness during the past week, and first hands as well as seconds were willing to part with their holdings at lower levels. This led to some rather large dealing in gray goods. Bleached fabrics and some of the colored ones showed similar weakness, but without leading to any volume of sales. Wash goods sales to retailers have been halted somewhat by the weather, but this is believed to be a temporary matter. Knit goods, including hosiery are without especial feature.

When you read an advertisement of something new in a trade paper, don't hesitate to investigate and perhaps order a sample. You need new, salable goods as much as that advertiser needs customers.

THE PRESIDENT'S SHADOW.

For two years President Harding has promised himself a trip to Alaska. Doubtless he visioned himself leaving the fevered, whispering world of politics and job-hunting and the echoes of Washington when he set foot on a ship Sitka-bound.

There are only a few thousand people in Alaska. It is as far from the desk in the White House as a President can get and remote from the worn trail of the place-hunter. There are no postoffices worth bothering about in the Smoky Aleuts. Golf links may be few and the black flies most pestiferous, but departmental rows and bureau feuds have their habitat on the Potomac, not the Yukon. So, doubtless, ran the meditations of the President.

Therein he was mistaken. Though he should take the wings of the morning and cross the desolate reaches of the sea, yet will he find trouble waiting for him. Though he flee to the rocks and the mountains of Alaska next July, he will find trouble perching on the headlands.

One of these flapped its dark wings in Congress the other day. Dan Sutherland, Alaska's delegate, says that Secretary Hoover and the President have turned over the finny riches of Alaskan seas to a gang of Chicago and West Coast packers. Whereupon Governor Scott Bone, of Alaska, assails Delegate Sutherland. A pretty kettle of fish will be steaming and bubbling when the President gets there.

There is no rest for our Presidents; not even among the totem-poles, koyaks and seal pups of the Far Northwest. Trouble walks with the President wheresoever he may go; it sits on his shoulder and it is his shadow. He had a right to hope for a quiet vacation in Alaska, a desultory wandering in the waters of an Arctic summer, a glimpse at the furred and timbered riches of the North.

It is not to be. Alaska, like the rest of the Nation, will dump her troubles on the President. Hot-eyed, muttering men will charge and counter-charge.

When we elect a President he cannot escape us and our troubles. He must be father, confessor, arbiter and umpire for everybody and everything from a coal strike and a bureau row to the disposition of a sub-assistant-deputy marshalship. We work him and harass him to exhaustion, and when he runs away from us we hunt him down and lie in ambush for him. He has a high office, but he pays a terrible price for it.

WORLD HUNGERS FOR WOOL.

Little change in the wool situation is noticeable from week to week. Foreign prices continue firm and Americans are still placing orders abroad. There seems to be a good deal of what might be called a world hunger for wool, which would imply that deferred needs have not yet been met. In this country there is more buying of the Spring clip at the highest prices reached to date. Wool supplies in this country seem ample. Incomplete figures issued by the Bureau of the Census on Friday put

the amount here and afloat on March 31, at 501,341,015 pounds, grease equivalent. This does not include the stocks of the American Woolen Company and nine other concerns. The quantity is only about 14,000,000 pounds less than on Dec. 31, 1922, despite the large quantity since consumed. The domestic mills are working actively on Fall fabrics. They have received some cancellation of orders, but these are declared to be only moderate in quantity and not beyond what was really expected in view of the large initial business booked. Mr. Wood, the President of the American Woolen Company, was again quoted—this time from Paris—as predicting higher prices for Spring fabrics. But the openings for that season will not take place for some time yet, and much may happen in the meantime. To run up prices beyond the revised ones for the Fall may turn out to be a risky business. It will at least lead to some cautious buying at the outset until the cutters up see how far the retailers are willing to go. Meanwhile the clothiers are about to have a little problem of their own, now that the Amalgamated Clothing Workers are out for a 10 per cent. rise in their wages. Such an advance has been conceded to the Chicago workers, as well as the establishment of an unemployment fund. Whatever may be the increase, it will have to show up in future clothing prices.

CANNED FOODS MARKET.

The most noticeable thing about the canned food market and the one which causes the greatest concern is the hand-to-mouth buying of old packs and the conservatism of jobbers as regards futures. It is difficult to understand why the demand at this season should be disappointing. Many explanations are made but there seems to be sane reason for not accepting them at their face value. For instance, it is said that there was an unprecedented sale of glass containers to the consumer last year and that the home pack of fruits and vegetables in all sections of the country was unusually heavy. That may be true and it may account to some extent for the fruit and vegetable situation. But how about fish, which are not canned at home? Salmon is not in this class nor are sardines or other fish lines. Home canning is not the root of the matter. Similarly other explanations can be disposed of, leaving in the final analysis an undefined but almost universal opinion on the part of jobbers that industrial financial and economic conditions all warrant sailing close to the wind. Whatever the reason, the demand for canned foods is moderate. There is too much pickup business to make a healthy movement and real concern is expressed by many traders at the neglect of futures. On the one hand such operators think that jobbers are jeopardizing their own future by not placing contracts now and on the other hand are handicapping the packer at a time when he needs co-operation and encouragement.

Sheep are easily stampeded. Don't be a sheep.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

There is no criminal on record who is as unscrupulous as the promoter of worthless securities. These people will stop at nothing. In order to unload their securities on the public they leave no artifice untried. To them nothing is sacred. The church, the Government, legitimate business, and the misfortunes of other people are all made capital of for their own ends. If they can learn of a person, especially a widow, who has lost a relative and by that death has received insurance money they will lay their plans and resort to the cruelest methods to get this insurance benefit for their enterprise.

We recently learned of a company which, by corrupting a man in the employ of an insurance company, got from him a list of names with particulars of people who had received insurance benefits. Using this list some member of the Gyp Concern would write a personal letter to the deceased relative, addressing them in a familiar way by their first name, and representing themselves to be an old friend. They would state that for a number of years they had been waiting an opportunity to repay the deceased for many kindnesses shown by them years ago. That at last the opportunity had come, and they were going to give this old time friend a chance to make a lot of money.

This letter naturally fell into the hands of the deceaseds relative, who would probably receive the major portion of the insurance. The letter was invariably followed up by a representative who would call and ask to see the mourned party. When told that the party he had called to see was dead the salesman would express extreme grief, and state how he had come to repay kindnesses of former years. Then after gaining the confidence of the widow or other relative who had received the insurance benefit would agree for the sake of the old friendship to give to them the opportunity intended for the dead person.

This plan has worked so well for unscrupulous promoters that invariably they take the whole of the insurance money, and in some cases take other small savings besides.

Placing the names of well known people on "Advisory Boards," gives the promoter a dangerous means of inducing people to part with their money. These "Boards" are made up simply writing to the well known person and advising them that they have been elected by the directors of the company as a member of the Board. In most cases the people written to are very busy and pay no attention to the letter, which generally is thrown into the waste paper basket. But the promoter keeps the carbon copy, and then if the legality of his action is questioned he has it and the minutes of his directors' meeting to prove that the person in question was duly elected, and that so long as they made no objection it was considered that they had accepted the position.

On investigation we have found

that some of these "Advisory Boards" contain several hundred names of prominent people, including clergymen of different churches, Government officials, and men at the head of leading industries. These names are generally divided into several lists, and each is used among a different class of people. If the salesman is working among Catholics the list shown will contain the names of several priests and others prominent in the Catholic Church. If they are working among foreigners they generally have a number of prominent foreigners of each nationality that they can use. If they find that a man whom they are trying to sell is a Democrat they invariably have a list of good Democrats to show him. These promoters have their lists so compiled that they can meet almost any situation, and of course their salesmen are instructed when and where to show each list.

If every man or woman who receives a letter telling them that they have been elected to an "Advisory Board" would demand that their name be removed from such board immediately, and then make thorough investigation before allowing their name to be used, it would help tremendously in the campaign against fraudulent securities. Unfortunately we have too many people who will not take this trouble, and before the fact that names are being used for the purpose of selling worthless stock is brought to their attention hundreds and in some cases thousands of people have been swindled of their money.

Coupling the name of a promotion with a legitimate going concern is a common practice, and is being worked successfully by swindlers every day. This is often done by taking a name for the new promotion similar to that of a going concern, and then in the promotion literature relating a lot about the success of the legitimate enterprise. Many uninformed people, who are not capable of analyzing promotion literature, are lead to believe that the new concern is a part of the old, and that if they put their money into it they will have the same success that the original investors in the going concern have had.

One of the latest schemes for stampeding people into the purchase of promotion stock is the use of fake telegrams. We have recently sent out bulletins on these to warn the public against them.

There is a man by the name of J. R. Yett, who is circularizing the country and inviting people to come in with him on the ground floor of an oil promotion. Mr. Yett emphasizes the fact that he is Cashier of the First National Bank of Marble Falls, Texas. In his literature he makes a number of very tempting promises to those who will come in with him for the small sum of \$100. Among these promises are that the investment of \$100 will bring in the investor the sum of \$324,000. Also that this investor if he puts in \$100 may be one of the directors of the company. Mr. Yett's plan is to have 500 men each put in \$100 or more and each may become Directors.

In his literature, Mr. Yett gives out the following as his guarantee:

"Leave it to me to work out the details and bring all these things to pass—leave it to a banker of known honesty and integrity and a man of wide experience—a man who is a known money maker.

"I pledge you my word and honor that if you join with me as one of the organizers of this company that everything will be handled honestly and as it should be and that every promise made will be carried out—that every possible effort within my power and ability will be made to bring our plans and dreams to success. Together we will make a big success of this company."

Apparently, Mr. Yett wants to be very honest. At the same time we find that he is sending out what are supposed to be Western Union telegrams throughout the country. These messages which are apparently intended to stampede a person into subscribing to shares in his enterprise are sent on fictitious Western Union Telegraph blanks but are not sent over the Western Union wires. They are sent in envelopes similar to that used by the Western Union with a special delivery stamp on them. The messages state that only a few hours is available for the person receiving them to get in on the ground floor.

We have taken this matter up with the attorneys of the Western Union and they inform us that they have already taken action on it, and that they object seriously to Mr. Yett using the Western Union in this manner for the purpose of selling stock, and that they have extracted a promise from him that he will discontinue this practice. However, in spite of this promise we know that these fake telegrams were received by people in New York City on Saturday, April 14. The attorneys of the Western Union state that if it does not cease they will take further action.—Ralph W. Budd in Magazine of Wall Street.

Buffalo, May 15—Three Buffalo brokerage houses to-day agreed to discontinue sale of 6 per cent. gold debenture bonds of the Beneficial Loan Society of New York. Sale of these bonds has been stopped in two states, it was announced to-day by the Better Business commission.

"Michigan has stopped sale of the company's bonds on the ground that the Society is insolvent on the basis of present liquid value of its assets," said John N. Garyer, secretary of the Business Commission.

"An enquiry by that State indicated that the company has distributed in dividends \$14,000 in excess of its entire net earnings. It also is indicated by this enquiry that the company's liabilities exceed its tangible quick assets by \$972,000.

"Stockholders are said to have been misled by a so-called capital fund of \$350,000, which, in reality, is said to be only a book entry."

N. A. MacDonald, K. W. Murchison and William W. Cross have been selling these bonds in Buffalo. All agreed to discontinue sales when given the Business Commission's report.

Detroit, May 15—Approximately \$500,000,000 is lost every year by investments in fake stocks and securities. Samuel O. Rice, Chicago, edu-

ational director for the Investment Bankers' Association, told eighty-four member of bond houses at the regular luncheon of the Detroit Bondmen's club.

During the last twelve years every state in the Union but four has adopted the "Blue Sky Law," according to Rice. "But with all these laws it is impossible for the commissioners to stop the sale of every worthless stock," he said.

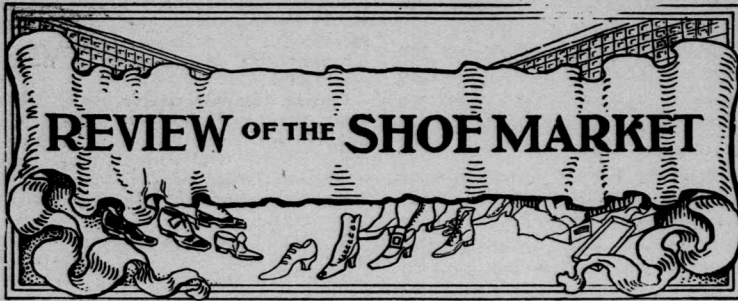
A regular educational program has been arranged by the Association with a view to encouraging investors to make sure they deal with a reliable firm.

Upward Swing in Business Will Continue.

Forecasters appear to be about equally divided in opinion concerning the general trend of the business curve in the next few months. One group believes that the peak has already been reached; another believes that there will be a short pause, after which the advance will be renewed, with trade turnover and prices of both securities and commodities reaching a new peak. Indeed, some observers point out that the present business cycle has run so true to form, in spite of certain exceptional conditions that have prevailed during the past two years that they believe the upward swing must reach its end in the accustomed fashion, that is, with a final spurt of inflation. Both groups marshal an array of facts to support their views, and the innocent bystander can take his choice.

The real test, which will determine whether the upward swing has spent its force, is yet to come. Everything depends on the willingness of the public to absorb the higher production costs incident to the heavy wage increases of the past month. These are yet to be passed on to the ultimate consumer. The bullish observers point to the fact that these wage advances have of themselves increased consumers' buying power, and that the recent substantial gains in retail trade are evidence that the present disposition of the public is to spend freely. They have no doubt, therefore, that the higher prices, which seem inevitable, can be passed on without checking the volume of trade turnover. This will enlarge the volume of dollar sales and have a good psychological effect. The only danger is that this stimulus may bring on a wave of general inflation, with wages and prices rising while production remains stationary.

According to one view, business expansion must continue because credit conditions are so easy. There will be no check, it is assumed, until more tension is felt in the money market than is evident at present. Such a view takes too much for granted. With our heavy gold stocks the reserve ratios of the Federal reserve system have lost their former significance. Dr. Henry Parker Willis recently made an apt illustration of the present situation by comparing the reserve ratios to the clocks after daylight saving had gone into effect. Just as clocks register time an hour ahead of the sun the reserve ratios register a condition of credit far above the true situation on account of the large gold hoard held by the banks. William O. Scroggs.



Store Should Be Center for Style Information.

Every day sees the interest in footwear as a valuable style highlight increasing. Many women depend on the judgment of the retail shoe merchant, or his salesmen, for guidance in what is proper to buy.

See that your store becomes a safe center for information. Advise your customers what to wear, study fashions and promote style values. We submit the following suggestions:

With strictly tailored suits—regulation brogue oxfords in tan calf. Combination oxfords in beige buck and tan calf, or gray buck and black. One strap pumps in tan calf, beige or gray buck, gray or beige buck and patent leather combinations. Strictly tailored strapless pumps in tan calf, gray or beige buck or patent leather trimmed with perforations or smart inlay. All shoes should have welted soles and all heels should be box, military or low Spanish.

Hosiery should match the shoe, not the suit, or be of a slightly lighter shade. Beige or shades of tan are smart with patent leather.

When a combination shoe is worn, match the stocking to the lightest leather in the shoe. For example, gray buck and patent leather combinations call for gray silk stockings.

All hosiery should be medium weight. An embroidered self-colored clock is permissible.

With Formal Suits And Frocks.

Cut-out pumps in patent leather, all black or bound with color. Hellstern pumps in combination leathers and contrasting colors, finished with a buckle or a "flapper" tongue. Strapless pumps in cocoa, beige or gray suede, decorated with small square cut steel or bronze buckle.

Suede pumps, crossed strap effects and high oxford lasts trimmed with contrasting leathers, such as alligator or self-colored kid. Beige, gray and cocoa are the leading colors.

If the customer desires a bright colored shoe for street wear, offer a conservative model a cut-out or simple one strap pump. Scarlet, Chinese green and royal blue are the leaders. Medium and high Spanish heels are suitable for afternoon wear.

With scarlet shoes, sheer black or nude stockings are good. A gray or beige stocking should be worn with a blue shoe.

Advise against hosiery to match brilliant colored shoes when intended for town wear. Beige with patent leather, matching effects with suede models.

For semi-formal afternoon functions—bronze pumps with cut copper buckles, black or brown satin

cut-out effects or pumps with various types of strappings.

Cocoa suede with copper buckle, gray suede with steel. Every type of formal sandal with high Spanish heel. Novelties in the form of combinations in leather, suede with alligator, or suede with painted leather or black patent bindings.

When shoes are gray, cocoa or beige, match the stockings with them. Sheer black, nude or beige stockings with black satin or patent footwear. Self color only with models in brown satin.

For Evening Wear.

Cut-out effects in silver brocade. Crossed strap effects in gold or satin to match gown. Models in satin or velvet combined with metal cloth. Paisley effects, black satin pumps with rhinestone buckles.

Hosiery should always be nude or one matching the shoe. All silver footwear is excellent with an all white costume and scarlet shoes with chiffon hose in black are smart with all black.

For Sport Wear.

All types of flat-heel sandals in all colors and white. Novelties in the form of footwear showing the Egyptian influence, developed in novelty leathers, striking combinations and brilliant colored effects. Black and white combinations, are particularly smart.

All heels regardless of type should be low. Colored hosiery to match colored shoes and plain colored effects with contrasting colored clocks with shoes in beige or gray.

Promote Novelties.

Do not fail to show customers the latest thing in footwear, but advise them as to when it should be worn. Sell two pair of conservative shoes to a woman rather than one pair of high priced novelties. She will be better equipped and remain a customer.

Hosiery Rules.

For general day-time wear, medium weight plain silk stockings in brown black and all shades of tan and gray.

For afternoon, lighter weight models in tan, beige or black.

For semi-formal wear, sheer stockings in black, light weight nude and shades to match shoes with lace clocks or plain.

For evening, shades to match shoes, silver gold or nude.

For sports, novelty effects with decorative clocks.

Woolen stockings are for protective measures or for sport wear only, and should never be worn except with regulation oxfords or welted sole pumps. Never with a semi-formal costume.

Herold-Bertsch Shoes

Michigan  Made



You'll Have Many Calls For This Sport Oxford

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

HEROLD-BERTSCH SHOE CO., GRAND RAPIDS

Grief Defying Rouge Rex Shoes For the Man Who Works



No. 470

ROUGE REX OUTING 4-INCH CUFF.

- 446. Tan Trenchhide Outing 4 inch Cuff Hooks and Eyelets Double Sole Brass Nailed 6-11 E E
- 452. Tan Trenchhide Outing 4 inch Split Cuff Hooks and Eyelets Double Sole Brass Nailed 6-11
- 455. Smoke Wolverine Kip Outing 4 inch Split Cuff Hooks and Eyelets Double Sole Brass Nailed 6-11
- 458. Chocolate Veal Outing 4 inch Split Cuff Hooks and Eyelets Double Sole Brass Nailed 6-11
- 470. Tan Trenchhide Bal. 4 inch Pinked Cuff Hooks and Eyelets Double Sole Two Rows Brass Nails 6-11

These Outing Numbers are Going Strong. Get covered on them this day.

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Things to Avoid.

Satin footwear with tailored costumes.

Brilliant colored silk stockings with general wear town suits.

Regulation oxfords with a silk frock.

Patent leather pumps with light colored evening gowns.

Dress shoes for sport wear.

Consider General Customing.

The advent of colored footwear, cut-out patterns and lattice work oxfords increases the importance of selecting the correct hosiery to be worn with these shoes and with the gown, according to the occasion.

Not only should footwear be considered, but also the general customing of the women for any wear.

The gown and footwear may be in perfect harmony, but the effect is lost and the wearer decidedly out of the class of correct fashion if hosiery is out of tone. The same applies to the shoes.

The average high grade shoe merchant knows style in footwear, as much as it is possible to know it these days, but it is important that he and the men on the floor also have a fair knowledge of fashion in general and be in a position to intelligently advise the women as to hosiery and footwear to be worn for various events.

With this knowledge he establishes confidence in his customer and very likely secures a steady and permanent one. Shoe Retailer.

Better Shoes Selling Well.

Although reports from the shoe trade indicate that the cheaper lines of this merchandise for men are not moving any too freely for Fall delivery, makers of the better grades of this footwear report good, though somewhat spotty, business. Nearly all the advance business that comes in is accompanied by calls for merchandise for immediate use. Advanced buying throughout the country is fairly well balanced. One of the features is the freedom with which prominent local buyers are said to be operating, despite the reported holding-off tactics of buyers of other lines of merchandise here. So good has local advance business been with one of the leading manufacturing concerns that the rest of it is expected to be on the books in the course of the next ten days. As for the things that are selling for Fall, about the only feature just now is the activity of the lighter shade of tan shoes.

Prepare for Contingencies.

Reports from the South indicate that hosiery manufacturers are anticipating prospective increases in production costs by speeding up their output with working overtime. Shut-downs resulting from wage controversies are looming up, due to the fact that a number of spinners have increased wages, and hosiery mill executives expect demands to be presented to them by labor at any time. With jobbers and retailers fighting price advances to the limit, the Southern manufacturers are taking time by the forelock and hope to accumulate sufficient stocks to tide them over any trouble that may materialize.

It Is Really Not Incredible.

Commenting on the questionnaire recently sent out to women by the Bureau of Social Hygiene, American Medicine expresses strong approval of what it characterizes as an effort to study the neglected normal side of human relations as distinguished from the overemphasized pathological side. It expresses doubt, however, as to the truthfulness with which at least one of the questions has been answered.

Of the first 1,000 married women who replied to the enquiry whether or not they had found marriage a happy state, 872 wrote that they had done so. "This," says American Medicine, "is so flagrantly contradictory of the actual statistics of marriage that one cannot help suspecting the intrusion of a natural hesitation on the part of disillusioned women to avow their disappointment."

Is that suspicion really unavoidable about the "divorce evil," divorces are not at all frequent in the circles where the great majority of Americans move, and in those circles married people, as a rule, get along together fairly well, showing patience with each other's imperfections and behaving themselves decently and kindly. They may not be ecstatically happy, but they are not what the questionnaire meant by "unhappy"—that is, such unhappiness as they suffer is not due to marriage, but to the general misfortunes and inconveniences of human existence.

So 872 happy marriages out of 1,000 are credible enough to most of us. Perhaps the American Medicine man himself, like all doctors, has had so much to do with the abnormal that he, too, is misled, as he says the specialists are, and holds the normal rarer than it is.

Two-Piece Suit for Fall.

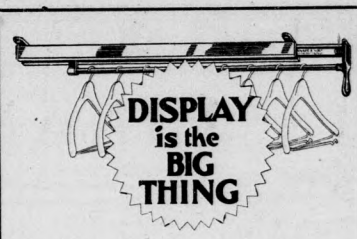
Out of the prevailing uncertainty with regard to Fall garment styles, some things are said to loom up as fairly certain. One of these is that the two-piece suit will be the one on which most stress will be laid by manufacturers. The response on this type was better during the current Spring, it is rather generally agreed, than on the others. Both tailored and box-coat models will be shown in the lines. The skirts, according to some manufacturers, will have special colored designs on the upper part, this representing a new note in the fashioning of this part of the suit. In fabrics the twills will again be largely used, with rears, however, coming to the fore. New lustrous cloths will be featured in the extremely high-grade lines.

Men's Hats for Autumn.

Men's hat manufacturers say their road salesmen are booking good business for Fall, the volume running substantially ahead of last year at this time. Solid colors in grays and tans have the bulk of the demand but, according to one prominent wholesaler on Fifth Avenue, the buying of mixtures in plain, silk and rough finishes has notably increased, now constituting about 40 per cent. of the total. It is pointed out these hats match

the fleecy overcoat perfectly. In the larger cities the pearl gray shade has met with most favor. The so-called Hamburg fedora shape is the one some think will be adopted by the best dressers. A tendency is also noted toward slightly wider brims, of about 2½ inches, with not quite so much of a roll as heretofore and with the flanges more open.

The man with no enthusiasm for his work is a man who is foredoomed to failure.



In every city the clothing stores which get the trade, men's and women's, are those which keep garments in best condition, display them most attractively and serve their patrons most satisfactorily—in other words, are those which are equipped with

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Retailer Not Going To Take Same Punishment.

Whatever may be the course of business during the remainder of the year, says a member of a well-known jobbing house in the Middle West, there is one thing certain and that is that the retailer is not going to take the same sort of punishment that he got three years ago. He flatly refuses to load up with goods at present prices. It is true that his orders are large, but that is because his sales volume has been increasing and does not indicate that his shelves are becoming cluttered. In spite of the large volume of merchandise distribution it takes real salesmanship to place a large order with the average retailer. It isn't a jobbers' market that we are having, at any rate, although in general a sellers' market may prevail. Moreover, competition among jobbers is exceedingly keen, and this also makes it necessary for the salesman to be more than merely an order-taker, as he was in the flush times of 1920. Such conditions may make it a little harder for the time being to do business, but they are really indications of healthy business conditions.

So far general business has avoided the pitfalls that proved its undoing in 1920, but there is one exception. The building industry appears to be going over the same old road. The inflation of prices of building materials, the "pyramiding" of orders, and the soaring of wages all have the familiar aspects of the boom period following the war. The only thing lacking has been a buyers' strike, and this, too, is beginning to make its appearance. There has been a recent lull in the buying of some materials, and this has been followed by some easing of prices. In New York City during the current week a number of important building projects have been postponed until construction costs come down. There has been some discussion of a conference of the various groups connected with the building industry for the purpose of threshing out their difficulties and stabilizing the industry, but so far no progress has been made in bringing

the different interests together on any tentative programme, and it is deemed hardly worth while to have them assemble merely for the purpose of mutual recrimination. If other means fail a condition of this sort eventually produces its own remedy. Give it time.

In past months Uncle Sam was accused in some quarters of being a bull, while just now he is charged with equal vehemence with the atrocious crime of being a bear. Unquestionably some of the Government departments at Washington have acted until recently on the assumption that prices were too low, and the general tone of their "releases" to the daily press has been almost invariably of a sort that would have a bullish effect if the markets gave them much attention. This has been a matter of commonplace observation in every newspaper office. On the other hand, spokesmen for the cotton growers have recently charged the Department of Agriculture with seeking to bring down the price of their staple, and recently a textile house in the East in a market letter referred to "a campaign against higher prices, perhaps instigated by a group of politicians in Washington." Whether there is any oasis in fact for it or not, the recent action of the Government in the matter of sugar is being interpreted as meaning that it has decided that prices have advanced far enough. This of itself would not make so very much difference if it were not believed that the officials at Washington have their ears very close to the ground and that their changing attitude may reflect consumer opinion.

While Canada has been experiencing a revival of industrial activity the rate of improvement there has been much slower than in this country. There are several reasons for this difference. In the first place, Canada is more largely agricultural than is the United States, and the prosperity of the agricultural regions there, as well as here, has been less pronounced than that of the manufacturing centres. Again, Canada's most important agricultural product is wheat, and there has been less improvement in

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the price of this commodity than in that of most of the other staple farm products. At the same time the high wages paid by American industries have been drawing labor from the farms of Canada to the industrial districts of the United States, and this movement has attained such dimensions as to give the Canadian business leaders no little concern. General conditions in Canada therefore have resembled those in the grain belts of the United States, where the situation may be described as below the average for the country as a whole.

William O. Scroggs.

Harking Back Fifty Years.

Grand Rapids, May 15—Local dealers in fuel are not satisfied with the outlook. The unsettled condition of the market annoys them. "Selling agents are unable to give us the information we need," one retailer explained. "If we request it from the jobbers direct, their replies to our letters are evasive. We may be able to obtain a sufficient quantity of soft coal to provide for our customers, but as yet no assurances have been made in regard to anthracite." Thousands of consumers who heat their houses with anthracite can not use soft coal. The anthracite delivered to consumers during 1922 was inferior in quality. Fifty years ago coal was not used in Grand Rapids. Hard wood was so plentiful and so cheap that consumers were not interested in mineral fuel. Long stacks of hard wood in four foot lengths were piled in and around the homes of the people, and dad, with bucksaw and axe, took his daily exercise in the open. In many homes wide, open fire places were provided for burning logs. A man could stand before such a fire and burn his frontispiece, while his back shivered. Screens were not used and the sparks thrown out by the burning wood settled on grandmothers rag carpet, regardless of her feelings.

John S. Long and Samuel P. Bennett were the first to engage in the business of selling coal in considerable quantities in Grand Rapids. Fifty years ago they opened an office and yard on Fulton street, near Ionia avenue. After several years of moderate success, Long sold his interest to Bennett, who continued the business until his death. Arthur S. Ainsworth, a trusted employe of Mr. Bennett, finally acquired the business and has since carried it on successfully.

On many homes, old and new, the roofs are cut into sections of varying heights and shapes. It is not an uncommon experience to find the roof of a house with from ten to twenty of such variations. Such roofs are divided with tin lined valleys which soon yield to rust and decay. In the winter ice forms and forces water, when the weather is warm, under the shingles and into the rooms. Dormer windows contribute to the leaks that ruin the walls of many houses. Variety in the construction of roofs may please the eye and serve to add much to the commissions of the architects, but the fad imposes much expense which might be saved the owner.

Fifty years ago local consumers of ice were served from a single two horse wagon, driven by a vigorous old Englishman, who threw the cakes unceremoniously on the walks and shouted, "E'res yer Oice." The outfit was owned by Tom Sargeant, one of the twins, concerning whom it was said one could not recognize "which from t'other." Sargeant's customers in the main were keepers of saloons, meat markets and hotels, who used ice boxes partly filled with sawdust, to store the ice taken during the winter months from Grand river. Refrigerators, such as are in general

use to-day, had not been developed. Mother suspended her pail of butter by a cord in the well, or placed it on the cellar bottom to cool. Fresh meats and fish were cooked as soon as dad brought such foods into the house. Farmers killed and packed their own meats, and during the hot weather corned beef, salted pork, and ham were served. Fresh meat was a luxury, rarely placed before farm hands. The development of the refrigerator served to effect a change for the better in providing for the table of the urbanite and the suburbanite of to-day. When one views the swift moving autos, the ice making plants and the elaborate systems employed by the ice companies in serving their patrons, and compares their operation with the delivery service of Tom Sargeant, he is impelled to place another mark on the slate to the credit of progress.

Arthur S. White.

Life Is a Funny Proposition.

Man comes into this world without his consent and leaves it against his will.

During his stay on earth his time is spent in one continuous round of contraries and misunderstandings.

In his infancy he is an angel. In his boyhood he is a devil. In his manhood he is everything from a lizard up. If he raises a family he is a chump. If he doesn't raise a family he is too selfish. If he raises a check he is a crook. If he is a poor man he is a bad manager and has no sense. If he is rich he is smart but dishonest. If he is in politics he is a grafter. If he is not in politics he is an undesirable citizen. If he goes to church he is a hypocrite. If he doesn't he is a sinner. If he gives to charity, it is for show. If he doesn't he is a tight wad. When he first comes into the world everyone wants to kiss him. Before he leaves the world everyone wants to kick him. If he dies young there was a great future before him. If he lives to a ripe old age, he is in the way.

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High Crimes Committed By Careless Smokers.

It is too bad that there is not some way to train the urbanite in the rules of the outdoors and the campfire, just as he must learn, for the safety of life and property, the traffic and sanitation laws of the city. He should know that it is wrong to throw down a lighted match or cigarette in the forest quite as well as he knows that he must not throw tin cans and old clothing into the street at home. He should learn the etiquette of the forest as he does that of the drawing room. In both cases certain things are or are not done by those who know. The smoker would not throw his match or cigarette stub, or empty his pipe ashes, on his host's rug or table cover. That would be a gross violation of social custom and, besides, it might damage the furnishings. That same smoker, though, will toss a burning match or knock the ashes from his pipe on the floor of his host, the forest, where it endangers not only property worth millions but human lives as well, without thought of the consequences.

By supplying the newspapers with forest fire facts, by school room instruction, by appeals from the pulpit and by every other possible means, we are warning people that a timber famine looms. We are impressing upon them the fact that they are paying out millions of dollars every year to fight fires. Yet the cost of lumber keeps mounting, because of the diminishing supplies, and for this scarcity fire is chiefly responsible. It should be possible to teach folk what to do and how to do it in order to stop the setting of fires, or how to put out with the least cost and damage those fires that are started.

It ought to be a simple thing to form the habit of breaking a used match before throwing it away; of seeking a bare place for the disposal of a cigarette and then of grinding it under foot; of clearing away all inflammable material for a safe distance around the spot where a campfire is to be built, and of completely drowning the fire before leaving it. People generally refrain from smoking in powder magazines, or over gasoline tanks; they can as generally be taught care with fire in the woods.

Only through public education, strict enforcement of the laws, and the pinch of a timber famine will we learn not to set fire to our forests. Laws and their enforcement are but the crystallization of public sentiment which comes from education, and the more education we have the less we shall need to learn through law enforcement and wood shortage. The famine will come fast enough of itself, and it will be a grim and heartless teacher of conservation.

The damage which fire does to our watersheds affects irrigation and power development, wild life, national scenery, and all those intangible but none the less real values of the forest. The American people must be shown how they can save the trees if they will, and how dearly they must pay if they fail or refuse to keep up the productivity of their forests. Let them be taught conservation in the schools, in the public press, from the

platform, and in the motion picture. Let them be taught through law enforcement and penalties, and through the policing of the forests, until no good citizen can fail to exercise caution, and no bad citizen will dare to fail. It is a high crime to burn our forests. Theodore Shoemaker.

United States Forest Service.

Too Many Grocers.

Racine, Wis., May 15—"There are too many stores and not a sufficient volume of business," J. J. Miller, of Chicago, said recently in addressing Racine grocers on "Problems of the Local Service Grocers."

"Ninety per cent of the grocers today are not making money," Miller said. "In 1900 there was an average of one grocer to each 800 persons. Statistics show that in 1922 there was one grocer to each 150 population. To-day a grocer serves only fifty families, whereas he should serve 300 to run a profitable business."

"Fifty per cent of the merchandise a grocer handles at a loss. Reduce your investment, increase the profit."

"Too many grocers don't know what the cost of doing business is and consequently are selling merchandise too cheap. Economy does not exist in cutting prices on expensive products. You must increase sales to increase profits."

"Don't advertise brands upon which you simply can't compete. Get one line of goods and stick to it. In only thirty cases out of 100 are highly advertised articles called for. Get a knowledge of the fundamentals of business. Educate your clerks."

"There are two types of stores, the service store and chain store. Chain stores do 75 per cent of their business on Friday and Saturday. One-third of a grocer's trade is transient, and the chain stores must cater to it. Salesmanship will solve the problems of the service store. Without it you cannot get volume, profit or low cost of doing business."

To Show Three-Piece Suit.

While the general trend is said to be toward the two-piece suit for Fall, it is understood that some of the manufacturers of higher grade garments will again feature the three-piece one. An executive of one of these houses said yesterday that he would give this style a prominent place in his showings for the coming season and that he thought it would go well. He said the reports in the market that the three-piece suit had not been well received during the Spring related to the lower-priced garments, and that the sales of them in the better lines was quite satisfactory. The pile fabrics will be utilized, and the discriminating woman, he asserted, will be well satisfied with the combination.

Corporations Wound Up.

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

Mann's Land Contract Exchange, Detroit. Alger, Smith Co., Detroit. Baltimore Coaster Co., Grand Rapids. Foster-Fowler Agency, Lansing. Auto Kamp Equipment Co., Saginaw. Michigan Iron, Land & Lumber Co., Iron Mountain. Port Huron Southern Railroad Co., Bay City. Michigan Marine Motor Corporation, Detroit. American Mercantile Co., Grand Rapids.

When friends offer you well intended advice about your affairs, don't ignore it and don't resent their suggestions. Consider how you may profit by them.

Finnish Mutual Fire Insurance Co.

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|---|---------------------|
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| NET CASH SURPLUS OVER ALL LIABILITIES | ----- 212,718.32 |
| DOUBLE DIVIDEND PAID IN 1922, Three and Four Year Periods | .. 49,113.47 |
| DIVIDENDS PAID POLICY HOLDERS SINCE ORGANIZATION | .. 453,374.50 |
| FIRE LOSSES PAID POLICY HOLDERS SINCE ORGANIZATION | 262,478.56 |

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

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50%

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Your Will needs bringing up to date every few years, if for no other reason than to keep pace with changes in family needs.

In making such changes we strongly recommend that you consider the advantages of naming as executor and trustee this corporation which will not die nor move away, and which offers complete responsibility.

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A Fire Fighter States His Views.

In my judgment the most important work of the fire departments is fire prevention. It is true that so long as a large number of people are careless, and a smaller number, but still too large, is criminal, there will be fires; and it is the duty of the departments to control them. But the time is coming, if it is not already here, when it is much easier to prevent a fire than to put it out. This opens a field of discussion that is much too large for the scope of this article, and I will touch only a few of the high spots as I see them.

In these days the matter of fire prevention begins very properly with the erection of the building, but unfortunately for the fire departments such new buildings are comparatively few, and we are confronted with block after block of old buildings into the construction of which the thought of fire prevention did not enter. For such buildings the only safe plan is frequent and thorough inspections. Proper blanks mailed to the owner can be used for this purpose, but I prefer personal inspection by a competent inspector. This should be done once a month—perhaps oftener in certain instances—and it would certainly reduce the number of fires. I believe this system rigidly carried out would result in a saving sufficient to justify the addition of a thoroughly skilled inspector to every fire department in a city of 15,000 or 20,000 or larger.

The ladies' clubs of the State, I believe, are heart and soul in favor of the fire-prevention movement, as they are in favor of every good work, and it seems to me that the time has come when a genuine effort should be made so that the powerful influence of these clubs could be more effectively applied to the advancement of fire-prevention work. It may be somewhat unusual, but I can see nothing improper in the ladies becoming members of the fire departments. In fact, it seems to me, if they are interested, it is entirely proper, not for the purpose of running hose or scaling ladders, but that they may get first-hand information of some of the phases of the work which they can disseminate through the medium of their organizations. The ladies are ready to do their bit and are only waiting the opportunity. I think it should be given to them.

I would also emphasize the fact, that nearly every fire is due to some form of carelessness. The increasing use of electricity for domestic purposes brings added hazards to many homes. The more common of these hazards are the curling and electric irons. Many fires are brought about in this way which with a little care could be avoided. E. C. Bulger.

City Furnishes Badges For Boy Scouts.

On Tuesday, March 26, during "Scout Week" in Indianapolis, over 100 Boy Scouts were given their first instruction as members of a Boy Scout Firemen's Auxiliary. Chief J. J. O'Brien and Assistant Chiefs Fulmer and Hoyle personally directed the work. The boys were given drill in handling ladders, fire alarm boxes,

chemical extinguishers, life nets and hose. They were given instruction as to how they could help at fires by keeping streets open to traffic and watching the neighborhood to prevent the spread of fire from flying sparks and embers. They were told to report to the chief or captain in charge at a fire and get instructions.

After each group of Scouts had been put through the program of instruction, badges were presented which were furnished by the city board of safety. These badges are numbered and each boy is charged with his badge at fire headquarters. They were impressed with the importance and possibilities that are involved in membership in the Scout Auxiliary. Chief O'Brien believes thoroughly in the practical value of thus hooking up a large group of boys who will be able to help intelligently at fires. He has already made use of boys in various neighborhood fires in emergency cases and to good effect. As the new organization is perfected it is intended that the boys should be formed into groups under chiefs and battalion chiefs which will make it possible to call them together quickly if they are needed. Of course the boys are keenly interested and they snapped into the drill work with a zeal which made the "professional" firemen smile as they looked on.

Serves Him Right.

Philadelphia, May 15—What looks to be a crisis in the affairs of the Piggly Wiggly Co., induced, I believe, by speculating in stock instead of attending to business, has come sooner than I expected. Several weeks ago I called attention to the fact that Saunders, the founder of Piggly Wiggly, was playing so freely with the stock of his company as to justify the prediction that he was in for the same fate that has overcome most other enterprises that played with stock instead of with business.

Now Saunders is out in page newspaper advertisements which confess that if the public don't buy the stock he has recently been offering through newspaper advertisements, he will be financially ruined. Even if he sells it, he will have lost half a million dollars. Well, if this happens it will serve him right. A business man with a good business, making money, is a fool to waste his time and neglect his business in the stock market where out of a thousand players, only one succeeds. More than that, he kills his own game, for very few people want to buy into a business the head of which is in the stock market all the time.

Elton J. Buckley.

Pleated Skirt for Next Season.

Wholesalers in the early stages of making up their Fall showings, believe the pleated skirt will continue its vogue next season in the heavier materials. Combination or cluster pleats are declared to be the feature of the early displays. Favor for the wrap-around effect will be confined to the plain cloths, according to one of the prominent manufacturers. From current indications, wool crepes, velours, camel's hair cloths and silk and wool fabrics are looked upon to be the most popular. In the silk skirts, those of lustrous surface, such as satin-faced cantons and crepe-backed satins, it is believed, will be favored. In patterns, plaids are said to be preferred, supplanting stripes.

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Grand Rapids, Mich.

Items From the Cloverland of Michigan.

Sult Ste. Marie, May 8—With the opening of navigation the Soo is taking on new life. The familiar whistle of the boats makes one forget the long severe winter just passed. The boats being docked here pending the arrival of the ice breaker made much extra business for the merchant and reminded us of the good old times when the marine business was the big item here.

R. N. Adams, known as one of the Soo's Grand Old Men, celebrated his 44th year arrival at the Soo last Saturday. Coming here from the East, his first few years were spent on a farm, carrying on a dairy business. The farm at that time was near the present location of the Soo Creamery on Ashmun street. Being one of the live wires in those days, he helped build and develop the Soo. He erected the Adams building, our largest building in the city. He has been active in city affairs, holding many offices in State and county, as well as in the city. Mr. Adams will enter in his 80th year May 13 and is still hale and hearty, enjoying excellent health. When he was 75 years of age he took up driving the auto and is one of our most enthusiastic motorists.

When a man fails in business his wife tells the neighbors that he was too honest to succeed, but what she tells him in private is another story.

Clarence W. Tapert, who for the past three years has been with the Cornwell Co., as specialty salesman, has entered into business on his own account in the Brown building on S. Ashmun street under the style of the Tapert Specialty Company, Clarence, as he is familiarly known, is a Soo boy, graduating from the Soo high school and also from the Ferris Institute at Big Rapids and finishing at the University at Ann Arbor. He is well and favorably known throughout the territory on the Soo line, as well as the D., S. S. & A. Ry. and his many friends wish him every success in his new venture.

Don't abuse the rich. We can't all be poor.

The steamer Elva made her first trip down the river for the season on Monday and will run regular daily trips between DeTour and the Soo.

C. J. Goppelt, the well known Wilbur chocolate salesman, was a business visitor here last week, calling on the trade. He reports a very satisfactory business in this territory.

It's astonishing how many things come our way which we don't care for.

Transportation of freight and passengers between the Soo and Trout Lake will be in effect next week. R. I. Forgrave is the promoter. He schedules leaving the Soo every morning and returning nightly. Stops will be made at Dafter, Rudyard, Dryburg, Fibre, Alexander, Cordell Dick and Trout Lake. The addition of the Trout Lake line gives the Soo easy access to points throughout the county. Walter Smith of Trout Lake, will drive the truck. Bus service to DeTour, Pickford, Cedarville and St. Ignace, in addition to the Barbeau, Kelden and McCarron lines will be worked out this year, thus making every place in the county from the Soo.

It is reported that the State Highway Department has made a deal for the Chambers dock property, at St. Ignace, located near the center of the town, as a site for the State ferry terminal, and that Thomas Ryn, formerly President of the Cadillac Hotel Co., is negotiating for the Chambers residence property, just opposite the dock, for a summer hotel site.

We are good deal happier because of a lot of things we don't know.

The first installment of tourists of the season of 1923 has arrived and passed through the city to-day to

the camping grounds. They entered the city with due pomp, blowing their horns and causing much merriment. They were given a royal welcome and we hope that the crowds will continue to come for the remainder of the season.

F. J. Allison, Chas. Haase and J. R. Merrifield, veteran members of the Knights of the Grip, started on summer schedule last week, coming by auto from DeTour. From all accounts they had some experience in getting through the Pickford hills. They got stuck enroute and were delayed six hours during the night. They had to wake the farmers and almost buy a team to pull them out of the mud. Mr. Allison, being an expert in the auto game, got into his high rubber boots and after pulling the car out, the team had to hook on to Allison and pull him out of his boots. Wm. G. Tapert.

St. Micheal and the Dragons.

In the movies, virtue always conquers vice. In tradition, St. Michael slays the dragon. In real life, the dragon may find it advisable to roll over and play dead, but he gets up again as soon as St. Michael has turned his back to shout the news of his triumph to the waiting populace; and unless Michael keeps his eyes open that old serpent will eventually win on points, if not by a knockout.

A few weeks ago Clarence Saunders of Memphis had Wall Street on its back squealing for mercy. The new Michael waved his sword and thumped his shield and went back to Memphis to tell the folks about it, and wicked Wall Street was up at the count of nine, with its wind fresh, ready for another round. To thwart the rascals who pounded his stock, Saunders has had to start an evangelistic stock-selling campaign in his home town. He had it going, doubtless has it still going, all over the country, but the local appeal is strong est. "Save Piggly Wiggly for Memphis!" But this isn't enough. Saunders is resigning his personal control to a committee—of bankers. It seems that "certain powerful interests" have their knives out for Saunders. Put Saunders out, put our man in, and the campaign will succeed; otherwise not. Saunders, the servant of his cause, is willing to step out. Piggly Wiggly will doubtless be saved for Memphis. But it is bad news for a Nation at least 66 2-3 per cent. "sucker," which had its moment of triumph when it read that a sucker had trimmed the interests and had his foot on Wall Street's neck while the vicious manipulators gasped their lives away.

The dragon often loses a battle, but never a war. The only man who smote him definitely and decisively was Henry Ford. He alone vindicated the plain people by knocking Wall Street through the ropes. Yet Mr. Ford, on that famous occasion, got his money from the Ford agencies and the Ford agencies got it from the local banks, and the local banks, in the long run, got it from the people. Even in this case, from the point of view of the ultimate consumer, St. Michael and the dragon look pretty much alike.

The clerk who finds out and tells the manager why his customers came there to buy will help make it possible to bring more trade.

1882

AWNINGS AND TENTS

1923



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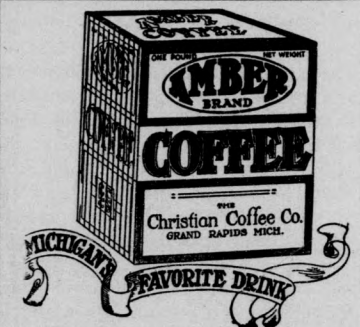
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War Memories of Sixty Years Ago.

Grandville, May 15—The month of May reminds Old Timer of Civil War days.

Memorial day being near at hand, thoughts again turn to those dark days of '61-65 when the drum-beat called the boys and men of the Nation to arms. We had been so long at peace, war seemed almost an impossible contingency, and yet it came with all its blood and fury and proved the mettle of the Nation.

With Lincoln at the helm, the ship of state was piloted safely through four of the darkest years this Republic ever saw.

The Union army was composed of young men and boys.

From a small mill in the heart of the pine woods, having a crew of less than a score, three-quarters of that crew donned the Union blue and went South to defend the Union and Constitution of the fathers.

John was the first to go. He walked forty miles to enlist and never turned a hair.

The Army of the Union was composed largely of volunteers and that army numbered nearly three millions before the war was concluded, the very flower of the country. And this from a population of twenty millions—one in seven.

I remember well the make-up of that little band of patriots who mustered under the Stars and Stripes from the shingle mill on the Muskegon.

After John came Steve, the brightest fellow in the whole crew, his mother's favorite, a veritable Lord Fauntleroy of the aggregation. Blue-eyed, with skin as fair as a girl's, and yellow curls that danced in the breeze on every picnic grounds thereabout. Ah, Steve was the apple of his father's eye, the baby of a considerable family. He was one of the first to respond to the call of Uncle Sam in April, 1861. His life in the army was of short duration, yet I was told that he did his full duty and fell facing the foe in one of the Western battles.

He fills a nameless grave in the Sunny South.

Steve had a brother, Frank, as different from the gentle, effeminate Steve as darkness is from light. Bluff, hearty, a rough and ready specimen of young manhood, he enlisted a year later and never came home again. Somewhere in Old Virginia rests his bones, another of the unknown Union dead.

Perhaps his bones are among those collected after the war and buried at Arlington, in that single grave where repose over 2,000 of our unknown boys who died that the United States might retain her position on the map as one of the nations of the world.

Orvil, the shingle sawyer, was another. He enlisted early in the war and went down to Dixie, where he met the fate of so many mere boys in that great struggle for the supremacy of the American Union.

It was at the battle of Perryville that Orvil fell. A little later his brother Eph enlisted and passed through the hardships and perils of war, coming home at the end unscathed.

Five boys enlisted at one war meeting. A venerable clergyman addressed that gathering, at the conclusion of which five young fellows signed the enlistment roll. Each of those walked forty miles to join his regiment.

Walking was not then a lost art, as it is now in the day of automobile transportation.

Dave was a minister's son and not yet 16, although he had served one year in the service, being discharged because of wounds. He re-enlisted and went with the four other boys into the Tenth Michigan cavalry, which rendezvoused at

Grand Rapids in the summer of '63.

There was Elija, who died on Southern soil.

Those boys who did not fall followed the flag to the end and some of them marched through the streets of Washington after the surrender of Lee, happy that all was over and Johnnie came marching home again.

One of the recruits, Pierre, married a beautiful lumber woods girl before he entered the army. He lived to return, but alas! during his absence the fickle one had found another man, and so the soldier's homecoming was not altogether a pleasant one.

Tragedy at home as well as in the army.

Then there was Tom, a man of thirty, the mill carpenter, who married a Michigan girl, after which he went South. His wife never knew how he died, but one returned soldier said he saw Tom fall at Chickamauga, and so he was another who filled an unknown grave.

The tragedies of the war for the Union were more numerous than in any other of our wars, since it was the greatest war we ever had, not in any manner belittling the war over in Europe. One-seventh of the population enlisted for service in our Civil War, while the number was less than one in twenty in our latest war.

The American soldier has, however, demonstrated his ability to meet any other on the face of the earth and whip him into subjection.

Europeans are now seemingly trying to discount the work done over there by the American army, but the world knows—and we know—that the allies were in desperate straits, with their back against the wall, when America stepped in and saved the day.

This ingratitude on the part of those who owe so much to America is one of the factors in deciding the United States to keep wholly out of foreign entanglements. We are not desirous of going in either at the front, side or back door of the league of nations compact. President Harding should take heed of this and not commit himself too far.

Old Timer.

Buying of Women's Neckwear.

Some improvement in sales of women's neckwear is reported by wholesalers as the result of the recent warmer weather. Camisoles and vests in various laces continue to be the most active items, although an increasing amount of the buyer's attention is said to be directed to collar and cuff sets. Some of the wholesalers during the dullness have turned to other items. One of them is producing lace and ribbon rosettes for dress trimmings and for millinery purposes. He says that retailers have taken well to these articles, which have rosebuds in the centre in colored tinsel combinations. They wholesale at from \$2 to \$8 per dozen.

The employe who refuses or neglects to try to improve himself, or to make himself worth more money to his boss is on his way toward the discard.

Ill health may, but age will not lose you your position. Not if you keep trying to make yourself more efficient in your work.

CYRUS W. RICE
PATENT ATTORNEY

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References: Grand Rapids lawyers, banks and business houses generally.

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Futility of Reforestation Efforts Generally.

Hartford, May 15—Timber and game preserves, though of private ownership, which bring no returns thereof should be taxed only nominally. Over a year ago I made this suggestion to one of our State senators, who seemed to think favorably of it at the time and the final outcome was legislative action.

Congress, however, took preliminary action at its last session on a program of reforestation and reclamation of cut over lands generally, and during the past fortnight a committee representing that body has been making a superficial probe into the matter in an endeavor to secure the owners' angle to the proposition.

Our own Senator Couzens, who is one of the committee, brought that body to Michigan, which State, according to statistics, possesses over 12 per cent. of the Nation's unimproved resources of this nature or approximately 10,000,000 acres, most of which, through neglect and the ravages of forest fires, is steadily going to waste.

The reforestation act passed by the recent Legislature purposes well, but it will fail in its purposes if the commercial and civic bodies, as well as sporting clubs, do not take it up and make for it such an amount of publicity as will open the eyes of Michigan people to the dangers of delays in protecting its timber resources.

The action of the Legislature, although inadequate, is a step in the right direction. It provides for the exemption of cut-overs or burned over lands from the regular taxes, providing in lieu thereof a small levy of 5 cents per acre during the years a new crop is being matured, but it makes no provision whatever for the individual or corporation which is actually preserving its timber for the single purpose of conferring benefits on the public at large, whether promoting the growth of timber or protecting game of every description.

One of the finest examples of reforestation in the entire State is the preserve of Hon. David H. Day, of Leelenau county, on Glen Lake, comprising 1,500 acres in one parcel, which shows a satisfactory timber growth of over fifty years, and upon which taxes have been exacted during the entire period.

Himself a lumberman, Mr. Day has absolutely refrained from utilizing this timber, has protected it against the ravages of forest fires, propagated game, protected same from hunters at no inconsiderable expense to himself, and yet during this entire period, covering two generations, has received no benefits whatever, except in the satisfaction of having been a public benefactor. Possibly Mr. Day would scorn the idea of being absolved from taxes on this property, but nevertheless it would be no more or less than an act of simple justice to rebate his taxes in the future.

If the strict letter of the enactment is applied indiscriminately and rebates are based on actual progress in reforestation, some good must be derived, but the administration of the law must be absolutely divorced from politics and every form of favoritism.

Michigan has been a General Government beneficiary to the extent of \$24,000 annually for the purpose of aiding in reforestation and it is quite likely a larger sum will be forthcoming in the future, but appropriations of this character must be disbursed on the basis of public sentiment, which must be instilled into the heart of Michiganders or the results will prove negligible.

No doubt the press of the State

will gladly contribute its influence, and there will be found many individuals to boost the proposition, but it is a project for clubs and various organizations who have some well defined objective. Uncle Sam cannot be expected to do it all, and should not, as a real business move, contribute a single penny toward reforestation until such time as the people of Michigan demonstrate that they are deserving of such Government aid as has been suggested.

Frank S. Verbeck.

Business No Better Than Those Who Run It.

A skillful appreciation of values, a proper balance in the appraisal of plans is quite rare and difficult of attainment. We blow either too hot or too cold. Evenness and neutrality are not ours. It is for this reason that we make so many mistakes in conducting our business and in formulating our plans.

Now the lowering of production and distribution costs is a worthy objective. In the rapid development of a business which often results in the different parts of a business getting out of alignment so that efficiency is lost, it suddenly occurs to the officers, perhaps to try methods which would tend to greater efficiency: They turn to a class of workers designated as efficiency engineers. These experts, instead of appraising efficiency engineering for what it is actually worth and not overplaying it to the extent of really increasing the cost of production—begin to measure everything in terms of method and make plans superior to the men who built the business up to its splendid proportions.

After all, a business is no better nor worse than those operating it. The business reflects exactly the character, the ideas, the creative powers back of it. Merely to install efficiency methods without correcting defects in the ability, intelligence or skill of the operators is falling short of the desired purposes and intensifies mechanics at the expense of humanity. To make business more efficient, that is, to make it more productive and a greater service to the public, every human unit should be made to fit the niche it is best qualified to fill, and with improvements in the personal elements and the personal skill, there is no doubt of resultant profits and service.

The disposition on the part of efficiency experts has been to subordinate the human to the mechanical, when the reverse process is a better guarantee of success and progress. Never must the human be subordinated to mere machine methods. Development comes only with freedom of initiative, with training to assume responsibilities, with strict attention to firmly fixed objectives. We do not mean to depreciate the value of system and efficiency within reasonable limits. We merely want to emphasize the need of elevating human side of a commercial enterprise. How to build up the human skill, human perseverance, human ideals, human objectives, must be our chief consideration and the chief consideration in any plans looking toward success and service in a business enterprise. J. H. Tregoe.

Thinks Harding Has Destroyed His Usefulness.

Hartford, May 15—The country at large has been hoping for a breathing spell from politics. The knowledge that no special session of Congress would be called this year was hailed with expressions of delight.

Why, then, inject the subject of a world's court into the Government machinery when everyone, or nearly everyone, is willing to take a long breath before dipping again into National reforms?

I never favored President Harding for the nomination for the exalted position he now fills, but I have tried to be fair with him. His stand on the bonus proposition demonstrated that he possessed backbone and his fight for ship subsidization won my hearty approbation, but when he launches a program of entangling alliances with other nations, which the world's court certainly contemplates, he loses my confidence in his ability as a great statesman, and if his present course is adhered to may simply ultimately depend upon loss of popularity and future usefulness.

The President's suggestion that the country turn its attention to foreign problems has certainly disconcerted the leaders of his own party and will consequently prove most gratifying to the opposition.

The projection of the international court idea has brought renewed hope to the democrats, who for some time have been without leadership and without issues. The action of the President has left his own partisans gasping for breath. Most of the latter have not as yet figured out whether the executive has had an attack of acute indigestion or a mental lapsis.

Personally, I do not consider that President Harding is either a practical politician or strenuous administrator of public corrective affairs, and I doubt very much if he will be considered a presidential possibility next year. Certainly he has no record of performance to back him up in his claim for re-election. He is in no sense a big man, although he might be a close second to Taft or Wilson—idealistic, but not practical.

If he were politic he would show more than passing interest in live problems, not the least of which is the transportation situation. In his voluminous messages he has appeared to recognize the abuses in the administration of railway affairs, sympathized with the public and concluded by wishing them well.

Quite in contrast with that leader of a score of years ago, apostle of the strenuous life, preacher of righteousness and fearlessness, of forceful policy in international affairs and a square deal for what was then known as "big business." The man who interpreted in word and impulse the ideals of Americanism during almost a generation. Who was opposed by the pacifist, the radical and the rank theorist. In fact, by the very people who are to-day preaching internationalism while opposing all measures to give us strength for the performance of our existing duties at home and abroad. But it was the virile philosophy of this great American which his own generation felt and followed, and it was just this spirit which made our own operations in the kaiser's war possible. He was not averse to assuming responsibility, but when he once made up his mind that a program was right, he fought it through with his whole strength and soul. It is because President Harding possesses none of these attributes that he is in no position to take up a fight for a world's court. His position is theoretical only, has no basis in fact and is shattered by tradition.

If President Harding will take up the fight to relieve his countrymen from the effects of abuses which are not chimerical, but exist in fact, he may not succeed himself for another

term, but he will have the satisfaction that goes with the knowledge that "he meant well."

Frank S. Verbeck.

Objects To Comparing Lincoln With Wilson.

Grandville, May 15—I see that one W. B. Ladd, of Birmingham, Alabama, has chosen to fling a stone at Old Timer because of his estimate of some members of his (Ladd's) party whom he regards as little less than gods.

There is in all his diatribe but one item that I wish to answer.

His reflection on Abraham Lincoln is enough to stir the blood of every American patriot.

To compare our martyr President with Woodrow Wilson, to the detriment of the former, is enough to stir the heart of every soldier of the Union to indignation.

Abraham Lincoln, the world's greatest man. In what manner can he be compared with Woodrow Wilson, whose troubles and tribulations were not small to be sure, but who ranks as near Lincoln as would a singed cat to a bengal tiger.

"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."

Thus declares Mr. Ladd.

His knowledge of the Civil War must be blurred, indeed, for him to make such a ridiculous statement. Directly the opposite is the truth. The burdens of the kaisers war, however great, were infinitesimal as compared with that war for the preservation of the Union.

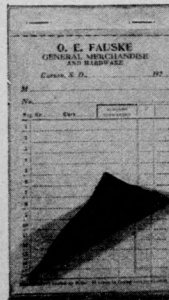
Behind Woodrow Wilson stood in solid mass the whole American people. The Republicans supported all war measures as a unit, even more thoroughly than did the members of his own party. President Wilson had no fire in the rear to contend with, as had Lincoln, when nearly half the democrats of the North were denouncing his policies and doing their level best to undermine them.

Lincoln had to steal into Washington as an unknown to avoid the bullet of an assassin. He had the solid South in open rebellion to contend with, as well as the disloyal element in his own section of the country. Plots and counterplots were hatched in many Northern cities which had for their object the taking of Northern states out of the Union. All this Lincoln had to meet and master, while Wilson had only the one enemy to deal with and that one 3,000 miles away.

There can be no comparison between the two men. Mr. Ladd is unfortunate in his statements when he holds up Woodrow Wilson as a greater man than Abraham Lincoln. Lincoln was the greatest man of his time, the greatest American of any time; in fact, the greatest man the world has yet produced. This is the verdict of mankind, the feeble opinion of Mr. Ladd to the contrary notwithstanding.

Old Timer.

Economizing on light in the show window is as sensible as hiring a first-class salesman and putting him at work handling stock and scrubbing up in the back room.



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Agency

Featuring the

Michigan Millers Mutual Fire Insurance Co.

of Lansing, Mich.

(Your Home Company)

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

Insures

Factories and Mercantile Risks

Against

Fire and Tornado

Is Saving Its Clients 25% or More

Are YOU Getting This Benefit?

Address

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

PIONEER OF CIVILIZATION

Proud Position Occupied by the Retail Grocer.

I have heard that a man is as young as he looks, no matter how he feels, and it therefore seems to me the limit of presumption to even suspect me of having had a half century of experience among retail grocers.

However, when I look backwards I find that, as a commercial traveler, I made my first sale to a retail grocer and that the date was 1872 or fifty-one years ago.

My first recollection of the retail business was when my father conducted a general store in Kentucky, I therefore might really push the date of my experience backward about ten or twelve years, if it was desirable to be accurate. My life of experience has been varied, and something like one of these modern futurist paintings. When in retrospect you look at it, you wonder what it is all about.

I have been owner of interests in retail grocery stores, wholesale grocery stores and brokerage offices; have traveled many years as a salesman selling retail grocers; have been buyer and department manager for wholesale grocers; president for four terms of the largest commercial travelers organization in the world, president of an office men's organization and editor of three or four grocery papers.

I, therefore, claim that my life has been employed in the collection of experience, rather than in the accumulation of much money, and I want it understood that this is a tribute to and not an adverse criticism of retail grocers, for in all my half century of experience I have found them to be true friends, good citizens, progressive, industrious and patriotic.

I have seen in my time many a poor widow's basket filled with food by the hand of the retail grocer, which he did not charge on the books or expect to receive any pay for, all in compliance with the principle: "But when thou doest alms, let not thy left hand know what thy right hand doeth." Retail grocers as a class, do more practical charity than any other class of people in the world.

The retail grocer is civilization's pioneer. To the great new wild places of the earth, as a general storekeeper, he precedes organized government and safety—and the school and church follow in his footsteps. He locates upon the outskirts of population and then towns, villages and cities build up around him. In the great cities he leads the march of extension and population into the suburban districts and sections. He is the nucleus of the establishment of great communities with their advantages of modern life.

My experience as a commercial traveler was largely with the retail grocers of the South and West. In the South the retail grocer occupies a more important place in the lives of the people than elsewhere. The people in the Southern states devote

nearly all their efforts to the cultivation of cotton, because it is a profitable crop. They raise but little food in some localities and the retail grocer is expected to supply nearly everything which the people eat.

He extends credit and collects his money when the cotton crop is gathered. The negroes of the South are great buyers of groceries. They are independent about clothes and the climate is kind, but they love to eat. They work hard and have fine appetites and there are more negroes than whites in some states.

The history of the retail grocers of the West is a part of the history of the country: I used to sell to a customer in Dodge City, Kans., when that place was the terminus of the Atchison, Topeka & Santa Fe Railway and when the long trains of fifty or more prairie schooners, drawn each by twenty or more yoke of bulls or steers would come there from the Indian Territory and Texas, loaded with hides and horns and bones of buffalo and cattle, form a corral on the prairie, load their cargoes in freight cars, load their big wagons with supplies, and roll slowly back South whence they came. All operated in the open on the sidewalks, saloons were open day and night and there were no legal restrictions except on murder.

I used to ride on a buckboard to a point North on the Kansas Pacific Railroad, about sixty miles across from the Santa Fe Railroad, and disturb herds of a thousand or more antelope as they fed on the plains.

The largest bill of groceries I ever sold at retail was to J. K. P. Miller of Deadwood Dakota. I was department manager of a St. Louis wholesale grocery house. Gold had been discovered in the Black Hills, where Deadwood is located. The railroad was 200 miles distant from Deadwood and the Black Hills were full of gold miners. The heavy snows came early, were very deep and stayed late, prevented hauling, so supplies had to be brought in during the Fall enough to last until Spring.

Mr. Miller was an able merchant. He had only about \$25,000 capital, but was a man of fine character. He had been to New York City, and had bought heavily there of Thurber, Whyland Co., and had stopped in St. Louis to buy more. It was necessary to extend credit to him until he could convert his goods into cash, remitting as rapidly as he could. Our credit manager inspected his references, introduced him to me and told me to sell him. I asked for the credit limit and was told to sell him whatever he wanted. I did so and a little more.

The sale amounted to \$58,900.45. The credit man nearly swooned. A meeting of the directors was called, Mr. Miller went before it and the sale was approved, the goods shipped, every cent of the account was paid, and many more thousands bought and paid for afterward.

I once sold 3,000 cases of canned foods to Conrad & Co., of Fort McCloud, Canada. They were shipped by Missouri river boat to Fort Benton, Mont., and then hauled across

300 miles and more into Canada. The Canadian Pacific Railway was not completed then. I had sold 500 cases of No. 2 tins of tomatoes, as a part of the bill, 90 cents per dozen cans, and asked the buyer what price he sold them for at retail. He replied "Six dollars the dozen cans or 60 cents for a single can." Then when he saw that I was amazed he figured the cost for me, freight and hauling, six cents per pound, duty five cents per pound on containers and all, and convinced me that his profit was only 20 per cent.

I had a warm personal friend at Atchison, Kans., A. B. Symms. He started as a retailer of groceries, and being a merchant of genius, character and vision, made rapid progress. I was traveling for a large New York City wholesale grocery house and took his order for two car loads of syrup on ninety days' time. I was careful and made some inquiry, and was told that he was extending his business too much. I sent the order in, but advised that the credit be not extended; that the goods be shipped for cash. The credit man disagreed with my informant and shipped the goods on terms as sold. When Mr. Symms died a number of years ago, he was rated in the reports at over a million dollars and the business is still being profitably conducted under the old style.

The city retail grocers are a more complicated subject to deal with. They are cosmopolitan, speaking all the languages that originated when the building of the tower of Babel was interrupted, and they have all the trade customs from everywhere in the world. The second generation, however, becomes Americanized and usually becomes modernized.

The average city retail grocer is not usually very co-operative or progressive. He lives economically, saves carefully and usually accumulates money slowly. Evolution in business knowledge and efficiency, reading, study, neatness and service among city retail grocers has made rapid strides in five years past. The competition of the chain stores and cash and carry systems has helped to bring this about.

In most of the larger and many of the smaller cities of this country, retail grocers were for years handicapped by the saloon annex which debauched and degraded retail grocery stores until they became common doggeries. The tinkle of the cash register in the saloon annex, as the husbands wages were spent for intoxicants, registered the tears of ill fed and ragged children and the heart aches of sorrowing and suffering mothers. That accursed annex to the city retail grocery store is gone, thank God, never again to return. It was a feature that brought the retail grocer into such low esteem that it opened the way for the establishment and tremendous growth of chain stores.

I am inclined to think that the business systematizers and credit experts of wholesale grocery houses have greatly helped to bring about the era of chain stores. When retail grocers were allowed thirty and sixty days credit for goods, they could, in

turn, extend credit to their customers and everybody, made better profits and had permanent customers. Now that they are ruled down to ten days credit, retailers must secure a large transient patronage, and quick turn over at small margins of profit, while wholesale grocers must change their line of customers three or four times a year.

In the evolution and modernizing of the retail grocery business the specialty manufacturers have had much to do. In the good old times which I can remember retail grocers bought prunes in casks containing 1500 pounds, sugar in hogheads of 1200 pounds, molasses altogether in barrels, starch and oatmeal in barrels, rice in tierces, unroasted coffee in bags; in fact, there were few groceries put up in small packages forty or fifty years ago. Now in most of the goods a grocer handles he buys a package and sells a package and knows what his profit is.

We hear a great deal these days about the profiteering of retail grocers. The farm bloc is organized to protect and promote the profits of farmers. Labor unions organize to advance the wages of skilled and unskilled workmen, the newspapers are filled with advertisements offering employment to people in nearly all lines of endeavor.

Why should the retail grocer be expected to serve without a reward? Very few of them ever become rich. I as a consumer do not want or ask anyone to serve me without a fair compensation. Retail grocers work late and early for long hours and their work is confining and hard, and the risks of the business are great. "The laborer is worthy of his hire."

If I were asked what consideration entered most largely into the problem of success in the retail grocery business, I would say character. Capital, a knowledge of the business, industry and general efficiency are valuable, but character is absolutely essential. Trickery, dishonesty and unfair business methods are sure forerunners of failures. In extending credit when I was a salesman I always gave careful consideration to character, and I believe that a man's religion is at the foundation of his character.

I have no religious prejudices or bigotry in my mind or heart and I know that nearly all religions have in them great power for good; great forces upon which character is built. Whether a man be a Catholic or a Protestant, a Jew or a Christian Scientist, a follower of Confucius or Mahomet or Buddah, I have observed that if he is injecting the best principles of his religion into his business, that people give him their confidence and their patronage, that he gets all the credit he needs and that he is usually successful and happy.

I have been young and now am old, yet have I seen not the righteous forsaken, nor their seed begging bread.

John A. Lee.

The merchant who has the ingenuity to devise methods off from the beaten track, and the courage to carry them out is on the way to success.

Now is the time to order *Parowax*

LUSCIOUS strawberries, ripe red cherries and delicious, juicy raspberries will soon be tempting the housewife to prepare for her spring canning. She will count her jars and glasses and look to her supply of sugar and Parowax. For she knows that to keep her favorite preserves properly, she must use Parowax to seal the containers. It keeps the air out and the flavor in.

For many years now, Parowax has been necessary for her preserving. It does away with the troublesome strings and paper caps, which did not protect even from the dust, much less the air. It seals air tight, every kind of jar. Parowax assures her that her fruits will be as good, when opened, as the day when they were canned.

You will find that the demand for Parowax is steady during the canning season. Every package you sell adds to your profits.

Now is the time to order it, so it will be on hand when the fruit starts to ripen.

Standard Oil Company (INDIANA)

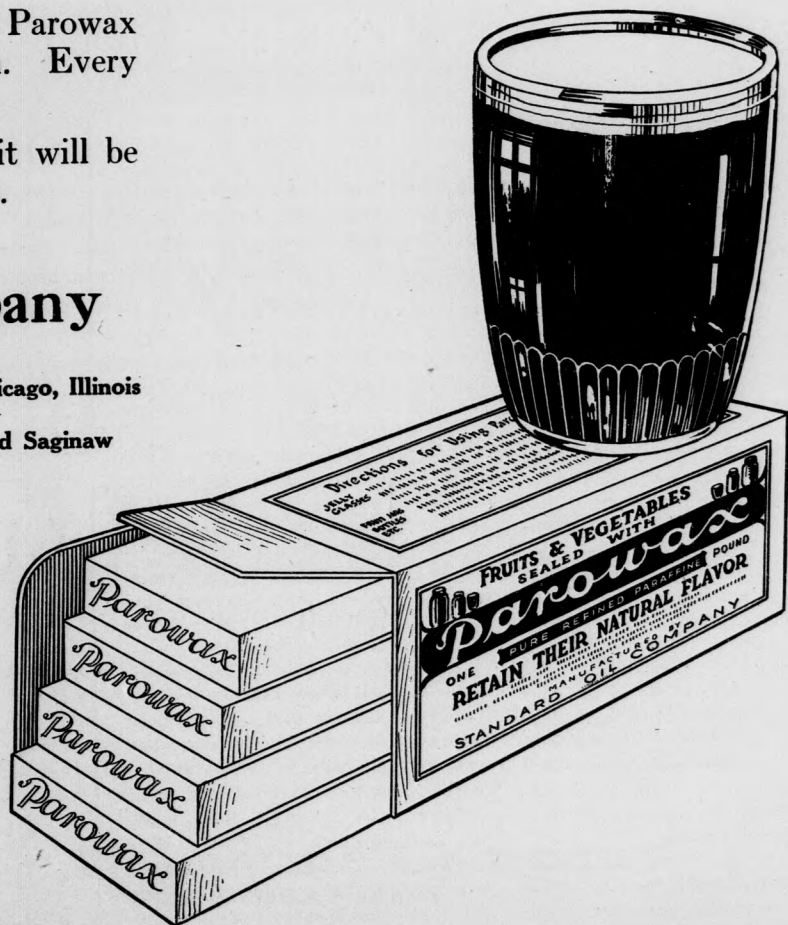
910 S. Michigan Avenue

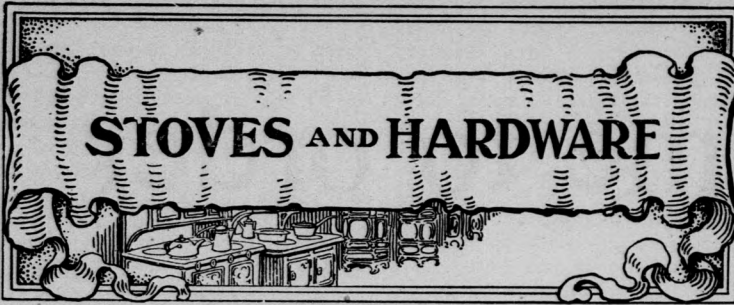
Chicago, Illinois

Michigan Branches at Detroit, Grand Rapids and Saginaw



One of these two color counter display cartons is packed in each case of Parowax.





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. Corten-hof,
 Grand Rapids; Scott Kendrick, Ortonville;
 George W. McCabe, Petoskey; L. D. Puff,
 Fremont; Charles A. Sturmer, Port Hu-
 ron; Herman Digman, Owosso.

How to Get Results From Retail Hardware Advertising.

Written for the Tradesman.

An experienced hardware dealer with a successful business in a small city discussed with me the other day the matter of retail hardware advertising.

"Advertising is as necessary to the hardware dealer as fertilizer is to the farmer," he said. "To begin with, advertising is merely getting acquainted with the public. There are hundreds of ways of advertising, but as a general rule it is the little things that count. By that I mean that it is not the most expensive means of advertising that always brings the best results.

"If you will try to put yourself in the place of your prospective customer and find out why he purchases from your store in preference to another, you will probably find it is because of one of a number of reasons. Your store may be more conveniently located; or you and your clerks are courteous; your smile is a little more pleasing and your ways a little more obliging than those of your competitor; or your store is neater, cleaner and more inviting.

"Let's start with the windows. I am afraid there are too many of us who do not pay enough attention to our window advertising. It is one of the best publicity agents any merchant can have. It is necessary; however, to make it so by displaying in a tempting and attractive manner the merchandise, so that people will stop and look. There must be some definite impression you wish to make. In each display you should concentrate on some one main idea. Then change your displays not less than once every week, if possible oftener, to get the best results.

"Neatness and order in your store represent another latent advertising feature. Have your shelves neatly arranged, counters free from miscellaneous packages, advertising signs in place and a general air of business about your premises. How often does a customer go into a store for a package of tacks or some other small purchase and after seeing goods attractively displayed, runs his purchase up into several dollars?

"Then, again, are your sales people well informed and obliging? Nothing impresses a casual customer more than clerks who are obliging, courteous and well-informed. Do not

keep a grouchy clerk on any terms. Courtesy pays big dividends; and it especially impresses women customers.

"There many other ways of advertising that are inexpensive to the dealer and of which few really avail themselves. There are ways that bring big results if properly worked. Practically all the manufacturers when introducing new lines will, for the asking, furnish circulars and advertising to aid the dealer. Very often the dealer can have his name and address printed at the bottom of such advertising matter without extra cost. How many dealers ask the manufacturers for these circulars, and use them to good advantage when they are supplied? The use of this sort of advertising material represents the finest opportunity of all to link your firm name with that of a reputable manufacturer in advertising a new product.

"With advertising material of this sort, care and intelligence should be used in the distribution. It is a good idea to place this advertising matter on the counter where goods are wrapped and enclose a piece in every parcel sent out. Small circulars can be enclosed with letters, statements, and the like.

"The aim of every ambitious merchant is to obtain the greatest results in proportion to outlay. Competition demands that. But anything worth doing at all is worth doing well. It is not always wise to limit your expenditures in advertising so much that the impression of cheapness in your management or your actions is given to your customers. If you think of giving a customer a cigar it is far better to keep your money in your pocket than to offer him a cheap smoke. Well, it pays to make your advertising worthy of your store and yourself and of the impression you desire to create.

"The personal touch you create and maintain with your individual customers is a great aid to business. You can solicit trade by means of circular letters or post cards, but the actual going out and personally meeting farmers, home-builders and mechanics will make a much better and more lasting impression.

"Then, again, the newspaper is without question one of the greatest factors in building business. It must be used, however, with care and system or it will be found an expensive luxury.

"Settle with yourself how much you can afford to spend; then find out how much space you can get for that amount. The ordinary country and town storekeeper is apt to condemn newspaper advertising. As a rule where he does not get results

Foster, Stevens & Co.

Wholesale Hardware

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

Grand Rapids, Mich.

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICH.

Exclusive Jobbers of Shelf Hardware,
 Sporting Goods and
FISHING TACKLE

We have a

Well Balanced Stock
 Office, Store, Restaurant Equipment
 Both NEW and USED

—AT—

Grand Rapids Store Fixture Co.
 7 Ionia Ave., N. W. :: Grand Rapids, Michigan

"MAY WE SERVE YOU?"

Michigan Merchants

1923 PROMISES

the largest tourist trade in the history of
 the state. Are you ready for it?

BUY IN MICHIGAN

Sherwood Hall Co., Ltd.

Established 1865

Grand Rapids,

Michigan



from his advertising, the trouble is due to the practice of allowing the same advertisement to appear time after time. And then the dealer wonders why advertising does not pay. That kind of advertising does not pay because it is stale news, and nobody wants to read it, after the second insertion. Many people read the advertising columns as regularly as they read any other part of the paper; and if in each issue you offer them something different, attractive and worth while, they will make it a practice to read your advertisements regularly, and in the long run they'll be coming around to see you. Catchy headings, good cuts, striking descriptive phrases—all these help to make a good impression on prospective customers.

"There are many other ways of advertising, such as road signs, souvenirs, program advertising, church fair advertising and the like. The two last-named types in my opinion should be avoided, at least as business propositions; I class them as donations.

"The sort of advertising which brings results to-day is the kind that favorably impresses the public. The best way to create a favorable impression is through store service, window displays, newspaper advertising and personal solicitation.

"In preparing newspaper advertising, go at the work systematically. First, put yourself in the position of a buyer, and determine what sort of argument will appeal to him. Take, for example, a lawn mower. You are going to advertise a lawn-mower. Your advertising copy must accomplish two or three definite results.

"First, you must get the attention of the likely prospect—the man who ought to buy a lawn mower. Then, you must interest him in your lawn mower, and give him a favorable impression of it. Then, you must, if possible get him to come into the store, and look at your lawn mowers. When newspaper advertising has performed these functions, personal salesmanship must step in and complete the sale.

"You first need an arresting caption. Why not the words, 'Don't Borrow Your Neighbor's Lawn Mower? Follow this with a good cut of the mower you are handling.

"A line like that will catch the reader's attention. Then follow with the supplementary suggestion in smaller type: 'Bup one of our Mowers and be independent.' After this a few paragraphs of description, as 'The Mower is light in weight, and is the easiest running machine we know of. That is because of the ball bearings, which also make the mower practically noiseless. The Mower is built in a factory where they specialize on mowers that cut clean and hold an edge,' and so on. Then, finish your talk with the most important idea of the advertisement, 'Come right in and see it for your self, or let us demonstrate it on your lawn.'

"The great thing in newspaper advertising is to give your customers and prospects the sort of argument that will interest them. That sort

of hardware advertising, kept up all the year around, is bound to pay."

Victor Lauriston.

Economic Buncombe

It is not altogether surprising to hear that some of the officials in Washington are saying that the proper way to prevent a recurrence of what has recently happened in the sugar market is for the United States to make itself independent of foreign sources. At present the United States relies on foreign sources for about half the sugar it consumes. Practically all of the foreign supply comes from Cuba, where Americans have invested much capital in the industry. Sugar can be produced there much more cheaply than in the United States, and without high protective duties the domestic industry could not compete at all with the Cuban product. The United States could make itself independent of Cuba in the matter of sugar if it cared to pay the price, but the idea that this would stabilize the market and prevent fluctuations such as have recently been noted has nothing to support it. There have been just as violent fluctuations in the price of cotton as have occurred in the price of sugar, notwithstanding the fact that the United States is independent of foreign countries for its cotton. By

what logic, then, can it be argued that a similar independence would prevent sudden changes in sugar prices?

Egyptian Novelties Still Coming.

There seems to be no end to the Egyptian novelties that are being offered here as a result of the Tutankh-Amen tomb discoveries. Among the newest are large circular sautoirs of galalith, about three inches in diameter and quite thick, that are swung on black silk cords and are decorated with painted heads of the old Egyptian type and similar motifs. They come in red, green, blue, black, etc., and retail at \$2.95 up. Other novelties include belts in the form of flexible metallic snakes, on the order of the asp, that may be had either in gold or silver effects and that retail at \$5.

The man who thinks he is being discharged because of his age is mistaken. He is discharged because he fails to produce the desired results.



"WAGS" A popular all season 25c seller Size: 4 1/2 in. by 14 in.

Particulars to jobbers and retailers Wahoo Novelty Works, Wahoo, Nebraska

volume



There is good, steady volume in the sale of Carnation Milk, because it is the quality leader and is backed by strong advertising. It pays to be the Carnation Milkman. For sale by all jobbers.

CARNATION MILK PRODUCTS COMPANY
533 Carnation Bldg., Oconomowoc, Wis.
633 Stuart Building, Seattle

Carnation Milk

"From Contented Cows"



Ask Your Dealer or Decorator about the ALABASTINE OPALINE PROCESS



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

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

Alabastine
Instead of Kalsomine or Wall Paper

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

The Alabastine Company
Grand Rapids, Michigan



Large Families Can Have Right Training.

Written for the Tradesman.

"So much of what you write is applicable to an only child. I could do the things you say when I had only one child; and I did do many of them—I wish I had done more. But with four, or five, or even three, it is just impossible."

The mother who said this to me threw up her hands in a kind of despair.

I dare say many of my readers have said this very thing. I realize that the task is much simpler with only one child. But the principles are the same. Each child is one perfectly good human being who will develop best with just the kind of nurture and training I have so long been urging.

The main thing is to begin right with the first one, and to bring out and cultivate the right traits. If this first child is rightly trained, in an atmosphere of love and consideration, giving him (or her) every opportunity to develop as he should, he will be able to help with the next one. I have seen an older child as little as two years begin to help mother with the baby in many ways, which steadily increase in usefulness and efficiency as the years go on.

First of all, start with the right atmosphere. About the wickedest and most foolish thing you can do when the new baby comes is to allow the older one to think something has happened to displace him. I have heard a mother say:

"Now your nose is broken; little brother is going to have your playthings. You'll have to take a back seat."

Every word, every act, every thought should create the impression that a blessed gift has come to the whole family; that the big brother is going to have a new playmate, a source of no end of fun; a new chance to be helpful to mother. No other thought should be allowed an instant's foothold.

"Here is a dear new sister for us to love and care for."

Besides, the older one need not give up everything; he has still his rights, and a part of the training of the new one will be to respect those rights. It is easy to establish a fair give-and-take if you begin at the beginning to cultivate that spirit.

Some children seem naturally to quarrel more than others. It is natural in some degree that the elders should "boss" and bully the younger; that is animal nature. But on the whole it depends almost altogether upon the atmosphere of the home; upon the loving attitude encouraged by father and mother, beginning with

their manner towards each other. We all of us have seen large families, often very large ones, in which the attitude of sympathy, admiration, and mutual protection was most marked. Group loyalty cultivated to the utmost in the atmosphere definitely maintained by the parents. Almost certainly quarrelsome parents will have quarrelsome children.

Atmosphere is the main thing, if the first child had anything like the right training. In the large families of the poor of all countries it is taken for granted that what is given in training to the first child will be passed along by him or her to the rest as they come. Haven't you often been amused to see a little girl caring for a baby and imitating to the life the very technique even the very tones of voice, of her mother? These "little mothers" take their responsibilities seriously and try to do what they have seen mother do.

Bear it definitely in mind when you are working with this your first child that you are preparing a teacher for the second. Everything you do to develop the first will bear fruit with those who are to follow. Some of the best and most effective teaching that children get they get from each other. They are together more than they are with their elders; they influence each other tremendously.

By the time a child is two years old he has a pretty well established personal manner, of consideration for others, unselfishness, general sweetness of disposition or the contrary. To a great extent that is a question of the atmosphere of the home; he has pickled up most of it by imitation of behavior, tones of voice, and by his own discovery of the kind of behavior that is acceptable in the group to which he belongs.

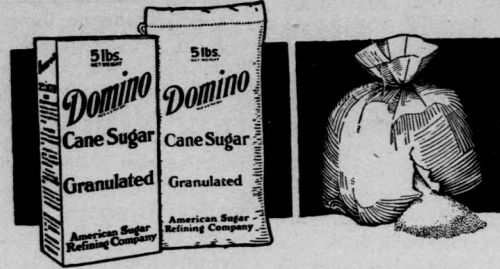
Hence he is ready either to welcome with love and a spirit of helpfulness the newcomer or to greet the baby with jealousy and a "broken nose." The attitude he takes decides to a great extent whether additional children will be a source of joy in a happy and efficient home or the beginning of an increasing friction which will make the series one of steady deterioration in the degree to which the parents can accomplish their principal business—of giving a square deal to the children they bring into the world.

I want to go on with this subject in a succeeding article.

Prudence Bradish.

(Copyrighted, 1923.)

Have higher ideals for yourself; and keep on holding them up, and particularly at the most critical times.



The DIFFERENCE between RE-PEATS and "Just Sales"!

There it is! Nearly every one buys sugar. It's your biggest volume product. But sales of bulk sugar simply mean sales—sales that may go to any other grocer on a price basis.

Domino Package Sugars mean repeat sales by name. And they keep coming right home to the grocer who sells and pushes Domino.

Don't you prefer the steady stream of Repeat Sales?

American Sugar Refining Company
"Sweeten it with Domino"
 Granulated, Tablet, Powdered, Confectioners, Brown;
 Golden Syrup; Cinnamon and Sugar;
 Sugar-Honey; Molasses



Why not control in your town, the exclusive sale of the finest line of teas and coffees in the country?

Write us about our SOLE AGENCY

CHASE & SANBORN
 CHICAGO



When Will the Worm Begin To Turn?

Grandville, May 15—Waste makes want.

And that is what the American people are up to in the times of much prosperity. Will such prosperity last? Does it deserve to last? It does seem that we should have learned something from the kaiser's war, but as one sees the life flowing through our avenues, the rush and scud for money and clothes, plus amusements, both enlightening and not so good, we stand and wonder.

People learned from war to be wasteful. There was waste from Government operations down to the very commonest act of the common people.

Our mad rush to see who could spend the most cash in the shortest time became a scandal, and that scandal still clings. Although there came a time of readjustment after the war, that time did not last. Prices are again on the up grade, from the smallest item of household necessities to the clothes we wear, and the houses we build.

Real estate is beyond the reach of an ordinary purse. Recourse is often had to patent houses of the ready-to-put-up order, and even these are dear enough at that.

We were promised a gradual subsidence of war prices—but that promise has not been kept. Oil, sugar, clothing—everything almost—is going up in price. Why this is so is not explained.

The housewives' boycott of sugar has not as yet proved very successful. There is not enough energy in the movement, not enough vim and vigor, to make for success. Why should there be? Has it come to this that we must deny ourselves the commonest things of life in order to keep from being plundered by a gang of as heartless profiteers as ever disgraced the deck of a pirate brig?

Boycott is a poor weapon for righting wrongs. In the past it has been mainly used by tyrannical labor unions to enforce unjust demands. The country should come to its senses and get down to fair and square business without the use of such doubtful expedients.

We have long known that railway freights and passenger rates are too high. With all this, wages are being boosted in different industries, until the old war time inflation will soon prevail.

Even though we may admit that high wages are a good thing, there is such condition as having too much of a good thing. Money obtained without value received does nobody any good. This is a time to look conditions squarely in the face and make no bones of settling our troubles in as honest and expeditious manner as possible.

By continually boosting prices when there is no valid excuse for so doing is a dangerous experiment that is likely to create a rebound which will prove disastrous to the country.

The Nation is in a fairly prosperous condition to-day, but the continued boosting of everything in the living line is a bad sign.

Something is still decidedly wrong in the body politic.

The Governmental attack on sugar boosters has to date worked only injury and from the outlook it does not seem as though any benefit was going to come from this source.

Inflation of prices in time of profound peace, without anything to cause such a boost, isn't at all reassuring. Had everything remained at the level of a year ago there would have been plenty of money moving and the present unrest would not have come about.

However much we may wish to avoid or cover up the situation, there is an unrest, bordering on desperation among a great mass of the common people. We should realize that we are standing on the summit of a

supposed extinct volcano, yet the internal growlings brings to mind the fact that there is liable to be an eruption at any moment, which will flood the country with another panic compared with which those of the past were mere weaklings.

Real estate prices have jogged up several notches, even being more in evidence now than at the peak of the great war.

It is simply too bad that the war inflation should again be thrust upon us five years after its close.

Bootleggers and speeders have been encouraged by the reflection that so long as the American man is so easily robbed without protest, it is all right to break his ribs or his neck on the highway, as well as send him to the undertaker through the medium of poison dope.

In every line prices are climbing. Why is it?

Not because of scarcity of the product. That has been demonstrated time and again, as in the case of sugar. It is all a scheme to put over a nasty deal on the American public, in the belief that said American citizen will grin and bear these added burdens as he has ever done in the past.

How much longer must we submit to be robbed to make a profiteering brigand's holiday?

This is a fair question. Taxation beyond all sense of the fitness of things is uppermost on every hand. It is gouge, gouge from our public guardians until we are heartily tired and sick of the whole vile mess.

Old Timer.

Pleated Skirts Stay as Leaders.

Pleated skirts of silk and worsted fabrics continue to be the leading types in demand. Manufacturers here practically agree in this statement. The marked fancy of the consumer toward the jaquette has stimulated the skirt business to a notable extent. While the pleated vogue is now at its height, there is some concern expressed that although the consumer is pleased by the newness of the style, she may not be as satisfied with difficulties in wearing and washing this kind of skirt. It is pointed out that, for the silk ones particularly, after washing they will have to be repleated.

Favor for Voile Blouses.

Wholesalers here report an increasing demand for voile blouses. This is a trend of recent growth and has been stimulated by the warmer weather. In response, many blouse manufacturers are increasing the number of voile models in their lines. Sales of those of silk, however, continue at a strong rate, the business in general being one of the best experienced in recent years. The jacquette type continues to retain its popularity, with the beaded decoration motif steadily gaining favor. White is said to be the shade that will be foremost from now on.

He Told Her.

Tom—What makes you think she doesn't like you?

Vic—She told me she thought there was a fool in every family.

"Well, what of that?"

"I'd just gotten through a moment before telling her that I was an only child."

If you do not like the business you are in and if you are sure you are not fitted for it, make a change as soon as you can, but don't mistake a notion for a fact.

Quoting Prices Sells Merchandise

a fact that is recognized by all merchants who advertise.

Their customers want to know the price before buying.

They advertise the selling price in plain figures.

K C Baking Powder shows the price on the package.

Many sales are lost because the customer does not care to ask the price.

It will pay you to sell

K C BAKING POWDER

(price on the package)

Same price for over 30 years

25 ounces for 25¢

The price is established and shown on the package, assuring you of your full profit.

None better at any price.

Millions of pounds bought by the government.

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

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



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

Bathing Suit Situation.

There has been substantial improvement in the buying of both men's and women's bathing suits during the last four weeks, according to one of the prominent manufacturers. The season got off to a very bad start, he pointed out, when the lines for this Summer were first opened, owing to a large carryover of stocks. The buying lately, however, has tended to make up somewhat for the slow beginning. At the moment, the most serious difficulty facing the manufacturers is the high cost of woolen yarns. It is thought that this may take a drop over the next three months, according to this manufacturer, and, therefore, the lines may not be opened for the next season until about Aug. 1. He added that his concern would very likely sell its merchandise with a guarantee against a decline in price, in order to allay the jobbers' or retailers' fear of carrying goods that may recede in value.

Higher Dress Goods Prices.

While comparatively little has been heard of advances in dress goods and coating fabrics for Fall, it is generally expected that advances will be made on later business. It is reported that some of the smaller mills have already made increases, but little occasion has been found for new price levels by the bigger factors. It is pointed out that the garment manufacturers will not be in the market for any sizable quantity of re-order fabrics until some weeks hence. That there will be considerable duplicate business seems conceded, as the mills allotted orders in a severe fashion. This, however, depends on the response the retailers give the garment lines. Pile fabrics are looked upon to have the bulk of the increase, as they are the cloths most desired and are scarce. Jobbers will be in a favorable position in the event of overflow orders.

Ostrich Feather Vogue.

Reports continue to reach this country of the favorable reception which is being accorded ostrich feathers by the leading French couturiers. Paquin, it is said, has included in his collection a garment similar to the mantelet recently presented to the wife of the Duke of York. Other couturiers of equal note, it is declared have also given the vogue acceptance. It is the belief that such sponsorship will have a marked fashion influence

here. In acknowledging the gift, the secretary of Lady Bowes-Lyon wrote as follows: "I am desired by Lady Elizabeth Bowes-Lyon to send you a message of her most sincere thanks for the very beautiful mantelet, which she received on behalf of the ostrich farmers of South Africa. Lady Elizabeth is charmed with her gift." The garment is valued at 2,500 francs and is composed of between three and four hundred feathers, known as the finest "flues" and pure white. It is forty inches long in back, crossing in front with a ribbon tie.

As To Suits and Overcoats.

In commenting on the current buying of retailers of overcoats and suits for Fall, a prominent wholesaler said yesterday that he finds considerable similarity between present conditions and those of last Fall. "Last year the retailers bought more heavily of overcoats early than they did suits," he said, "and they are doing the same this season. There is one favorable difference, however, and that is the quantity of suits ordered thus far is somewhat above that of the corresponding period last year. The retailers, however, later increased their suit orders and, in many respects, had a good season. I think the same will be true of suits this Fall. The phenomenal overcoat buying is simply due to the stocks being cleaned out. With men wearing their heavyweight suits for a considerably longer period now because of unfavorable weather, they will practically be compelled to buy next Fall. In fact, it seems not without the range of possibility that there may be something akin to a shortage later on."

May Purchase by the Year Now.

One of the more ambitious concerns selling hosiery by means of solicitors, according to the current news letter of the National Association of Hosiery and Underwear manufacturers, is revamping its sales policy in an effort to persuade women to adopt a hosiery budget and sign up with them to buy their entire year's supply of this merchandise at once. Under this plan the hose will be delivered monthly, according to the needs of the customer, providing no less than four pairs a month are taken. These four pairs may be all women's hose or two pairs of women's and two pairs of men's, which indicates that the concern wants to corral the hosiery business of the head of the house as well. Any other combination of four pairs that may be desired will also be made up. It is thought that the scheme is a preliminary to more intensive cultivation of new fields of solicitation.

On the floor

B. V. D.

@
\$12.50

You know them; everybody does.

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.

Specials for a Few Days

| | |
|--|------|
| 72 inch Bleached Damask | .65 |
| 17 inch Unbleached All Linen Crash | .17½ |
| 17 inch No. 300 Unbleached Part Linen Crash | .12½ |
| 32 inch Fancy Gingham, blds., 10/20s, Good Quality | .19 |
| 27 inch Fancy Gingham, blds., 10/20s, Good Quality | .16½ |
| 40 inch Fancy Voiles, blds., about 80 yards to bld. | .17½ |
| 40 inch Fancy Voiles, blds., about 80 yards to bld. | .27½ |
| 36 inch Printed Foulard Sateens | .22½ |
| 36 inch Lining Sateens Black and Colors | .30 |
| 32 inch Black Sateens Full Pieces | .28½ |
| 36 inch White Gaberdine | .25 |
| 36 inch D. D. Unbleached Muslin | .13½ |
| 36 inch Cabot Half Bleached Muslin | .17½ |

NOTIONS—

| | |
|---|--------|
| Notair Double Mesh Hair Nets, big size, all shades and a name that signifies Quality, Gross | \$8.00 |
| 1501—Paris Garters packed 1 doz. assorted to box, Moirepad Cable Web, Dozen | 2.15 |
| 1050—Shoe Lace Cabinet, 4/4 and 5/4, Black or Cordovan, 100 Pairs to Cabinet | 2.00 |
| Nufashond, Elastic Web, with the real stretch. Black and White 12 or 36 yard Reels— | |
| ¼ inch Width, Gross Yards | \$4.00 |
| ⅜ inch Width, Gross Yards | 5.75 |
| ½ inch Width, Gross Yards | 7.25 |

STRAW HATS—

| | |
|-----------------------|------------------|
| Men's Dozen | \$1.80 to \$6.00 |
| Boys, Dozen | \$1.80 to \$2.50 |
| Ladies, Dozen | \$2.00 to \$3.75 |
| Misses, Dozen | \$2.00 to 18.00 |
| Childrens Dozen | \$2.00 to 10.50 |

HONOR BRIGHT BOYS SHIRTS ASSORTED—

| | |
|--|--------|
| Assorted Dark Stripes, sizes 12½ to 13½ only. Regular \$8.50 | |
| Special, Dozen | \$7.25 |

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.

Table listing Dress Goods prices including items like 32 in. Wool Mixed Storm Serge, 36 in. All Wool Storm Serge, etc.

Table listing White Goods prices including items like 33 in. Soft Finish, 36 in. Soft Finish, etc.

Table listing Gingham and Wash Goods prices including items like 27 in. Plain Colors, 27 in. Checks & Plaids, etc.

Table listing Percalines prices including items like 36 in. 64x60 Lights 19, 36 in. 80x80 Lights 21 1/2.

Table listing Crashes prices including items like 18 in. P. Bleached, 18 in. P. Brown, etc.

Table listing Diaper Cloth prices including items like 18 in. Red Star, 20 in. Red Star, etc.

Table listing Damask prices including items like 64 in. Mercerized, 72 in. Mercerized, etc.

Table listing Pattern Cloth prices including items like 58x72 Mercerized, Larger sizes, good qual. from 2 50@3 00.

Table listing Towels & Wash Cloths prices including items like Turkish Towels from \$2.25@8.00 depending on size and quality, Huck Towels from \$1.25@6.00 per doz.

Table listing Draperies prices including items like 36 in. Comforter Cretonne, Harmony Art Cretonne, etc.

Table listing Blankets prices including items like 45x72 Cotton Felted Blankets, 50x72 Cotton Felted Blankets, etc.

Table listing Comfortables, Indian Blankets & Bath Robe Blankets prices including items like 64x78 Blanket Comfortables, 66x80 Blanket Comfortables, etc.

Table listing Crib Blankets prices including items like 30x40 Stitched, 30x40 Scalloped, etc.

Table listing Camp Blankets and Auto Robes prices including items like Camp Blankets, Auto Robes.

Table listing Wool Blankets prices including items like 66x80 Wool Mixed, 66x80 All Wool, etc.

Table listing Comforts prices including items like Small sizes cheap Grades, Larger sizes, better grades.

Table listing Sheets prices including items like 63x90 Pequot, 63x99 Pequot, etc.

Table listing Pillow Cases prices including items like 42x36 Pequot, 45x36 Pequot, etc.

Table listing Bedspreads prices including items like 72x84 Bedspreads, Better qualities and larger sizes up to 5 00.

Table listing Carpet Warp prices including items like White Peerless, Colors Peerless.

Table listing Oilcloth prices including items like 5-4 White, 5-4 Meritas White, etc.

Table listing Batts prices including items like 3 lb. Quilted Cot. Batts, 3 lb. Plain Cotton Batt, etc.

Table listing Wide Sheetings prices including items like 7-4 Pequot Bleached, 8-4 Pequot Bleached, etc.

Table listing Tubings prices including items like 42 in. Pepperell, 45 in. Pepperell, etc.

Table listing 4-4 Bleached Cottons prices including items like Lonsdale, Hope, Cabot, etc.

Table listing 4-4 Brown Cottons prices including items like Black Rock, Velvet, Cheaper Cottons, Lockwood B.

Table listing Cambrics & Nainsooks prices including items like Knights, Berkley, 60, Old Glory, 60, Diamond Hill.

Table listing Ticking prices including items like Straw Ticking, Feather Tickings from, Fancy Satine Tickings from, etc.

Table listing Denim prices including items like 220, 240, 260.

Table listing Prints prices including items like In Various colors.

Table listing Cheese Cloth prices including items like 36 in. Bleached Curly Gauze, Better Grades.

Table listing Flags prices including items like Small Spearheads, doz., Larger sizes from 4x6 ft. to 10x15 ft.

Table listing Napped Goods prices including items like 27 in. White & Twill Shaker, Cashmere Twill, etc.

Table listing Notions prices including items like Star Snaps, gro., Kohinoor Snaps, gro., Wilsnaps, gro., etc.

Table listing Children's Hosiery prices including items like Cotton 1x1 Rib Hose, Combed Yarn 1x1 Rib Hose, etc.

Table listing Ladies' Cotton & Silk Hosiery prices including items like 176 Needle Cotton Hose, 220 Needle Cotton Hose, etc.

Table listing Children's Hosiery prices including items like BS No. 1 Cotton Hose, 2 Thread 200 Needle, 3 lbs. on 9 2 50/3.

Table listing Ladies' Cotton & Silk Hosiery prices including items like 176 Needle Cotton Hose, 220 Needle Cotton Hose, etc.

Table listing Ladies' Fleece & Wool prices including items like 220 needle, 2 lb. combed yarn, 200 needle, 2 1/2 lb. comb. yarn hose, etc.

Table listing Men's Hose prices including items like E. & F. Hose Cotton, Record, med. weight Cotton, etc.

Table listing Childs Waists prices including items like "Cub" Knit Waist, "Bear" Knit Waist, Muslin Waist.

Table listing Boys' Underwear prices including items like Fleece Union Suits, Heavy, Egypt Ribbed Union Suits, etc.

Table listing Misses' Underwear prices including items like Velvet Vests & Pants, Velvet Fleece Union Suits, etc.

Table listing Spring prices including items like Boys' 72x80 pin check Ath. Stan. S. 4 75, "Hanes" 756 & 856 72x80 pin check Athletic Suit.

Table listing Misses' Underwear prices including items like Velvet Vests & Pants, Velvet Fleece Union Suits, etc.

Table listing Spring prices including items like Misses Gauze 12 cut Union Suits, LSS1 "Sealpax" Athletic Suits.

Table listing Ladies' Underwear prices including items like 7 lb. Brush Back Vest & Pants, Heavy Fleece Vest & Pants, etc.

Table listing Spring prices including items like 1x1 rib, 12 cut Vests, Dou. extra, 1x1 rib Bodice Top Vests, etc.

Table listing Men's Underwear prices including items like Red Label Shirts & Drawers, Red Label Fleece Union Suits, etc.

Table listing Spring prices including items like Lawrence Shirts & Drawers 7 00@7 50, Bal rigger Shirts & Drawers, etc.

Table listing Bathing Suits for Spring Delivery prices including items like Men's all pure worsted, plain, All pure worsted with chest stripes, etc.

Table listing Men's Dress Furnishings prices including items like Slidewell Collars, Linen, Flannel Night Shirts, etc.

Table listing Men's Work Furnishings prices including items like No. 220 Overalls or Jackets, No. 240 Overalls or Jackets, etc.

Table listing Boys' Furnishings prices including items like Knickerbockers, Mackinaws, each, Overalls, Brownies, etc.

Table listing Ladies' Furnishings prices including items like Middy Blouses, red, green, or navy, Parker & Wilder, wool fan, etc.



Various Agencies For Distribution of Foods.

When the Stonehatchets invited the Flintspears over for dinner the repast took on the nature of a religious festival for the sufficient reason that it recorded the thrusting away of famine for at least another week. Savagery and hunger are Siamese twins, and our march upward is measured in good part by our ability to gather and hold food.

How slowly the race learned! Imagine the ages that passed between the time that milk was first drawn for human use and the day that butter was first churned. How long it took to teach mankind what things were good to eat and what things were not good. Did not my own grandmother teach me that tomatoes were poisonous, and that cucumbers, unsalted, were taboo?

When the Flintspears went home the Stonehatchets were eaten bare, and another struggle against hunger was their problem. They had learned how to cook food, but they had not learned how to store it, and when it was gone they starved. Slowly here and there little groups of men learned the secret of food saving; how to store seeds and nuts and dried fruits against a time of need; that goats and sheep and cattle are food always ready when needed. Before the white man came the Indians of the upper Missouri stored their seed corn from season to season, enough for three years' planting. And when this much had been learned the march toward civilization began.

With the storing of food came the dawn of trading—ships that crept along the shores of the seas and up the rivers and the long files of traders who blazed the trails where modern commerce now runs.

I can remember, less than fifty years ago, when it was still the custom to go to the mill in the fall with the annual grist, tie out the horses, and help the miller grind the grain, giving him as his pay a part of the flour and feed.

The last hundred years have witnessed the invention of the harvester, the roller process of flour manufacture, and the establishment of all our modern agencies of market distribution. Before that excess and deficiency, feasting and famine.

Our forefathers had two main ways of curing food—they dried it, or else it was cured in salt or spices. And it was for this very purpose of curing that some of the greatest adventures of days gone by were undertaken. It was to reach the Spice Islands that the ships of Hiram of Tyre belied their sails before the winds. It was to short-cut to these same is-

lands that the caravels of Columbus sailed. Battles have been fought and won for salt mines, and a dynasty was hurled from the throne of France because, among other things, it taxed the people for their salt.

But we have found other ways to widen our food supply and extend its season. Ahead of the sleepers on a train I was on not long ago were three cars rushing through the ninety degree temperature iced to something less than forty degrees, carrying fish from the fiords of Alaska to the restaurants of New York. Caught months ago, chilled at once, and put away with a glaze of ice over each separate fish, they were on their way to another cold storage warehouse on the New Jersey shore. From that place of safe keeping the butcher in Manhattan secures his daily supply of salmon.

Come with me into a cold storage plant. Its an interesting place. Also a cold one. Its artificial winter is graduated all the way from mere chilliness suitable for the keeping in proper condition of oranges and apples to Arctic temperatures of fifteen or more degrees below zero.

In reality it is a great box, its walls insulated to keep out the heat or cold. A blast of winter strikes you in the face when you enter. If you are wise you will have come provided with an overcoat and mittens.

Down in the basement great engines are humming. Huge pipes lead from there to the storage rooms; on some of these the frost has gathered. This is the heart of the plant, and either ammonia or brine is being pumped through the pipes furnishing the winter atmosphere at the exact degree required for the individual commodity in each separate room.

You recall how cracked ice and salt composed the freezing solution in which we made our ice cream before we got high toned and began to buy it down at the Greek's? The cold storage plant applies the same principles—absorbing the heat. And it goes the ice cream freezer one better. Two better, in fact, for by simply opening and closing valves the heat, or rather the degree of cold, can be gaged to the fraction of a degree; and by a similar process the amount of moisture in the air, a most important factor in the storing of food, can also be regulated to a nicety.

Did you ever look at the skin of an apple through a microscope? It is covered with myriads of breathing pores through which the moisture of the apple slowly escapes, just as our bodies visibly give off moisture on a hot day. Now put this apple into a room cooled down near to the freez-

Repeat Orders

Your trade cannot fully appreciate good canned vegetables unless they try

Fortuna Brands

Distributed by

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WHOLESALE GROCERS

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Steadily Build Your

CANNED FOODS VOLUME

By Specializing on



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KENT STORAGE COMPANY

GRAND RAPIDS - BATTLE CREEK
Wholesale Distributors

HEKMAN'S

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

GROCERS—Hekman's Baked Goods

set a high standard of quality—participate in the increased business.



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

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BOILED HAM

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WHOLESALE DEALERS

10-12 Diamond Ave., S.

Grand Rapids, Michigar

Write Us for Prices

SMOKED HAM

LARD

BACON

ing point and these pores contract, just as our own do, and the apple "breathes" more slowly—but it does not quite stop giving off moisture. If, in addition to the cooling of the room, the air is supplied with just the right amount of moisture, this drying-out process will be still further checked, and an apple kept under these conditions will retain its weight and its flavor for months beyond the natural ripening period.

But all the time there is a slight change taking place in the apple. It is slowly ripening even under the best of storage conditions, so the orchardist goes out and picks the finest of his fruit, packs it carefully while still in a well-advanced green stage, and forwards it to the cold storage warehouse for holding, knowing that when it is taken out of the cooling room it will quickly ripen and give to the table of March the tang of September.

And there are two things to remember—about apples and about things other than apples when held in cold storage. Cold storage doesn't and can't improve the quality of the stored food, except where, as in the case of meat, the tissues undergo a mellowing. A bad egg doesn't get better with length of storage; and a poor apple or orange doesn't gain in quality. The wholesaler who buys for storage knows this fact and makes his purchases accordingly. The pick of the orchards is chosen for storage, and the select eggs, and the best fowl and the choicest meat.

One reason for this selection of the best is the fact that storage, while it is cheap, adds to the price of the article, and the buyer, realizing this fact, wants to be very sure that what he places in cold storage will come out in good market condition.

Still another reason is the fact that many of the states have rigid cold storage inspection laws, and the man who is caught with bad food in storage is the sufferer to the extent that the food is taken and destroyed.

All these things run together to make the quality of cold storage food high—higher, as a general rule, than the quality of the food sold on the market as direct from the country.

Take that order of meat, for example, sent up from the butcher's—a T-bone steak for each member of the family.

It represents the nth degree of food handling and control. To get that T-bone steak men have been working for the past hundred years developing the right kind of a steer with the proper depth of flesh and the ability to lay that flesh on at a low cost per pound. From the highlands of Scotland and the valleys of England and the high plains of America the best breeding and the best of

feeding are gathered together to make a choice steer.

Arrived at the stockyards the steer is weighed and passed on to the killing room. It is killed, and dressed and each part of the body inspected and stamped by United States inspectors as fit for food. The carcass moves along an overhead track into the cooling room—a room not quite down to freezing in temperature, and in this room the natural heat of the body is removed. If this cooling were hurried a little too much, the outside of the body would cool off, the pores would contract, and the body heat, locked up near the bone, would cause the meat to sour.

But no such chance is taken, and the carcass, now thoroughly cooled, goes to the "chill room." This is a room decidedly cooler than the cooling room, and here the carcass hangs for a few days or at most for not more than a month, while waiting its turn to be shipped out to the "trade."

At last order comes, and a refrigerator car is rolled under the shed. It is iced for a day-and-a-night journey down into the manufacturing district of Ohio perhaps, where a branch house of the packing plant is located. It arrives in good time, everything in good condition.

Out of the refrigerator car comes the meat, and back again into another cooler just below freezing, where it is kept for the one or two or three days that pass before the butcher sends up his order for a choice quarter.

The immediate effect to the consumer of the development of cold storage is that it opens up to his kitchen the farthest pastures and fruit fields of the world. In fact it makes these pastures and fruit fields possible, and by joining them to the retail store and the family larder it banishes forever the old-time danger of famine. What is more immediately interesting to the average pocketbook it does this at an actual lowering of the price of food.

In the "good old days" eggs were cheap, "I've sold 'em for five cents per dozen, and swapped eggs for sugar at that."

"Nothing like that now!" exclaims the housewife.

Nothing like that, to be sure, but on the other hand you can always buy a dozen fine, clean storage eggs at the grocer's at a price that makes eggs, not a luxury for Easter and a cheap food in summer, but an everyday-in-the-year table food.

This has had the effect of building up the poultry business to a point where all real danger of an egg famine is done away with.

Both cheese and butter tell the same story. From the cooperative creameries of northern Saskatchewan to the

Watson-Higgins Milling Co.
GRAND RAPIDS, MICH.

NEW PERFECTION
The best all purpose flour.
RED ARROW
The best bread flour.

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

Western Michigan's Largest Feed Distributors.

You Make
Satisfied Customers
when you sell
"SUNSHINE"
FLOUR
Blended For Family Use
The Quality Is Standard and the Price Reasonable
Genuine Buckwheat Flour
Graham and Corn Meal
J. F. Eesley Milling Co.
The Sunshine Mills
PLAINWELL, MICHIGAN

TOP PRICES—CORRECT WEIGHT—PROMPT RETURNS
POST & DE VRIES
Wholesale Receivers **POULTRY, EGGS and VEAL**
Reference Kent State Bank
120 ELLSWORTH AVE. GRAND RAPIDS, MICH.
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We are making a special offer on
Agricultural Hydrated Lime
in less than car lots.
A. B. KNOWLSON CO.
Grand Rapids Michigan

Moseley Brothers
GRAND RAPIDS, MICH.
Jobbers of Farm Produce.

MILLER MICHIGAN POTATO CO.
Wholesale Potatoes, Onions
Correspondence Solicited
Frank T. Miller, Sec'y and Treas. Wm. Alden Smith Building
Grand Rapids, Michigan

M. J. DARK & SONS
GRAND RAPIDS, MICH.
Receivers and Shippers of All
Seasonable
Fruits and Vegetables

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.

The Vinkemulder Company
GRAND RAPIDS, MICH.

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.

great butter factories of the Minnesota-Wisconsin-Iowa group of states, and on to the York-State-New-England centers of demand, the whole continent is held together by the power of storage to hold over from the seasons of harvest to the seasons of lack the butter and cheese needed to feed the nation.

When we learned to handle heat and cold, and bottle them up, and turn them loose, we abolished winter, and we made it possible for summer to linger with us all the year long.

And how we have widened our table ration!

Here are a few of the things that we now buy at the store, fresh both in season and out of season:

Eggs, butter, cheese, poultry, fresh and cured meats, celery, lettuce and all kinds of fresh vegetables, apples, pears, oranges, lemons and other citrus fruits, dried fruits, fresh and salt fish, berries and small fruits, etc., etc.

This means that we have annexed every part of the known world and made it our garden. We speak to the farmer in Asia Minor and he sends us figs, to the herder in Australia and he sends us mutton, to the dairyman in Minnesota and he ships us butter, to the planter in Costa Rica and he picks us a select order of tropical fruit.

And this wonder has become so common-place that I have to sit here and tell you about it!

There is a popular idea that somehow cold storage is used to hold up the public and to gouge us in the prices we pay for our food. I am not going to say this never happens, but I will try and tell you what usually happens. And it is this: We use a lot of eggs in the course of a year. Families, hotels, restaurants—the demand is fairly steady.

But the hen has never been trained to year-round production. She is satisfied to do the most of her egg laying in the spring. So it happens that egg production moves northward with the advancing season. Some time in early February the hens down in Old Missou' set up their cackle, and the egg crates begin to roll in toward Kansas City, St. Louis, Chicago, the East.

Later in the season the hens of Kansas and Iowa take up the chorus. Eggs are becoming cheaper now—more plentiful. In March, Wisconsin and Minnesota join in, and for a few weeks the full tide of the nation's egg harvest is on, all the way from Arkansas to the Line, and from the Rockies to Maine.

Our old friends Supply and Demand are running a most unequal race, and Supply is gaining at every jump.

Meanwhile the egg harvesters are busy. Every country hamlet is sending up to the cold storage centers its supply—its oversupply—of eggs. This oversupply is checked over as to quality, and the best of it is put into storage against the season of shortage.

In the business of buying, the cold storage houses are not ordinarily concerned. It is their business to sell cubic feet of space, and degrees of cold, and percentages of air humidity—not to buy and sell food.

So the dealer whose lifelong business is has been to buy and sell eggs comes and rents space of the warehouseman, takes his storage receipt, and goes his way.

At length comes the turning of the year. The harvest of grain comes and goes. The frosts nip the pastures, and like magic the egg production drops away.

Then the dealer who has been in the business all his life gets busy. He has his retail trade to care for—clients of his who have depended upon him year after year for their supply. He sells to them, and, if his holdings are more than they will require, he is out on the street every day looking for new customers. He is not "hoarding eggs—not by several jugfuls! He is selling all the market will take at a profit to himself, and sometimes he cuts the margin of profit to nothing. And along in December or January he closes out his deal with the cold storage warehouseman and begins buying, in Arkansas, perhaps, for the winter to come.

That is what happens in the egg market, and the same thing is approximately true of any other line of produce that is stored over from the time of harvesting to the time of lack. Somebody has to put up the money to buy the crop and someone has to take care of the carrying charges. When the crop is large or when the public mind is stirred there are always apt to be rumors of "hoarding." But actual instances of hoarding boil down to a very few made up of the inexperienced who overstay the market and the speculator who gambles his roll against the onward march of another harvest.

Hugh J. Hughes.

Why Not a Low Tax Bloc?

One of the best signs that the country is having a prosperous year is shown in the prediction by the Secretary of the Treasury and the Director of the Budget that the fiscal year will close with a surplus in the Treasury. What is especially significant about this is that it was originally estimated that the Treasury would face a deficit of between \$600,000,000 and \$700,000,000 by June 30 of this year. The Director of the Budget now states that this will be turned into a surplus of \$60,000,000 and Secretary Mellon is somewhat more optimistic and says that the surplus may amount to \$125,000,000. Good business has caused the Government's revenues to run far ahead of expectations, but the thing that will interest most business men is the possibility that the stronger position of the Federal Treasury may make it possible to reduce taxes. Taxes may be reduced, but unless pressure is put on Congress this will not happen. In fact, if it is left to the politicians alone this surplus will only invite further extravagance. If we must have blocs in order to get results from Congress, why not a tax bloc to fight against increased expenditures or new taxes and to fight for lower taxes?

Good prices for 1923 crops would mean good 1923-1924 business.

"Window" Envelopes.

While "window" envelopes are convenient and economical and are very extensively utilized by American business firms, many are apparently unaware that there is an official Post Office regulation covering the kind of paper that may be mailed in envelopes of this kind. This matter recently came to the attention of the Bureau of Foreign and Domestic Commerce through a letter from a paper manufacturers' association. One of the members had received a complaint from a customer that green bond paper was unsatisfactory to the postal authorities.

The bureau then brought to the attention of the association this excerpt from a circular issued Jan. 27 last by the Third Assistant Postmaster General: "The stationery used in window envelopes, or at least that portion upon which the address appears must be white or, if colored, of a very light tint or shade. The use of dark-colored stationery is not permissible." It is also pointed out that "green is probably the most difficult to handle."

Hats That Are Leaders.

Large lightweight shapes are the undisputed leaders of the mode in the millinery field at the moment, for buyers are putting transparency and sheerness above everything else. Fabrics of this type have the call in the materials, and a pretty race for supremacy is being run between organdies, French crepes and malines. The first two-pioted, petaled, pleated, ruched, etc.—are coming on with a rush. Of the heavier materials felt seems still to be the favorite. White continues to show strongly in the contest for the lead in popular colors, but the hat and shoe matching vogue that has sprung up is doing much to stimulate sales of models made up in the "high" colors. The most favored trimmings just now seem to be huge exotic flowers and lace drapes, with Egyptian ornaments also very much in the running.

Doll Demand Ahead of Last Year.

A number of well-known doll manufacturers here said yesterday they were well pleased with the volume of orders thus far received. While at the moment there is a little seasonal dullness, the business booked already is described as much ahead of last year. A feature is the steady call which has been developed for the doll as an all-year-around item. The mamma doll is far and away the leading kind in demand. One prominent Union Square manufacturer said that the demand for this is so strong that he has given up production of lines of other dolls which he had made for years in order to concentrate production. This doll may be had to retail from 89 cents up, the cheaper ones representing the new departure this season.

Will Metal Embroideries Return.

Although it is yet too early to express definite opinions, the feeling among makers of the higher-priced coats and suits for women is that attempts of the French fashion makers to restore metallic embroideries to favor for Fall will not succeed. These

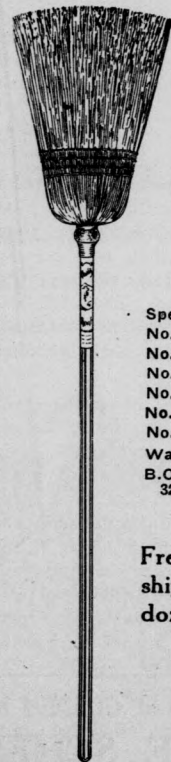
trimmings have been "out" since about 1919 so far as coats are concerned, and the current vogue for embroideries of other descriptions is expected to militate against the use of the metal ones. All-over effects in schiffliis, beads, soutacher, etc., have been pushed hard in the last several seasons, and the feeling is that, unless something far different can be worked out in the metal effects, their sponsors will have a fight in getting them accepted. At present, at least, leading buyers are said not to think favorably of them.

When you leave your window empty for a day or part of a day, you throw away certain opportunities to create sales. Why take such chances of loss? Arrange your window trimming schedule better.

Anything you have to say about business not being good has a tendency to create the belief that it is not good with you, whatever it may be in a general way.

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.

R. & F. Brooms



THE
DANDY
LINE

Also
B. O. E. LINE

Prices

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

Freight allowed on
shipments of five
dozen or more.

All Brooms
Guaranteed

Rich & France
607-9 W. 12th Place
CHICAGO, ILLINOIS

Their Ideals Plainly Illustrated.

Highly characteristic of the Klu Klux Klan and of the way in which its members everywhere carry out their avowed purposes, patriotic and virtuous, was what one group of them did last week in New Jersey, a State where, to its shame, the vicious organization seems to have considerable strength.

First a group of Klansmen went, in their hoods and gowns, to the home of a poor woman and gave her \$50, in recognition of her real needs, present and coming. That was an act of the kind to which the Klansmen and their friends and defenders are fond of pointing with pride as justifying the society's existence. But somebody stole the \$50 and the Klansmen suspected her son of having taken it.

What did they do? What they should have done is obvious. They should have presented such evidence as they had to the police or the district attorney, and if they had made out even a prima facie case against the boy he would have been arrested, indicted, tried and, if proved guilty, punished, all in due course and order. That would have been civilized behavior.

Instead, they went at midnight to the house where the boy was living, dragged him out of bed, carried him in an automobile to a lonely spot, and there endeavored, by threatening alternately to hang him and to cut his throat, to make him confess the theft. As they failed, they let him go at last. If they had succeeded, it is more than possible that they would have killed him, as their like have killed others who interfered with Klan activities.

Choice of Buckles.

Some manufacturers and jobbers of men's belts with tongue buckles say there has recently been something of a move back to the use of these varieties. Their vogue has been rather restricted for some time past but if the recent interest displayed is kept up it may indicate a stronger retail demand later on. On the other hand, however, manufacturers of those with separate buckle say their orders have been showing a tendency to increase. The holiday business in them last year was of record proportions, according to one maker, and the steady all-year demand apart from this he described as growing. He believes the holiday business this year will exceed that of last. The convenience of the separate buckle as well as the attractive designs in metal combinations, he asserts, are the main reasons for the consumer popularity.

Trimmings for Dresses.

Importers and manufacturers of dress trimmings and ornaments are beginning to prepare for the Fall season. Many representatives of local concerns are now abroad gathering the latest designs and studying tendencies, while others have already returned. A good Fall dress trimming season is expected. Embroidered effects in soutache banding braids will, it is believed continue their vogue. Fluted and the new raised effects in the latter are looked upon to be extensively

used. For woolen street dresses, the soutache embroidery, it is expected, will be the leader. For silk afternoon and evening dresses the trend is toward bombo and frieze effects in vivid contrasting colors. In ornaments the hip belt or stomacher in colored beads or embroidery to match the dress is well favored. Fringe ornaments, according to one importer, will be used, but not as much as heretofore.

Chinese Laces Are Active.

The demand for hand-made filet and Irish laces of Chinese origin is so active as to constitute a bright spot in an otherwise dull market, according to a leading local importer of this merchandise. This is largely so because of the cheapness of these Chinese laces, which has stimulated buying on the part of both the cutting-up trades and the retailers. The importer referred to says the production of the laces has been so perfected that it is possible to sell them at prices much lower than those for other laces. He quoted, for example, a price of 85 cents for one yard of Irish lace made by hand in China of a width of $1\frac{3}{8}$ inches, and 35 cents for a filet lace of the same width and yardage. These prices can be offered despite the tariff of 90 per cent. now prevailing on these laces.

More Fullness at the Hips.

One of the things that is frequently alluded to in letters received from retailers, according to a local buyer is the suggestion that dresses as well as skirts should be made somewhat fuller around the hips. It is pointed out that, if this were done, it would obviate one of the difficulties that the retailer has in fitting quite a few customers. One of the reasons this greater fullness is necessary is declared to result from the fact that many women have been going without corsets, which has had the tendency of enlarging the hips. Furthermore, the present athletic activities have had the effect of requiring a greater degree of freedom of movement, for which provision should be made.

Black for Women's Wear Cloths.

In the pile fabrics, which constitute by far the most important single group of women's wear cloths for Fall, black is again the color most desired by the garment manufacturers for early delivery. The color range in these cloths for next season is greater, but there is little reason to believe that there is any chance of black being superseded. Gray is described as second in favor, particularly the softer tones that harmonize with the types of the fur trimmings that will be used. Tans and browns follow, with some houses saying that not as much emphasis will be placed on these as was the case last Fall.

Big Season Ahead for Mink.

If prices remain right, mink will be featured for coats this Fall and Winter more than ever before, according to a market bulletin issued by a leading manufacturer. Not only will this fur be used here, but Eng-

land and France are going to use it also. The bulletin goes on to say that the muskrat outlook is still a little hazy, but there is not much doubt that seal-dyed muskrat (Hudson seal) will soon return to its own. Other articles which have been in the limelight to quite some extent, it adds, are moles, foxes of all kinds and colors, especially the finer grades of dyed white foxes, Southern "rats" for natural coats, the cheaper grades of squirrels suitable for dyeing, ermines and weasels.

Reviving Interest in Veilings.

Efforts continue to be made by wholesalers to revive interest in veilings. This has been a long time in coming; but, it is pointed out, there is a definite basis on which to hope that the vogue is on the increase and should gain more headway for the Fall. Much of the optimism concerns itself with the new nine-inch nose veiling which Paris is declared to have sponsored and which wholesalers here are now featuring. This is

described as a novelty of a very original type, and is looked upon to reawaken the consumer demand. At present it is being made in the new shades to match the colored shoes in red, blue and green, besides the staple black, gray, navy and light brown. It is sold by the yard, and will retail at about 50 cents.

Devotes Full Page To Soap And Aprons.

Shawano, Wis., May 15—Use of full-page local newspaper advertising for weekly sales has been found entirely successful by the Farmers' Mercantile Company. A recent page advertisement featured among other things a soap and apron sale. Saturday morning the opening day, before 7 o'clock, customers began to gather about the entrance of the store.

During the day the store enjoyed an extraordinary business and it was found necessary to put on an extra force of clerks. At closing time it was found that 6000 pounds, or three tons of soap and washing powder, had been sold, and also 200 aprons at eighty-eight cents aside from an unusual business in other lines.

Doubt deadens.

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



Walker
MUSKEGON
MICHIGAN

Makes
Good
Chocolates



Fremont Soon To Launch a Hotel Campaign.

Hartford, May 15—E. M. Statler, through his Detroit manager, H. William Klare, has extended to the members of the Michigan State Hotel Association, a personal invitation to the opening banquet of the new Statler Hotel, at Buffalo, on Saturday, May 19.

A major portion of the delegation will leave Detroit on the Detroit and Buffalo steamer, Friday night, arriving in Buffalo the next morning, where they will be the participants in a brand of hospitality such as only the Statler organization understands how to dispense.

It looks very much as though Fremont would have a new hotel to be opened some time this fall. After a careful investigation covering a period of several weeks, the Fremont chamber of commerce has finally launched a project which looks like business. Tentative proposals have been made by the manager and lessee of one of the larger hotels in the Middle West to take over the proposed hotel and conduct it on a guaranteed income to the investors.

The plan is to put the project over as a Fremont enterprise, built with money from the community. The promotion will be in the hands of a Chicago firm which makes a business of putting over deals of this kind and it has every assurance of ultimate success.

The proposed hotel of thirty rooms will occupy the site of the old DeHaas House, except that part of the property will be occupied by the Fremont State Bank.

John Afman, the loyal and successful representative of Edson, Moore & Co., wholesale dry goods, Detroit, is to be married. In point of fact, it has been definitely announced that the happy event will occur at Grand Rapids on May 22 and Miss Florence Baker is to be the fortunate young lady. It gives me pleasure to state that periodical visits among his trade in Michigan has been a source of much joy to his hotel acquaintances, all of whom wish him and his soon-to-be better-half a full measure of happiness.

Will good roads develop the larger population centers, and popular resorts, at the expense of the smaller towns?

This is a question which is not only interesting hotel men and the business men of the towns, but the wholesalers as well. It is of the most vital importance to the hotel industry, for if the larger shopping centers are going to grow more rapidly and the smaller towns decline under the influence of good roads, the hotels in these two classes of cities will be very greatly affected.

On the surface, there seems to be no doubt that good roads are bringing trade to the larger centers in greater and increasing proportions. The merchants of these towns have larger stores, with greater variety of merchandise from which the patrons may select; and sometimes these merchants can offer better prices, too, than can the merchant in the smaller town. It is said that most wholesalers are concentrating attention on the larger towns, primarily because of the increasing volume of business from the merchants there. But the wholesalers also consider the factor

of traveling expenses—the salesmen can take their full line of samples, by train, to the population centers and make the trip pay well on account of the business done. These wholesalers are passing up the smaller towns which must be reached by motor cars with small trunks and short sample lines, or which require more time between trains than the accounts justify. Many of these wholesalers are said to be willing to sacrifice the small town trade, even though they must sell at closer margins to the heavier buyers.

The neglect of the small towns by the wholesalers is acting as a further reason in lowering the merchandising standards of their merchants.

Some wholesalers, however, claim that the smaller towns will always be centers for certain classes of buying for their communities; and as a consequence they plan to give especial attention to this class of trade, while some competitors neglect it. Here is where the good roads and auto come in, though of necessity the sample lines carried by salesmen visiting the smaller towns are more limited and confined largely to staples rather than specialties.

So, after all, while there is sure to be a visible dropping off in the commercial trade among strictly rural hotels, there will be, at the same time an increase of tourist business, brought about by good roads which will offset this to a large degree.

Always the stores in the small towns will be called upon to carry "quick" necessities. The wholesaler will realize this necessity and will send out his emissaries to gather in this class of business.

If the country hotel man is keen to the situation he will nurse his commercial trade by running a hotel which will compare favorably with his competitors in other towns, and then reach out for tourist guests, always remembering, however that the commercial man is with him the year round and is entitled to first consideration.

R. E. Lawless, now operating the Nichols Inn, at Clyde, Ohio, but formerly a Michigan hotel man, being interested with the Weaver syndicate, has favored me with several of his menus, which represent a modified American plan service. They interest me and might prove useful to some of the Tradesman readers, who are catering to the public:

Dinner,
Tomato Soup
Fried White Bass, 50c;
Individual Chicken Pie, 50c;
Roast Sirloin of Beef, 50c;
Minced Ham, Scrambled Eggs, 50c
Roast Young Chicken with Dressing, 75c
Broiled Star Ham, 75c
Ham and Eggs, 75c
Bacon and Eggs, 75c
Small Steak with Mushrooms, 75c
Extra Porterhouse Steak, \$1
Steamed Potatoes, Creamed Corn
Head Lettuce Salad
Pineapple and Pumpkin Pie
Peach Cobbler
Beverages

By offering this bill of fare, Mr. Lawless gives his patrons a choice of meats at a moderate cost and the remainder of the meal is supplied without an extra charge, thus eliminating "choice of" from the menu. It ought to work out in many instances where the hotel is operated European plan.

Another form is a dollar dinner

HOTEL BROWNING

150 Fireproof Rooms

GRAND RAPIDS

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

Rooms, duplex bath, \$2
Private Bath, \$2.50, \$3
Never higher

HOTEL ROWE

GRAND RAPIDS NEWEST HOTEL

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

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

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION



NEW
MERTENS
FIRE PROOF
One half block East
of the Union Station
GRAND RAPIDS MICH

CUSHMAN HOTEL

PETOSKEY, MICHIGAN

The best is none too good for a tired Commercial Traveler.
Try the CUSHMAN on your next trip and you will feel right at home.

Livingston Hotel

GRAND RAPIDS

European

Rates \$1.25 to \$2.50 per day

Bell Phone 586 Citz. Phone 61366

JOHN L. LYNCH SALES CO.
SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

HOTEL WHITCOMB

St. Joseph, Mich.

European Plan

Headquarters for Commercial Men making the Twin Cities of

ST. JOSEPH AND BENTON HARBOR

Remodeled, refurbished and redecorated throughout.

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

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

J. T. TOWNSEND, Manager.

EUROPE

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

C. A. JUSTIN, Agent

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

OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.

Muskegon Mich

Lansing's New Fire Proof HOTEL ROOSEVELT

Opposite North Side State Capitol on Seymour Avenue
250 Outside Rooms, Rates \$1.50 up, with Bath \$2.50 up.
Cafeteria in Connection.

Western Hotel

BIG RAPIDS, MICH.

Hot and cold running water in all rooms. Several rooms with bath. All rooms well heated and well ventilated.

A good place to stop.

American plan. Rates reasonable.

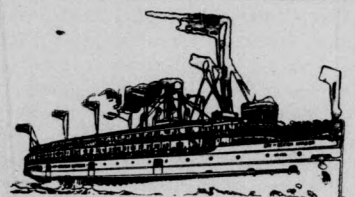
WILL F. JENKINS, Manager.

Stop and see George, HOTEL MUSKEGON

Muskegon, Mich.

Rates \$1.50 and up.

GEO. W. WOODCOCK, Prop.



CHICAGO

\$3.95

Graham & Morton

Freight and Passenger Line

MICHIGAN RAILROAD

BOAT TRAIN 7 p. m.—G. R. Time

Freight Station Front and Fulton
Telephones—Citz. 64241 Bell M 3116

Lv. Chicago Mon., Wed., Fri. 7 p. m.
Standard Time

For Information
Tel. Citz. 4322 Bell M 4470

The Center of Social and Business Activities

THE PANLIND HOTEL

Everything that a Modern Hotel should be.

Rooms \$2.00 and up.

With Bath \$2.50 and up.

with unlimited selection which ought to be popular:

- Celery
- Fried Spring Chicken with Bacon Strips
- Extra Porterhouse Steak with Mushroom Special Salad
- Fresh Rhubarb Pie
- Pineapple Pie a la mode
- Fresh Strawberry Shortcake
- Beverages
- Pickles

At this season of the year the enterprising landlord will tickle the palate of his guests with copious servings of strawberry shortcake. If he will arrange to dispense the variety like mother used to make, and not of the French pastry order, he will pass muster as a public benefactor.

Strawberries at 50 cents per quart are not beyond reach and the advertising effect is great.

Frank S. Verbeck.

Gabby Gleanings From Grand Rapids

Grand Rapids, May 15—There is no royal road to expert salesmanship, or to anything that is worth having. Only work and grit will do the trick. As J. Pierpont Morgan said, "Hard, honest, intelligent work will land any young man at the top."

St. Paul said that though he should speak with the tongues of men and of angels and should lack love he should lack everything. And so, a man may have the brain of a genius as far as each one of the qualities which enter into success in salesmanship is concerned, and yet if he lacks enthusiasm he lacks almost everything. I know of a young man who, without any training whatever, was sent out on the road to take the place of a sick salesman, whose tremendous enthusiasm compensated for his lack of training and experience. It wiped away the objections of "prospects," and customers, and the young man came back from his first trip with as large an order as an expert salesman.

Of course this doesn't mean that enthusiasm may be trusted always to take the place of experience, far from it, but it is always enthusiasm that accomplishes the "impossible." Without enthusiasm in his work no salesman will ever become a first-rater.

"No matter what your ambitions for the future may be," says an advertising man, "you will find the powers of salesmanship are necessary for their development."

Salesmanship enters into every act of our lives. It is the power by which we attract others to our way of thinking, by which we further our own interests, ambitions, desires. It is the power by which we build our fortunes.

If you antagonize your prospect by an objectionable manner, or if he sees dirt back of your eye; that is, if he sees anything in you that is not perfectly genuine and straightforward; if there is any suggestion of sharpness or shrewdness on your part, any hint that you are trying to hypnotize him, your game is up. Though he may need the goods you are selling, and may be well satisfied with their quality, yet he will not trade with you. You have aroused in him a spirit of antagonism that will impel him to disappoint you at any cost.

Oversensitiveness is a very serious handicap in salesmanship. The man who is not able to take his medicine with a smile, who is not able to cope with a surly, a cantankerous, a quick-tempered, or a sharp-tongued customer has no place in salesmanship. In other words, a great salesman must be able to carry on his selling campaign at the points where the ordinary salesman falls down. To do this he must not be thin-skinned. He must be able to stand all sorts of abusive talk under which the sensitive, overrefined salesman quails. He must be ready to push on vigorously at the point where the salesman who lacks grit will quit and turn back. He must be able to stand having pepper and salt sprinkled on his sore spots without wincing.

Many a salesman has failed in his

object by approaching his prospect after he had been up late the night before, or when he was exhausted from overwork, or for any reason was not up to standard physically or mentally.

In selling things, the man who would succeed must be always at his best. You must prepare your mind for tough propositions, for contests with other minds, just as an athlete prepares his body for a physical contest by superb thinking and healthful living. You must get rid of all the enemies of your efficiency. You are in no condition to convince or persuade another unless you are in possession of mental mastership and that is largely dependent on your physical condition. Health that makes you thrill with the joy of living is the first essential of successful salesmanship.

Good cheer is a great lubricant; it oils all of life's machinery. It is the salesman's best ally. In the business office, in society, in the home, in the school, in the shop, on the road, everywhere the favorite is always the cheerful person. Good-natured, cheerful people do not waste their vital energy as the grumbler or the too sober, too sad people do. They work with much less friction; they glide along where the others must force their way. They create a pleasant atmosphere and make a favorable impression on customers. People enjoy dealing with the cheerful, sunny man or woman.

"Don't make the mistake of thinking that if you are doing one or two things well in your territory you've done everything that can be expected of you," says W. C. Holman, in Salesmanship. "There are a dozen different things a salesman can do, no one or two of which will make him successful, but all of which together are sure to win for him. If your territory is unproductive, make an inventory, take an account of stock, and see whether the fault lies in your territory, or whether after all you should not jack yourself up in certain parts of your own work. In the last analysis it is not the territory that gets orders, it's the salesman that's working in it."

The great prizes of life are for the courageous, the dauntless, the self-confident. The timid, hesitating, vacillating man listens to his doubts and fears, stops to make up his mind, and the opportunity has passed beyond his reach. Courage and self-confidence are the greatest salesmen in the world! Fear and timidity are the poorest.

Bernard McGee, who was the guest of the You-See-Tee Club luncheon on Saturday, May 5, gave a very fine talk on the Silver Black Fox industry and the future possibility of the fur industry of the United States. Mr. McGee said that the first fox ranch was started several years ago on Prince Edward Island. The first pair of foxes raised brought a price of \$3,000 and, in fact, some brought \$3,500 and contracts are made even now on guaranteed unborn stock of \$1500 to \$2500 a pair and their production on Prince Edward Island today runs well up into the four figures. About eight years ago the first ranch was started in Michigan, when \$20,000 was paid for four pair of foxes. He told us that the fur was prime by December 1 and could even hold foxes for the market up to February 1 and guarantee prime stock. The foxes in captivity mature for the market at about one year old and the production of the offspring runs about four to the family. They are doing better in breeding in captivity than when running in the wild state. There is at present in Michigan a large number of ranches. All report doing very well. Even as far South as Central Ohio they are doing very well at raising Silver Black foxes; yet the Northern climate is really better and surer for good pelts. He also told us that they were raising them as far West as California,

Maine, Wisconsin and Michigan are producing the best pelts.

The question was put to Mr. McGee of the possibility of an overproduction of fur, but in his estimate that was an absolute impossibility, because every year wild fur is becoming scarcer. The country is gradually growing in population and demand for furs increasing.

At the West Michigan State Fair they expect to make an exhibit of the fox breeding industry, showing as near as they can the way the pens are built, etc. There is also being put in shape about 1,000 acres near Walhalla, Mich., to be devoted entirely to the Silver Black fox industry. They expect to start this ranch with eighteen pair of the very best breed they can get from Prince Edward Island and expect in the future to make this Michigan ranch the largest in the world.

Saturday, May 5, was the last luncheon until the fall opening, the first Saturday in October. Something will be told you later on about this opening date, because it is expected to feature this with a special musical program composed of a special orchestra for the occasion and other attractions.

George E. Olmstead, traveling representative of the Sturgis Manufacturing Co., and the Royal Easy Chair Corporation, also of Sturgis, was killed in an auto accident near Eureka, Ill.

The only men and firms who really suffer by competition are those who deserve to fail.

A postage stamp gets you in when even bank presidents are kept out.

William Judson and wife left today for San Jose, Calif., where they will attend the golden wedding of O. H. Barnhart, who removed to the coast about twenty-five years ago. They will be away from home about three weeks.

E. P. Monroe (Sherwood Hall & Co.) is very happy over the record achieved by his daughter, Mildred who graduates on the commercial course of the Muskegon Heights high school with a rating of 93.38 per cent. She has been selected as the valedictorian of the graduating exercises to be held June 19. She has developed great speed on the typewriter, having won contests at Muskegon, Grand Haven and Holland. She is booked for the State contest to be held at the Normal School at Kalamazoo next month.

Logging Train Came Home Voluntarily.

Boyer City, May 15—The important event of the past week was a dinner given by the Boyne City Golf Association. This movement was started last summer and has been brewing, if we may be allowed the word, all winter. Much discussion has been going on as to the proper location, a half dozen sites near town being touted by various parties. It seems that the site on the South side of the Lake has been finally settled on and the work of preparing the course begun by Jack Daray.

The meeting was attended by something over a hundred people. W. H. White, retiring President, presided. F. O. Barden, as his successor, was greeted with an ovation. The success of the Association is assured under his leadership. Mr. Harris had the chair—toastmaster, they called it—but it seemed to us that roast-master would be more appropriate. It is a wonder to us that the honorable judge isn't in the hospital half the time.

Ben Leavenworth, of the Pennsylvania R. R., says he is out a half-dollar, having paid the honorable (?) that amount to get out of speaking. We have a suspicion that the transaction was the other way round. Hugh Gray was here, of course. He did not say how much his place on the program cost him. Mayor Mulliken, of Traverse City gave a god talk

and Jno. Straub told of the domestic difficulties that arose when he finally got up courage to swat the pill. William (Bill) Fuehrer traced the development of the race from the dim pre-historic times with the basic idea that all work and no play makes Jack a dull boy, especially if Jack is rising fifty years. The whole meeting was devoted to driving into the minds of our business public that playgrounds are essential to the development of our little chunk of the playground of Michigan and is an economic problem and not a question of whether Harris, Barden, Martin and Sherman shall have a place to get out of sight of the "Old Man." The bunch was well fed, had a jolly time and had a chance to learn a lot.

The age of miracles is not past. Last Sunday afternoon a string of logging cars at the Boyne City Lumber Co's. camp, fourteen miles out, concluded to come home without the usual chaperonage of a locomotive and crew. As the point from which they started is up in the air about six hundred feet, the journey was made in record time. The bunch passed a dozen highway crossings and five street crossings in Boyne City and fetched up in the yards of the Lumber Co. in a heap. The miracle is that this happened Sunday afternoon when the roads are full of automobiles and no one was hurt although the property damage will go into the thousands.

Maxy.

Market For 100 Per Centers.

In Kansas City several brokers are conducting a market of their own for dealing in the stocks of the mushroom Smack-over oil companies that regard it beneath their dignity to pay dividends of less than 100 per cent.

As a market it is a financial curiosity. It is conducted on the principle not to pay out but to always take in—the suckers' money. Even a crafty lawyer could not jimmy out of it the cash of a client should that person suspect he has been taken in.

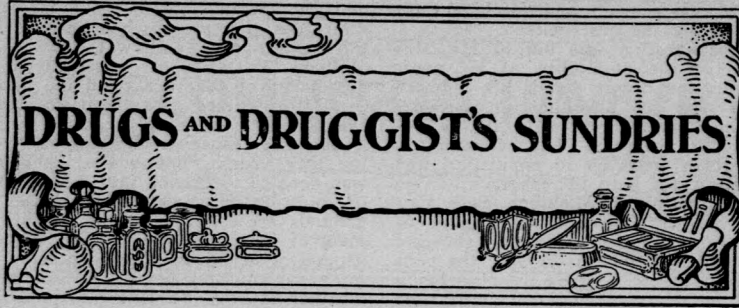
What amazing offerings this market provides is partially described in a circular by Charles T. Manley & Co. This concern seems to be one of its mainstays. They consist of stocks promising to pay 100 per cent and over with a regularity like day being followed by night—and night it is in the final outcome, for after a few such fake dividends are paid an opaque darkness sets in to envelop the investor.

This artificial market constantly croons: "Buy them." There is no such phrase in its terminology as "Sell them." One can bank on it that from such a lop-sided market money rolls off like water does from a duck's back.—Financial World.

If you agree with people who come in and talk about the shortage of money in town, or about strikes and shut-downs, you encourage them to think they cannot afford to buy.

Don't be afraid of making suggestions for the betterment of the business. If heard from it is a sign that you are using your eyes and ears to advantage.

EAT AT
SOLOMONSONS
HOWARD CITY



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

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

Stationery as a Department in Drug Store.

Many drug stores have a chance to make stationery into strong department.

A strong department is always valuable.

The drug department boosts it, and it boosts the drug department.

People in a home neighborhood buy a great deal of stationery.

Every lady likes to have a well-appointed desk.

On it we find letter paper, note paper, correspondence cards, a nice desk pad, an ink well, some pens, some pencils, perhaps a couple of note books, engagement book, telephone pad, calendar, visiting cards with envelopes to match, sealing wax, seal, paper cutter, erasers and candlestick with candle.

Here we have a formidable list merely to outfit a lady's desk.

These articles are suitable for birthday presents, Christmas gifts, and wedding presents.

They may be so featured at the proper time.

Many of us would not select a box of paper as a Christmas gift, perhaps, but a popular school teacher last year got twenty-seven boxes of letter paper. A child does not give an expensive gift, yet wants to give "teacher" something. The stationery department affords many opportunities.

In a region of small stores there is business to be had in supplying desk baskets, waste baskets, letter files, bill files, spindles, ledgers, day books, cash books, journals.

We are now getting into rather big business but there is room for it—in the right locality.

A business man wants on his desk a sponge cup and an ash tray.

Near the schools we can sell blank books, ruled paper, rulers, crayons, drawing supplies.

"Stationery" is a big word, covering many articles.

The thing to do is to size up conditions in your own neighborhood. Are there business houses? Are there

schools? Is the neighborhood one of homes?

Start to build your stationery line to fit the neighborhood.

A powerful department of this kind will never hurt any store.

National Druggist.

Liquid Fire Extinguisher.

These solutions are intended to coat or encrust the burning substance with incombustible salts, so as to prevent or at least hinder further burning.

1. Calcium chloride, crude... 4 oz. av.
 Sodium chloride... 1 oz. av.
 Water15 fl. oz.

The resulting solution is thrown into the fire by a hand-pump. The burning portions become encrusted and cease to be combustible.

2. Calcium chloride...20 oz. av.
 Salt 5 oz. av.
 Water75 fl. oz.

3. Sodium nitrate... 1 oz. av.
 Sodium chlorid... 1 oz. av.
 Ammonium chlorid... 1 oz. av.
 Magnesium chlorid... 1 oz. av.
 Water16 fl. oz.

Laubert's fire extinguisher is said to consist of a 6 per cent aqueous solution of a mixture of sodium chlorid 50 parts, sodium bicarbonate 30 parts, and alum 20 parts.

White Shoe Dressing.

1. Cream of tartar... 3 ounces
 Oxalic acid... 1 ounce
 Alum 1 ounce
 Milk 3 pints

Mix and rub on the shoes. When they are thoroughly dry, rub them with a mixture of prepared chalk and magnesium carbonate.

2. Water136 parts
 Fine pipe clay.....454 parts
 Shellac, powdered.....136 parts
 Borax, powdered..... 68 parts
 Soft soap..... 8 parts
 Ultra marine blue..... 5 parts

Boil the shellac in the water, adding the borax and keeping up the boiling until a perfect solution is obtained; then stir in the soap (5 or 6 parts of "ivory" soap, shaved up, and melted with 2 or 3 parts of water, is better than common soft soap), pipe clay and ultramarine. Finally, strain through a hair-cloth sieve. This preparation, it is said, leaves absolutely nothing to be desired. A good deal of stiffness may be imparted to the leather by it. The addition of a little glycerine would remedy this. The old application should be wiped away before a new one is put on. This preparation is suitable for military shoes, gloves, belts and uniforms requiring a white dressing.

Blackhead Remedies.

1. Lactic acid..... 1 drachm
 Boric acid..... 1 drachm
 Ceresine 1 drachm
 Liquid paraffin..... 6 drachms
 Hydrous wool fat... 1½ ounces
 Castor oil..... 6 drachms

2. Unna advises hydrogen dioxide in the treatment of blackheads, his prescription being:

- Hydrogen dioxide...20 to 40 parts
 Hydrous wool fat... 10 parts
 Petrolatum 30 parts

3. Thymol 1 part
 Boric acid..... 2 parts
 Tincture of witch
 hazel 18 parts
 Rose, water, sufficient
 to make..... 200 parts

Mix. Apply to the face night and morning with a sponge, first washing the face with hot water and castile soap, and drying it with a coarse towel, using force enough to start the dried secretions. An excellent plan is to steam the face by holding it over a basin of hot water, keeping the head covered with a cloth.

Reducing Expenses.

A live wire salesman rushed up to the home of a doctor in a small vil-

lage one night and asked him to come to a distant town.

The doctor cranked up his flivver and drove furiously to their destination.

Upon their arrival the salesman asked, "How much is your fee, doctor?"

"Three dollars," said the physician in surprise.

"Here you are," said the salesman, handing over the money; "the blamed garage keeper wanted \$15 to drive me over when I missed my train."

Charles the Eighth 10c Cigar

A Cigar Properly Blended With Imported Havana

Java Wrapper

A Sure Winner

Vanden Berge Cigar Co.
 GRAND RAPIDS, MICH.



A Valuable Impression



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.

TANGLEFOOT TANGLEFOOT TANGLEFOOT

American Grown Lumber Will Soon Be Tradition.

In the course of three centuries of reckless cutting and of wide-spread burning, the American stand of virgin timber, originally amounting to 822,000,000 acres, has shrunk to about 137,000,000. Most of this shameful forest depletion has come about within the past fifty years and at a constantly quickened pace. With second growth everywhere also disappearing rapidly, it is a matter of plain arithmetic to determine when, at the present rate of approach, an actual wood famine will confront this country; for, aside from the loss by fire, a total of 5,500,000 acres annually is cut.

To check this oncoming obliteration only two measures are available—re-forestation and fire prevention. Both the Federal Government and a majority of the states are putting forth strenuous efforts in the work of reforestation and the protection of timber lands against the ravages of fire. They are encouraging, by every possible means, conservation among private owners, and they already have accomplished much. Some ten million trees, for instance, will be planted this spring, on state and private lands in New York. This seems like a gigantic program, until it is realized that a thousand saplings are needed to replant a single acre and that there are upwards of four million acres of land within the Empire State alone which once bore trees and which now are barren.

In reality, Federal and state conservation officials are seriously hampered in their replanting and fire control undertakings by lack of popular support. The Government Forest Service and the state forestry departments, of which there are 34, are still like prophetic voices crying in a wilderness of popular indifference. People have not yet been aroused to the need for conservation and re-growth, and until they do commence to interest themselves in the problem of forestry, there will never be adequate funds to carry on the vital work. Axe and flame, combined, are reducing the country's store of timber more than four times as fast as it is being produced.

W. B. Greeley, Chief of the United States Forest Service, relates a significant conversation that he had with a peasant boy, perhaps ten years old, whom he met while tramping through one of the wooded provinces of thinly forested France. Mr. Greeley put to him divers questions about the growth and protection of the native trees and was astonished to find in this country lad an understanding of forest culture far deeper and fuller than the average American farmer boy's knowledge of potato growing.

This peasant boy typifies the popular sentiment in most Old World countries towards their timber resources. Forestry, in Mr. Greeley's words, has been made a part of the people's "land sense." Guarding their wooded areas, as they do, Europeans cannot understand a shortsightedness that allows scores of thousands of board feet of potential lumber to

be destroyed every season by fire, as is the case in America. For they realize, as Americans in the aggregate do not, that it takes from forty to one hundred years to produce the various grades and qualities of lumber and from a quarter to a half century to grow the trees which supply pulp for the manufacture of paper.

As far as its untouched forests are concerned, America is rapidly nearing a point of exhaustion. The country is no longer self-sustaining in the matter of newsprint pulp. Furthermore, twenty-five years, at most, will see American grown lumber a tradition, unless there is recognition of the need for large-scale expenditures in replanting those areas which are naturally tree-bearing, and for preventing the destruction of timber by fire. Not otherwise than by correcting its thoughtless habits which result in fires, and by supporting the work of the authorities of state and nation who are seeking to perpetuate the forests, will this country save its remaining woodlands from the fate that long since overtook those abroad. Conservation must become a living principle of all the people; and conservation, it should be noted, does not mean narrow hoarding; it means wise use, strict prohibition of slovenly lumbering practices, systematic replenishment and, above all, the stopping of waste by fire.

The Virtue of Neatness.

Where most retail grocers make a big mistake is that they don't give enough attention to the way the store looks from the standpoint of the public. A store is a good deal like a woman in that regard. You take two women who may be just about equal as regards physical charm—dress one of them neatly and let the other go carelessly and untidily dressed—and you know what happens. The well-groomed woman is attractive and her natural charms are increased. The untidy woman is unattractive, and loses the full effect of the charm that rightfully belongs to her. This is a common enough experience, and one that I don't need to elaborate upon.

Now apply that same thing to two grocery stores, and you will find it works out in exactly the same way. The store that is kept neat and tidy, with windows clean and bright, and a place for everything and everything in its place, will attract customers just as the neatly dressed woman attracts admirers. On the other hand, the store which is unkempt and untidy, whose windows are dusty and fly-specked, where the customer stumbles over baskets and barrels in the aisles, and where nothing appears to be in the expected place when wanted, such a store will drive trade away faster than advertising can bring new customers in for a trial. One of the big advantages which the chain stores have over some independent retailers lies in the fact that they have standardized this matter of neat appearance. It is more important than it looks, perhaps, and if any retailer thinks it is a trivial matter he wants to get that idea out of his head very quick.

Thomas Lipton.

Training The Eye And The Mind.

A professor in a fresh-water college of the Middle West was talking to his class on the use of the Eye and of the Mind. "I have on this table," said he, "a jar of liquid. Now young gentlemen, you will please step forward, and do as you see me do." He put his finger in the liquid and then carried it to his mouth. The boys did likewise; the bitter taste made them squirm. "You would have escaped that, gentlemen," the old tutor remarked, "if you had made use of your powers of observation. The finger that I put in my mouth, was not the one I put in the jar." What is the use of going through the world with ones' eyes open and his mind closed?

That is the trouble with most of us. We stumble over the clues to fame or fortune. Too many of us have been taught to "Keep pegging way," regardless of the kind of pegs we are using, or what we are pegging at. There is too much of the mole business in business. Do you handle this line just because "Dad" used to sell it? Do you decline to touch this other one, because "Father never kept it?" There you are—you see well enough, but you don't observe. You have the wrong finger in the jar. Look! Keep on looking! And while you are looking, observe what you are looking at. A sleep-walker may see a Landseer or a Rembrandt, but he can tell little about it next day.

A hardware clerk was sent to a state association convention. "What was done?" he was asked. "Oh, there was a lot of talk." In at one of his ears; out at the other.

A man will pass a woman on the street. All he can tell about her is whether she is pretty or not, and whether she looked at him. But his wife could have told the color of her hair and eyes, described her garments to the last ribbon, told how much powder she had on, and given you her age and temper to a T. It's all in the difference between women and men; is one of the reasons why some women do better in business than some men.

Who Made the First Horseshoe?

"The horseshoe," to quote from the Century Encyclopaedia, "is of great antiquity. An old superstition, prevalent among the peasantry, ascribes to the horseshoe the power of barring the approach of witches. For this purpose began the custom of nailing it to the door."

Perhaps the first game of quoits as played with the horseshoe came about in this manner: The genius who fashioned them may have asked his helper to hand first one to him then another until he had found the one that would fit the horse perfectly. The blacksmith was a jolly sort of fellow and did not take offense when the shoe was tossed to him. If there was the usual number of loafers hanging about the smithy that could be found about any blacksmith shop when we were young, it is just possible that they all joined in and they had a free-of-all game of pitch and toss! A shot may have accidentally caught on the point of the anvil—who knows? Would

that not give rise to the possibility of its catching on a nail at the side of the forge and the door? Then, eventually they may have found it was greater fun to throw it over a stake. Can any one who reads this recall the jolly good times the farmers had on rainy days playing horseshoe?

Quoits as used in warfare are mentioned in Homer's "Illiad," 850 B. C. As for the game of quoits: "The game resembles the old game of discus." "Those used by the Sikhs are of polished steel, etc."—Strutt. The Sikhs seemed to be a political and religious brotherhood that was organized in India in 1500, and throwing the discus and the quoits was one of their playful little games of warfare. They would heat these instruments of torture and throw them about the throats of their victims.

H. E. Bellman.

The Ten Commandments of Success.

1. Work hard. Hard work is the best investment a man can make.
2. Study hard. Knowledge enables a man to work more intelligently and effectively.
3. Have initiative. Ruts often deepen into graves.
4. Love your work. Then you will find pleasure in mastering it.
5. Be exact. Slipshod methods bring only slipshod results.
6. Have the spirit of conquest. Thus you can successfully battle and overcome difficulties.
7. Cultivate personality. Personality is to a man what perfume is to a flower.
8. Help and share with others. The real test of business greatness lies in giving opportunity to others.
9. Be democratic. Unless you feel right towards your fellow-men you can never be a successful leader of men.
10. In all things do your best. The man who has done his best has done everything. The man who has done less than his best has done nothing.

Charles M. Schwab.

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 |



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

Retail Salesmen Should Specialize on One Line.

The fact is that to some salesmen an axe is an axe, a hoe, a hoe, a plow a plow, and that is as far as they ever get. They are infants in salesmanship; belong in the kindergarten department. They depend on their looks, which I admit counts for something. Some rely on their acquaintances or friends, and that is a great help, but a real salesman adds to all this knowledge, and after all these qualifications are combined into one person, he becomes a real salesman; one who does not have to rely on his looks or friends altogether to sell his goods and wares.

There is nothing that fortifies confidence like knowledge, and nothing strengthens you so much as confidence in yourself and your goods. Often times you miss selling your best friend because you do not know your goods. He says your goods are too high and you are not sufficiently informed to refute that statement. He says your competitor's goods are better than yours and you can't show him to the contrary and on the other hand your customer knows more about the goods you are offering to sell than you yourself know, and that's why we are often times failures as business men and merchants.

In every other profession (and salesmanship is a profession), you must be well informed before you start or else your failure is assured from the beginning.

We wouldn't think of applying for admission to the bar if we had only read our State digest, neither would we apply to our State medical board for license to practice if we had only read and studied some family doctor book. The same thing applies to every line of industry and we are specializing to-day as never before because there is so much more to learn of every profession. Specialists in medicine, law, engineering, railroad-ing, accounting and merchandising as well. The jobber, in season, sends out specialty salesmen to assist their regular men in selling sporting goods, etc. Every salesman in our stores should specialize on some certain line which will not necessarily detract from his general knowledge of other goods.

The Salesgirl's Stock in Trade.

Among the things one wishes to bring to a group of salespeople are a number of lessons which do not come strictly under the headings of salesmanship, textiles and other subjects easily recognized by the class as belonging to a course in retail selling. Some of these are health, dress, English, recreation, reading, thrift, etc. I have found it helpful to have an introductory lesson early in the course on what we have called "The Salesgirl's Capital."

After putting this subject on the board we have a discussion of the word "Capital," its meaning, the value of capital and the advantage of constantly adding to our capital which we decide to take in a broader meaning than its financial one.

The class is then asked to suggest things which will add to one's capital. We put suggestions on the board as

we proceed and get some such result as the following outline.

A salesgirl's capital may include the following:

1. Health.
2. Education and training.
3. Good manners.
4. A pleasing voice.
5. Good English.
6. Good appearance:
 - a. posture
 - b. dress
 - c. hair
 - d. nails
 - e. teeth
 - f. feet
7. Personality
8. Thrift.
9. Alertness.

The list may be longer than this and may include anything which will add to the girl's efficiency and lead to her advancement. If we have time at the end of the lesson, we enumerate the returns one may receive from her investment, such as wages, self-reliance, satisfaction in her work, appreciation from customers and advancement in position.

We have the outline of this lesson put in notebooks and when we want to discuss any of the subjects mentioned, or when we occasionally have a talk by an outsider along any of these lines, we refer to the lesson on capital and try to have the girls realize that these lessons are planned especially for the development of the individual girl. Florence Crow.

Be A Booster

Be a booster—like a rooster—always crowing loud and long; keep a yelling what you're selling—put some pepper in your song. If you're tired, go get fired—hunt a job you think will suit you. Be a getter—times are better for the man who packs a smile; take your licking or quit kicking—dig tight in and make your pile. The war is over and there's clover in the pastures all round; it's not waiting or debating, but making hay out of the ground. Watch it growing—always showing lots of blossoms—it's alive. If you're a dead one, go use a lead gun—drones ain't wanted in this hive. Be a doing—quit your stewing, get a move on, grab some kale; don't let your head get feeling dead yet—sweat and smile and you can't fail.

Checking Up.

One morning a negro sauntered into the office of a white friend. "Good mawnin', Mr. Withrow. Kin I use yo' phone a minute?" he asked. "Why, certainly, Sam."

Sam called his number, and after a few minutes' wait said, "Is this Mrs. Whiteside? Well, I seen in de papeh where you'all wanted a good culled man. Is you still wantin' one? Then the man youse got is puffedly satisfactory, and you doesn't contemplate makin' no change soon? All right, ma'am. Good-bye."

Mr. Withrow called to Sam as he left the phone, "Now that's too bad, Sam, that the place is filled."

"Oh, dat's all right, Mr. Withrow. Ise de man what's got de job, but Ise jest wantin' to check up."

A look ahead; Imports promise to equal exports,

BUSINESS WANTS DEPARTMENT

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$3 per inch. Payment with order is required, as amounts are too small to open accounts.

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

For Sale or Exchange—Two-story brick grocery and crockery. Established thirty-nine years. Poor health. If you mean business, apply Charles Long, Marcellus, Mich. 145

FOR SALE—In city of 150,000 in Michigan up-to-date wholesale and retail bakery, one-story brick building about 56x120. Can be bought at inventory. Address No. 172, care Michigan Tradesman. 172

Wanted—Tinner and furnace man at once. A. C. Vieth & Sons, Oakland, Iowa. 173

For Sale—At a bargain. Store property. Ample space for general store and meat market if desired. Living rooms for two families. Electric lights, furnace. Address Mrs. Maria E. Porter, Otter Lake, Michigan. 174

FOR SALE—One of the best groceries and shoe stocks in town of about 2,000 population close to Grand Rapids. Doing about \$30,000 business annually, invoice about \$4,500, stock and fixtures. Rent \$35 per month. Address No. 175, care Tradesman. 175

FOR SALE—EIGHT DRAWER NATIONAL CASH register, used only a short time. Edward Wolf, Hillsboro, Wisconsin. 176

For Sale—Hotel, 50 rooms and restaurant, nicely furnished, rent \$20, 12 year lease, good income. \$6,000 handles. Hotel Hawkins, Ypsilanti, Mich. 177

Wanted—Young man with shoe experience. Steady position. Send references and state salary wanted, to The Walk-Over Shoe Store, Petoskey, Mich. 178

BALED SHAVINGS—Yellow pine, cypress and gum mixed. The Hyde Park Lumber Co., Burch Ave. and N. & W. R. R., Cincinnati, Ohio. 179

For Sale—Good general stock merchandise, with buildings in good inland town. Good reasons for selling. W. J. Laubenthal, Beal City, Mich. 180

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 LEVINSOHN, 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—300 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

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 or Rent—Double brick store with basement 50x60 feet. In fine condition. Write or call, J. N. Gilman, Springport, Mich. 153

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. Lugbill, Bluffton, Ohio. 162

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

If you are thinking of going into business, selling out, or making an exchange, place an advertisement in our business chances columns, as it will bring you in touch with the man for whom you are looking—THE BUSINESS MAN.

For Sale—Burrroughs desk adding machine, Dayton computing scales, Hobart double grinder electric coffee mill. H. B. Doerr, 43 W. 10th St., Traverse City, Mich. 165

Sacrifice Sale—Good general store, business \$600 week, \$4,000 will handle. Full description. Fred Lyons, 64 6th St., Muskegon Heights. 144

What have you to trade for 40 acres land in Kalkaska County, Michigan? G. A. Johnson, Carlshend, Mich. 163

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

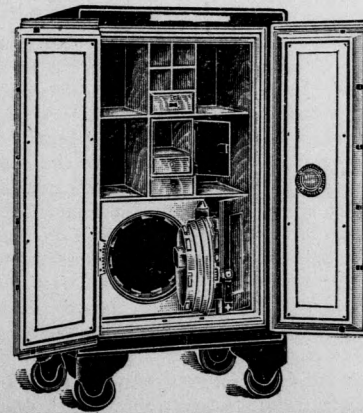
ATTENTION MERCHANTS—When in need of duplicating books, coupon books, or counter pads, drop us a card. We can supply either blank or printed. Prices on application. Tradesman Company, Grand Rapids.

Second-Hand Safes

We pay cash for second-hand safes. We can use any size of any approved make.

Grand Rapids Safe Co.
Grand Rapids

GRAND RAPIDS SAFE CO.



Dealer in

Fire and Burglar Proof Safes

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Largest Stock in the State.

Grand Rapids Safe Co.
Grand Rapids, Mich.

COMMON COURTESY.

What It Means To the Business Man.

The word courtesy, originated where many words of our language originate, in the Court of Kings.

When a lady was presented in Court, or was met by a Courtier, she made a gesture of salutation by bending one knee behind the other and slightly depressing the body, or made what was called a Courtesy.

Courtesy, however, like many other things, to become useful it had to become democratized. It now conveys to us a broad elastic civility, polish, respect and kindness, a decency of treatment for your fellowman.

Courtesy, like speech, is acquired. To quote Emerson, "We sometimes meet an original gentleman—who, if manners had not existed, would have invented them."

It is courtesy that makes for business success as much as honesty and square dealing.

There was an old prospector in Nevada who was known for his courtesy. He was somewhat of a scrapper. An enemy was bragging in a nearby saloon what he was going to do to this Billy O'Brien. Billy heard of the boasts and walked over to seek out the bragger. On his return he told his experience like this.

"Well, sez I to myself, 'I'll see this bucko, an' I does—an' then I hits him—I does it in a nice courteous way, yuh know, just as nice as I knowd how. He's up at the hospital," which illustrates that you can be polite to your enemies.

Courtesy is a coin which every one can make for himself and is never refused.

No large or small business will have quality or character without courtesy. One of the largest manufacturing concerns of its kind in the world has this admonition constantly before its men who meet the public—the visitor—traveling salesman or prospective purchaser. "Our reputation is in your hands." Every one who leaves that place must leave with the impression of having received courteous treatment.

Each store, wholesale or retail, reflects the character of its management by the proportion of courtesy it dispenses. First within itself—and then it follows those who come in contact with it partake of the overflow—and that's the only part it can partake of, for the thing must be within the organization.

A sales manager was visiting in a Western city. In one wholesale house he was greeted by what he termed "Common Courtesy." They did not fall on his neck, but in a friendly, polite way told him "How'da?"

He called on the second house. When he came out he said, "Damn those kind of cattle who haven't the common courtesy to ask you to have a chair when they know you have traveled a thousand miles just to see them."

It cannot possibly be that this sales manager will ever have a kindly feeling for the house where he did not receive "common courtesy."

Courtesy is and always will be a

mark of civilization. Its lack brands the man as a boor, its presence stamps him a gentleman.

For a long time a business transaction was one degree above a theft. It had no element of courtesy in it. A good business man was a wrangling, jangling, jockeying, boisterous trader, full of blasphemy, rum, tobacco juice and smoke.

Enter—Courtesy with its train of attendants, cordiality, civility, quietness, directness, honesty, equality, on the level dealing. Exit—cheating, bickering, boisterousness, booze and spits.

Though a successful man deals in fertilizer, he is generally a courteous gentleman.

Courtesy is its own reward—but it has a commercial value also. It is one of the very best assets a business can possess. Not the sycophantic, hand-wringing and kowtowing brand, but the straight from the heart, honest to God, square and fair, on the level kind.

The business man who says "thank you"—welds the first link in that invisible chain called success.

Courtesy is closely related to appreciation. They are welded by ties inseparable. For appreciation is the placing of just values, and courtesy, is an expression of the appreciation of values.

To appreciate courtesy, one must be courteous—at least in some degree; just as one to appreciate music one must know music. And the more one knows of it the more one appreciates it. Again to quote Emerson, "One can never be too busy to be courteous."

Perhaps he had in mind the drug clerk, or the sad to relate, yet let it be truly said *rara avis* the proprietor who looks at his customer or caller as though he was about to pass the death sentence on him. Or with a contemptuous start, which enquires—"Well, you poor fish, what do you want here?"

With rare, very rare exceptions, the bigger the business man to-day—the more punctilious are his manners—the more courteous are his dealings with everyone with whom he comes in contact. He gets the habit—it pays. He is a leader of men—he must be courteous to those who follow or they will not show him courtesy.

It's a coin accepted at its face value.

A clerk in a large San Francisco drug store some years ago, received a most valuable lesson in courtesy—courtesy to the foreigner—which he never forgot.

A Chinese walked quietly into the store. He was dressed as most Chinese were in those days before the occidental forms of dress were adopted. He wore a light, black shirt, which he had forgotten to tuck in. A small round hat with a small red button on top adorned his shaven head and down his back hung the customary pig tail. To all intent he was an ordinary Chink to Mr. Wise Clerk, and in his best pidgin English he addressed the Oriental thus: "Well, John, watta you want?" The Chinese turned slowly and without a smile, with the characteristic immobility of his race he replied, "I beg your pardon, but if you are trying to ascertain what I desire

to purchase here, please sell me a bottle of Dess Fragrant Saponaceous Dentifrice."

This all came out in a fine, smooth, even modulated voice—without the slightest trace of foreign accent.

The clerk reddened, made his sale with a somewhat confused consciousness of a rise in temperature—and how happy he would have been to be some place else—when he was still more confounded when the celestial thanked him for having waited on him. You may be assured, that clerk never addressed another foreigner except in plain English.

The Chinese Consul to San Francisco, a Yale graduate, a man of culture, had taught him a lesson in courtesy. Frank Healy.

Development of New Air Cooled Tractor.

Greenville, May 15—A new small tractor is being produced by the C. T. Wright Engine and Tractor Co. It is fitted with a Cameron four-cylinder air-cooled engine of 3¼-in. bore by 4½-in. stroke, rated at 12 h. p. at 1000 r. p. m. A feature of the engine is the large sized crank shaft which is of the three-bearing type and measures 2 in. in diameter at every bearing. The cooling fan is driven by an inclosed silent chain and every part of the engine is automatically lubricated from the crankcase. Ignition is by a Splittorf high tension magneto. A governor is built into the engine for speed control. The transmission case and lower part of the crankcase are in one casting, this tending to give more rigid construction and to reduce the machining cost.

The tractor has two forward speeds and one reverse. All gears and shafts are of chrome nickel steel, heat-treated and mounter on angular ball bearings. The final drive is through large ring gears riveted to the two driving wheels and inclosed in a dust proof case containing an oil bath. The large wheel bearings are of the flexible roller type. The rims on the drive wheels can be demounted after removing six nuts, and a variety of rims can be furnished to suit different working conditions. The tractor can also be fitted with rubber tires for road work.

A power take-off pulley is provided at the rear, so that by disengaging the clutch the engine can be operated without load when the belt is on, and the belt load thrown on by engaging the clutch. It is stated that in belt work the governor closely regulates the engine speed, and a small hand lever is provided for increasing the tension on the governor springs to increase the speed range if necessary.

The tractor is equipped with a riding attachment which is standard equipment, but caster wheels and handles can also be furnished, which convert it into a walking tractor. The machine steers by the rear wheels and will turn in an 8-ft. circle. The fuel tank is of welded steel and holds 10 gallons. Is mounted at the rear end of the hood and can be dismounted after taking out four bolts.

The total width of the machine is 32 inches, but when fitted with 5-in. rims for cultivating the total width is only 26 inches. The height is 41 inches and the weight of the machine complete ready to operate, 1500 lbs. Of this weight 1400 lb. rests on the front wheels when the machine is at rest, so that almost the whole weight is available for traction purposes.

The C. T. Wright Engine and Tractor Co. also builds a 12-in. plow which attaches to the rear of the tractor and can be raised and lowered by a pedal. Provision is made for adjusting the depth of plowing. A mowing machine attachment for a

5-ft. cutter bar, and a line of cultivator tools and a spraying outfit are also made.

For Making Cigar Boxes.

Spanish cedar will be supplanted as raw material for cigar boxes by a Philippine wood known as kalantas, if residents of the islands who are interested in the development of the lumber business there have their way. According to a report of the Philippine Forestry Service that has been received by the Department of Commerce, kalantas is practically identical with Spanish cedar from tropical America, and has the further advantage of being grown in a possession of the United States. Spanish cedar has heretofore been considered the finest wood obtained in the world for cigar boxes, but kalantas is said to be so nearly like it in color, texture and odor that only an expert woodsman can tell them apart.

Other Philippine woods that enter commerce, according to the report in question, are locust and a wood commonly known as Philippine mahogany. About 10,000,000 board feet a year of the former are cut and about 80,000,000 board feet of the latter. The exportable surplus of locust timber will never be large, the report says, because of the local demand for it for both construction and cabinet uses. Twelve million feet of the mahogany was exported in 1920 and nearly 10,000,000 feet in 1921, and it is believed that a really good export business in it can be worked up.

Sturgis—The Royal Easy Chair Corporation will add another story to its plant, making 11,000 square feet additional floor space.

The dealer who features the cheap goods is the one who is going to attract the cheap class of customers.

NOTICE OF BOND SALE.

Notice is hereby given that bids will be received by the drain commissioner of Oakland County, Michigan, until 2 p. m. Eastern standard time, on Friday, June 1, A. D. 1923, for the purchase of bonds of the assessment district of West End Drain in said County and in amount not to exceed the following amount, viz: \$200,000 (two hundred thousand dollars).

Said bonds to be of the denomination of one thousand dollars (\$1000) each as near as may be payable in lawful money of the United States of America at a place to be agreed upon by the purchaser. Said bonds maturing in from two to ten years from date with interest semi-annually. All bids must be accompanied by a certified check for the sum of five hundred dollars (\$500) payable to the order of the drain commissioner of Oakland County to insure performance in case bid is accepted. Bidders must agree to furnish free of charge to the said drain commissioner the necessary blank bonds and also pay their own attorney's fee in the supervision of the necessary proceedings.

The County Drain Commissioner reserves the right to issue the bonds in installments or blocks, as the money is needed, and the purchaser of the bonds shall pay the accrued interest on the same from the date of issue to date of delivery of bonds.

All bids must state the rate of interest at which the purchaser will take the said bonds. Which will mature in substantially equal installments in from two to ten years. The County Drain Commissioner reserves the right to reject any or all bids.

The successful bidder will be required to furnish satisfactory surety for carrying out of his bid.

Any further information can be obtained from the undersigned.

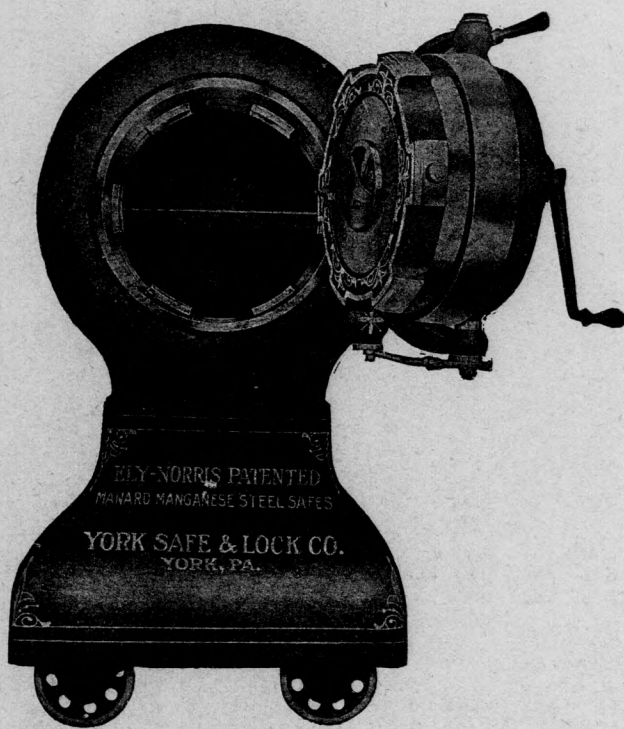
Dated at Pontiac, Michigan, this 14th day of May, A. D. 1923.

Cassius J. Crawford,
County Drain Commissioner, Oakland County, Pontiac, Michigan.

**THE STRONGEST
SAFE IN THE WORLD**

**Manufactured
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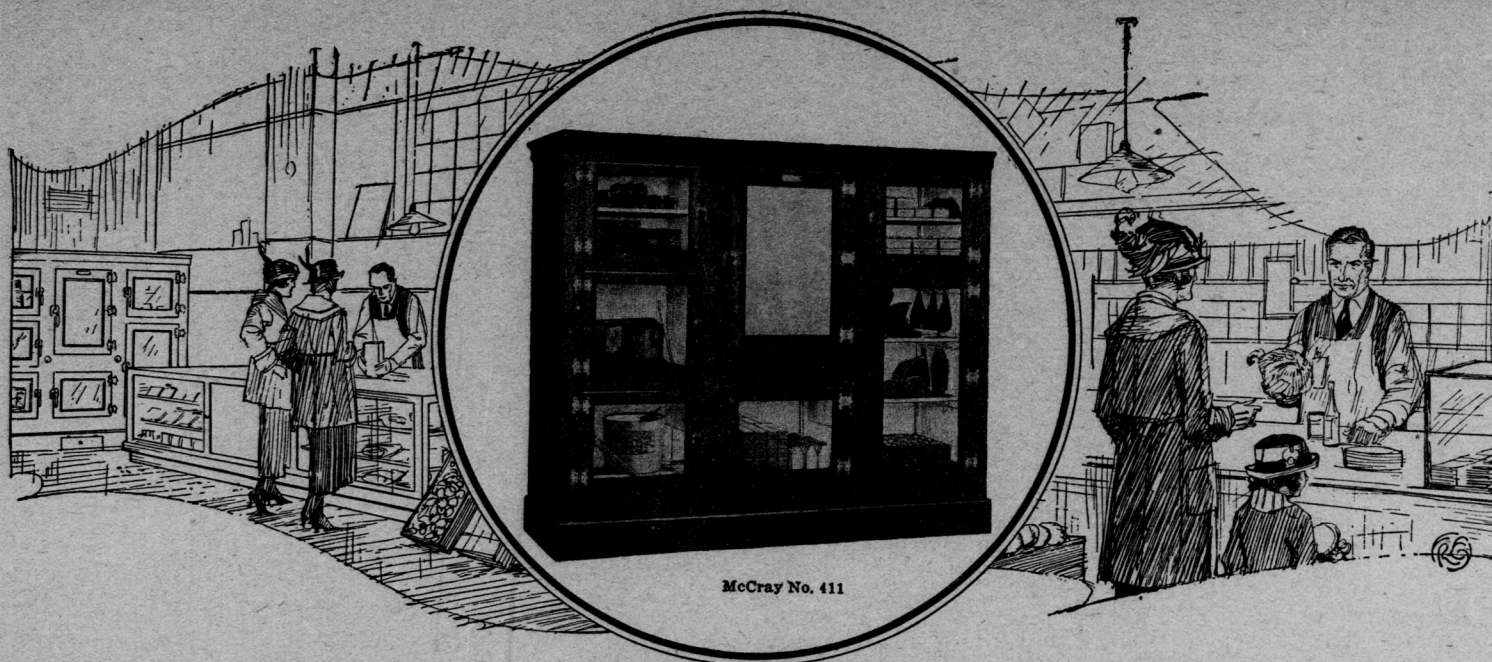
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McCray No. 411

MCCRAY

McCray Quality is Enduring Quality

Every McCray Refrigerator is built to last. Its record of service is unusually long. When you install a McCray you have definitely disposed of your refrigerator problem.

These are the reasons for McCray's enduring quality:

- every bit of material is carefully selected, of the highest grade, and proved to be the best possible kind for each particular purpose.
- all lumber is thoroughly seasoned, air dried and cured in our kilns, so that every part fits perfectly, doors close tightly and retain their shape permanently—there is no warping or sagging;

—the mineral wool insulation is so placed that it does not sag and leave some parts of the wall unprotected;

—every process of manufacture, every detail of construction down to the last hinge and door fastener, is given the care and devotion which McCray standards of quality demand.

Remember it has always been our steadfast purpose to build the best possible refrigerator. Your grocer friend who uses a McCray will tell you we have succeeded.

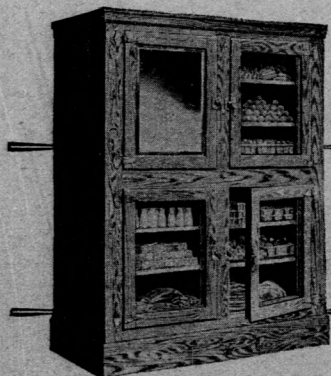
You can buy a McCray with the profit that it saves you. Ask about our easy payment plan.

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

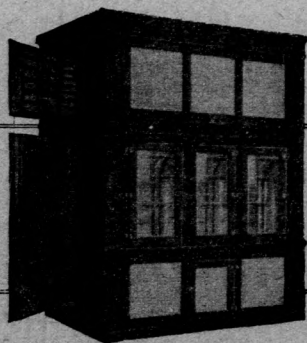
MCCRAY REFRIGERATOR COMPANY

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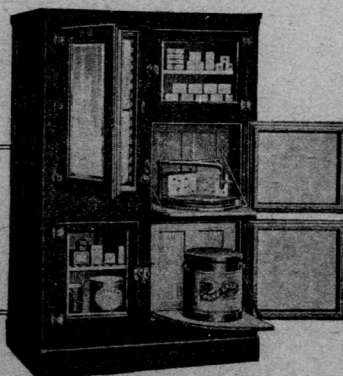
Detroit Salesroom, 36 East Elizabeth St.



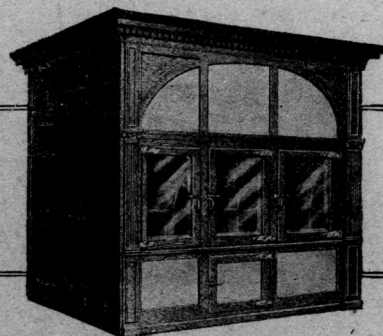
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McCray No. 185



McCray No. 405



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