

THE VETERANS

Every year they're marching slower;
Every year they're stooping lower;
Every year the lilting music stirs the hearts of older men;
Every year the flags above them
Seem to bend and bless and love them,
As if grieving for the future, when they'll never march again.

Every year that day draws nearer;
Every year the truth is clearer
That the men who saved the Nation from the severing Southern sword
Soon must pass away forever
From the scene of their endeavor,
Soon must answer to the roll call of the angel of the Lord.

Every year with dwindling number,
Loyal still to those that slumber,
Forth they march to where already many have found peace at last,
And they place the fairest blossoms
O'er the silent mold'ring bosoms
Of the valiant friends and comrades of the battles of the past.

Every year grow dimmer, duller,
Tattered flag and faded color.
Every year the hands that bear them find a harder task to do,
And the eyes that only brightened
When the blaze of battle lightened,
Like the tattered flags they follow, are grown dim and faded too.

Every year we see them massing;
Every year we watch them passing,
Scarcely pausing in our hurry after pleasure, after gain,
But the battle flags above them
Seem to bend and bless and love them,
And through all the lilting music sounds an undertone of pain.

Dennis A. McCarthy.

IT HELPS YOU—

You naturally welcome any aids for selling more of your goods. The new Fleischmann Yeast-for-Health transparency sign helps you increase your yeast sales.

Your customers cannot help but see it, when placed on your front door window. It is the little reminder that clinches sales for you.

Your nearest Fleischmann representative will give you one of these new signs.

THE FLEISCHMANN COMPANY

Yeast

Service

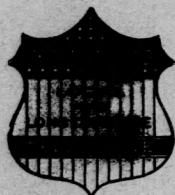
HEKMAN'S

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

GROCERS—In baked goods, taste is the test of quality—Hekman's taste good.

Hekman Biscuit Co.
Grand Rapids, Mich.

Citizens Long Distance Service



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

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

USE CITIZENS SERVICE

CITIZENS TELEPHONE COMPANY

39% Profit for You in WILDER'S

LION DISPLAY

CABINET OF LEATHER



Cost \$18.00
Retail for \$25.00

Ask Your
Jobber
or write us
for full information.

WILDER & COMPANY
Established 1877

226 West Lake St.
CHICAGO



Franklin said:—

"A small leak will sink a big ship."

The small leak in a ship, the spike on the railroad track, the missing nut in the power plant—all little things—sometimes result in grave disaster.

FRANKLIN PACKAGE SUGARS

stop the leaks in sugar,—the waste, the overweight, the unnecessary expense for labor and expenditures for bags and twine.

As sugar is 14% of your business, this isn't a little thing, but a big one.

The Franklin Sugar Refining Company
PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use"

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

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. INC.

PUTNAM FACTORY
GRAND RAPIDS, MICH.



MICHIGAN TRADESMAN

Fortieth Year

GRAND RAPIDS, WEDNESDAY, MAY 23, 1923

Number 2070

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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THE IMPENDING FEAR.

It would appear from the course of events recently as though some were taking seriously into account certain warnings to which they paid little heed when the course of prices began to soar some months ago. They have discovered that no enduring prosperity accompanies high prices because with them there is always the impending fear of what will happen when they come down, as they inevitably must. Then, too, the speculative activity of run-away markets bodes ill. If allowed to run its course, the end is in a large crop of business failures, with assets marketable at only a small percentage of their cost. The situation is worst where the high prices enter into the cost of permanent structures which must labor under the handicap after the levels of commodities in general have been lowered. Such construction cannot compete with others built at more reasonable prices, and the result is a lot of foreclosures which squeeze out the watered capital. Every big panic has had such sequels. To avoid results of the kind mentioned as to mercantile business and building it is necessary to call a halt before it gets too late. This has been done in the trading in ordinary commodities, as is shown by the cautious buying which has been the rule for some months now. It is also being attempted by those in building operations who have about reached the limit of what they can stand and are obliged to restrict or stop future operations.

That this will have its influence in affecting general trade is more than probable. In fact, it is one of the elements which merchants are taking into account in their future commitments. While it is not the controlling factor in the prevailing general dullness in the primary markets, it may properly be credited with a

share of the indifference shown. A check of the kind to rising price levels in a field where these have gone to the extreme is bound, sooner or later, to be reflected in other directions and to give force to the movement for a general reduction of expenses. But this is a movement that promises to be gradual rather than abrupt, due in great measure to the fact that retail prices of many commodities have been kept within bounds. The complaints that have come from stores in various parts of the country regarding tardy buying by customers have put the blame mostly on the weather. The purchasing power and inclination of the public have not been questioned. Whenever the temperature shows a disposition to rise the shoppers become more numerous and trading more active. A week or so of continued warm weather is required to give the needed spur to seasonal activity. As stocks on hand are none too large, this will mean hurried calls for goods to meet demands. Even as it is, a lot of buying for filling in purposes is going on, but the policy seems to be to come into the market often and purchase small quantities at a time.

ENCOURAGING IMMIGRATION.

A suggested remedy for the labor shortage, so far as it can be remedied under the present restrictions on immigration, is for the larger industrial units to form a fund "to finance the importation of British and German labor to the full extent of the quotas." Arrangements would be made for the laborer to pay back gradually the amount which had been advanced him for his passage money to the United States. It is pointed out that last year England and Germany lacked over 83,000 of filling their quotas. During the Colonial period of our history it was quite a common thing for immigrants to come over and pay off the cost of their passage by labor. Such a practice, however, is now forbidden by law, and laborers coming over under conditions set forth in the foregoing plan would be excluded. Moreover, even if they were admissible the scheme would have little value for the reason that England has already filled its quota of immigrants for the current fiscal year, and if the present conditions of unemployment continue in that country, its quota for the next year will be quickly filled without the need of special devices. Immigration from other countries of Western Europe is also much heavier than it was a year ago.

You may be a success while dressing like a ne'er-do-well, but nobody is going to believe it.

WILLIAM S. ROWE.

It is difficult to separate the elements that go to make up a good citizen from those that make a Christian gentleman and a successful business man; in fact, it requires all the elements that go to make up one, properly to round out and make symmetrical the other. So that in the person of a successful business man, one who has merited the esteem of his fellows by his steadfast Christian virtues and manly conduct, we are sure to have a citizen worthy of emulation and one of sterling worth to his country.

Mr. Rowe was born March 15, 1880, in Springfield, Mo., a son of William N. Rowe, one of the founders of the Valley City Milling Co. The family moved to Grand Rapids soon after and Mr. Rowe received his education in the city schools, followed by a business college course. From school he went into the mill with his father and was the company's Eastern representative when his father died in 1905. He succeeded his father in the management and, associating with his brother, Fred N. Rowe, built up the business to be one of the largest in the State. His wonderful success in this enterprise stands as a monument to his ability and integrity.

It is seldom that so young a man can so soon and so thoroughly en-throne himself in the hearts of a community and stand so pre-eminently forth as a leader, but the immutable laws of nature had stamped the sign of manhood upon his brow and endowed him with the spirit of leadership. The public good always received a liberal share of his valuable time, and he had in contemplation the fostering of several additional public enterprises.

The crowning glory of his earnest altruism was his unostentatious work. Many of his donations were never made public—the kind of giving that twice blesteth, that blesteth him that giveth and him that receives.

He would invariably be found on the right side of all local public questions, and was always the leader and the edictive moving force in the consummation of public benefits.

His constant stand in the interest of higher education and industrial amelioration was not only worthy of emulation, but was invariably the standard around which all would gather.

He was never so busy that he could not find time to listen to the call of the public weal and to lend the strength of his genius and the power of his leadership to further the interests of his fellow man. The consummation of no public enterprise was reached without the ever ready touch of his masterful hand. Mr. Rowe was a nobleman by

nature; a staunch, true friend, a noble father and a true husband. His home was his heart's desire; the sweet oasis in life's desert; the altar of his love; his paradise; his pride. May God sustain and comfort his wife and incline the feet of his children to walk in the steps of their father!

It is impossible to calculate the loss this community has sustained by reason of the death of this valuable citizen. The future progress of local events alone can tell. We thank the Great Architect for the enduring impress of his stalwart manhood and for the standard of good citizenship he established. His good example will stand as an enduring monument to his memory, and the future as well as the present generation "Will reap where he has sown and gather where he has strewn."

Golding Now Heads Sample Managers' Association.

Detroit, May 22—James M. Golding, sales manager for A. Krolik & Company, of Detroit, has been elected president of the National Sample Managers' Association.



James M. Golding.

Other officers are Henry Moehring, of Milwaukee, first vice-president; C. C. Henking, Huntington, W. Va., second vice-president; W. H. Hunt, St. Joseph, Mo., and Thomas Stix, of Cincinnati, Ohio, board of directors; J. W. Hamilton, St. Paul, Minn., secretary; Bryant Sando, Indianapolis, treasurer.

The Association is made up of representatives of wholesale dry goods firms, banded together for the promotion of efficiency and the reduction of overhead expenses, especially insofar as the cost of selling through traveling salesmen is concerned. Because of co-operation among the firms in the Association, salesmen now need to carry only about four or five trunks of samples. Before, salesmen were forced to carry from twelve to fifteen trunks of samples.

A prediction: Building will lead the next relapse.

Economic Service Analyzes Costs In Grocery Trade.

It is now seven years since the Harvard Bureau of Business Research began its first study of the cost of doing business in the wholesale grocery trade. During this period, which has been marked by such cataclysmic changes, the interest in these studies has constantly increased, until this year we have received complete reports from 442 firms with an aggregate volume of sales amounting to \$556,021,000. This is practically 100 more firms than has reported in any preceding year.

The conditions in the wholesale grocery trade, as indicated by our reports, were improved in 1922 over 1921. The average cost of doing business was less and the gross margin was higher, with the result that an average net profit was shown. The average net profit was small, to be sure, but nevertheless far better than the average net loss of the preceding two years. The 442 firms from which we received figures for 1922 showed an average total expense of 11.1 per cent. of net sales. This compares with 11.5 per cent. in 1921 and 9.0 per cent. in 1920. In 1916 the average cost of doing business according to our reports, was 9.5 per cent. The average firm, therefore, has not yet been able to bring down its operating expense to as low a percentage of net sales as prior to the crisis of 1920. The wholesale grocery trade probably is operating at a lower rate of expense than any other wholesale trade performing similar services; but that fact does not preclude the likelihood of further readjustments in operating expenses in this trade.

Sales force expense, including salaries, commissions and traveling expense, was 2.7 per cent. of net sales in 1922. In other words, an average firm with sales of \$1,000,000 spent \$27,000 for sales force expense last year; for a firm with sales of \$600,000 the average expense for sales force was \$16,000. The common figure in 1922 was the same as in 1921. In both these years, however, sales force expense generally was substantially higher in ratio to sales than in the preceding years.

In the various Federal Reserve districts, including all but the Dallas district, from which we did not have enough reports for a separate tabulation, the lowest average figure for sales force expense was in the Philadelphia district—2.2 per cent. of the net sales. The average figure was highest in the St. Louis and Kansas City district—3.1 per cent. of net sales.

The common figure for wages of receiving and shipping force was 1.3 per cent. in 1922. This compares with 1.4 per cent. in 1921 and 1.1 per cent. in previous years. Apparently this figure also is still somewhat high for the trade as a whole.

The common figure for outward freight, express and cartage in 1922 was 0.6 per cent. of net sales, the same as in 1921. In previous years it was 0.4 per cent. of net sales. This also is still somewhat out of line. In five Federal Reserve districts the average figure in 1922 was

0.5 per cent. of net sales. In the Boston district it was 0.9 per cent. of net sales.

For salaries of executives and of office force the common figure in 1922 was 2 per cent. of net sales; in 1921 it was 2.1 per cent. and in 1916 1.55 per cent. The difference between the common figures in 1922 and in 1916 was practically the same for executive salaries as for sales force expense.

The common figure for losses from bad debts in 1922 was 0.4 per cent. of net sales. This is the highest of any year since the collection of these figures was begun, the aftermath of the crisis of 1920. In 1921 the common figure for losses from bad debts was 0.3 per cent., in 1920 0.2 per cent., and in 1916 0.3 per cent.

The common gross margin for the four hundred and forty-two firms that sent in reports on their business in 1922 was 11.6 per cent. of net sales. The figures for earlier years were as follows: 1921, 9.6 per cent; 1920, 8.5 per cent; because of the heavy inventory loss at the end of the year; 1919, 11.1 per cent; 1918, 11 per cent; 1916, 12 per cent. The gross margin, therefore, seems to have been restored to something like a normal figure, provided expenses can be brought in line. It seems to me that it is to be expected that means will be found of adjusting expenses so that they will not bear a greater ratio to selling prices than in pre-war years.

In 1920 our reports showed an average net loss for the trade as a whole amounting to 0.5 per cent. of net sales. In 1921 the average net loss was 1.9 per cent. of net sales. In 1922 the improvement in general business conditions is reflected by the average net profit of 0.5 per cent. of net sales. This is still substantially below the profits of earlier years, however, for in 1919 the average net profit was 1.9 per cent; in 1918, 1.75 per cent, and in 1916, 2.4 per cent. During the first year of our study of the cost of doing business the wholesale grocers thought they had many troubles. Those were halcyon days, however, as compared to the last three years.

The average net profit varied a good deal between Federal Reserve districts. In the Atlanta, Minneapolis, Kansas City and San Francisco districts the average net profit was 0.3 per cent. of net sales; in the Philadelphia and Chicago districts, 0.4 per cent; in Boston and St. Louis, 0.5 per cent; in Cleveland, 0.9 per cent, and in the New York and Richmond districts, 1 per cent. of net sales.

Although so far as we can judge, 1923 promises to be a fairly profitable year in the wholesale grocery business there are several straws which suggest that the lesson of 1920 should not be forgotten soon, and that the wise merchant will be on the watch for squalls. For several months manufacturing industries have been working generally at capacity, prices have been rising, stories of labor shortage have been prevalent and wages are being boosted. The outcry against the high cost of living is being revised. Although

money rates have not tightened severely the antics of the stock market indicate that a period of tighter money is to be anticipated by autumn. All this evidence shows that we are in a period of business activity which is to be followed by another slump starting some time probably within the next twelve months. Melvin T. Copeland, Bureau of Business Research, Harvard University.

Announce Fall Waist Colors.

The twelve shades selected by the Color Card Committee of the United Waist League of America as the ones to be sponsored for Fall by that organization were announced yesterday by Executive Chairman M. Mosessohn. Eight of the new colors are taken from the Fall card of the Textile Color Card Association and three from other standard cards. The twelfth is a new shade, to be known as league russet. It resembles the outstanding hue of Autumn leaves. These are the association's selections: Indo, a deeper blue than copenhagen; sand, a gray with a taupe shading; eucalyptus, a deep green; fallow, a tan; holly berry, a shade resembling that berry; grebe, a deep steel gray; blue jay, a royal blue; burnished gold, which is self-descriptive; Havana, a light brown; Autumn brown, a hue darker than Havana; midnight, a navy blue, and the new league russet.

Extends a Word of Caution.

Retailers of men's furnishings have had none too pleasant experiences

with the weather recently. Their sales of essentially Spring merchandise have been restricted and they apparently had begun to feel that there would be a radical jump from Winter right into Summer. This has resulted in the cancellation of some Spring items, although these have not been of a nature to be alarming. The current situation, and the one that will be met with in the Fall, owing to higher prices being passed on then, are described as calling for great caution on the part of both manufacturer and retailer. For the manufacturer, it is said by one authority, the situation requires a definite sales policy which involves avoidance of selling the retailer any more than he can readily dispose of. The retailer, according to this same person, should confine his purchases to standard, well-known lines which have the least sales resistance.

It is better to say a good thing about a bad fellow than to say a bad thing about a god fellow.

BANK FIXTURES FOR SALE

FOR SALE—Bank fixtures. Complete outfit in fine condition. Quartered oak finish. Can be bought cheap.

Inquire of
FARMERS AND MERCHANTS BANK
Nashville, Mich.

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

Wholesale Grocers Urge Four New Coins.

A movement has been launched by the International Wholesale Grocers' educational committee, of which O. J. Moore, of Sioux City, Iowa, is chairman, to convince banking interests and ultimately the United States Mint officials and Congress of the necessity for several new fractional coins, the considerations being of much interest to every grocer in the country.

In a letter to George E. Roberts, of the National City Bank of New York, Mr. Moore recently put it as follows:

"In the wholesale grocery business the 1922 volume compared very well with the 1917 volume, and in a business of approximately \$5,000,000 sales, the 1922 expense of labor, warehousing and handling was approximately \$40,000 greater than it was in 1917. The cost of liability and other insurance was approximately \$4,000 greater, while local taxes were \$5,000 greater. Many other unchangeable increases now exist as compared with the first period mentioned.

"A can of corn which might be sold in a satisfactory way for 10c pre-war cannot be produced under post-war cost of labor, etc., and be sold for 10c.

"The opinion developed by our committee is that the country needs four new denominations of coins, namely a 2½c piece, a 7½c piece, a 12½c piece and 15c piece. This does not necessarily suggest that the consumer will pay more for merchandise in the long run, however, in that heretofore a great many commodities which could not very well be placed on the market for 5c were raised to 10c, simply because of the popularity of the dime, where they would have gone at 7½c had we had a coin of that denomination. Generally speaking, I am of the opinion that there would be almost as many items dropped from 10c to 7½c as would be advanced from 5c to 7½c, but staple business requiring definite denominations for protection to their meager profits would find great advantage in the new denominations."

Graphic Description of His Home Town.

Salisbury, Md., May 22—Salisbury is the finest town in the world, and if I told you about the inherent goodness of the people, our mild climate, good roads, good things to eat and other natural advantages you would think I was a trained liar from your city. We even have a good jail; I have known people to try to break in and the fellow who broke out came back. We have no grafters, loafers, politicians or people who want to be President. Our bootleggers are well dressed and our home brew is harmless; we work and play together, cuss each other to our heart's content, talk about our neighbors, wear good clothes, have a fight occasionally, buy the fellow that licks us a good cigar, wash our hands and forget all about it.

Salisbury is the cleanest, best governed town in all the forty-eight States; we have paved streets, electric lights, mild climate, good roads, strawberries, real estate operators who are honest and some fine farms for sale on easy terms. If you die and go to Heaven you have to come

right through Salisbury; if you are bound for the other place, Delmar is only seven miles away. We have pretty girls with painted faces, bridge parties, straw rides, moving pictures, boys who work hard and save their money and lots of folks with real good sense. We have all the races, all the creeds, all the new fads and your scribe runs a book store. Salisbury is the gateway to paradise, the Garden of Eden in disguise and the nicest place to live anywhere under the shining sun.

W. C. Thurston.

Protests Against Higher Prices.

New York, May 21—How much significance there may be in the reported stoppages of large building operations in this city, as well as in other parts of the country, remains to be seen. The reason given is the excessive cost of both labor and materials. Advantage was taken of the demand for construction to boost prices in every conceivable way. The material men were playing one customer against another, and builders were bidding against one another for the services of mechanics. Everything was pushed up to the top notch and something had to give way. With plasterers getting \$20 per day, brick layers \$16 and other workers in proportion, building ceased to be remunerative. So a pause has come, which may mean a great deal in readjusting commodity values and wage scales before it is over. It is the natural revulsion against overexploitation, just as much as is the movement against sugar prices and as was the "buyers' strike" three years ago. What is a matter of concern is whether this temper is to spread to other matters. It is hard to confine movements of the kind to definite channels once they get started, because it is a frame of mind which has to be dealt with. The general buying public is apt to flare up rather quickly if it feels that unfair advantage is attempted to be taken of its needs, and then there is no controlling the situation. This is a circumstance that will have to be taken into consideration by certain producers who are arranging to set much higher prices for their wares in the Fall. They are likely to be called upon to justify whatever advances they try to establish.

Jason E. Jarner.

If a merchant keeps his name before the public in connection with what he is selling all the time people will think of him when they want to buy. Keep a small book handy all the time and when any one makes an enquiry for anything, no matter if he says he does not expect to buy until next year, put his name down in that book, and when the proper season comes send him a circular; then write him a personal letter, telling him that you heard him say the year before that he wanted such an article and call his attention to what you have. If that does not bring a response, go after him. If you don't make the sale that you have gone out to make you will possibly strike some one that the other fellow talked up to the buying point, and it does no harm to mix with your customers. There are hundreds of ways to get people interested in what you are selling. The main thing is to meet every demand as far as you are able. Keep thoroughly posted and don't let the grass grow under your feet.

Every business day you go into a struggle with your business and every day either you or the business comes out on top.

WHICH ARE YOU?

The attitude of some retailers, who are still dreaming of the good old days prompts us to make the following searching questions:

Are you the merchant who is constantly complaining of the new forms of competition or are you the merchant in your locality who by your aggressive, up-to-date methods is making it impossible for the new forms of competition to get a foothold in your neighborhood?

Are you the merchant who is sitting on a cracker barrel complaining about the times or are you the merchant who is busily engaged during your idle moments in making your store more attractive and your selling program so compelling that your business is growing?

Are you the merchant who, with your clerks, is willing to follow the lines of least resistance in your selling program or are you the merchant who is selecting your merchandise with great care and giving the best value for your customers' money and thereby building up a reputation as a real merchant?

Are you one of those merchants who appears to be dead from the shoulders up who is waiting for the commercial undertaker or are you among that class of merchants who appreciates the wonderful possibilities of today's opportunities?

And are making your store the trading center of your community?

We believe the consuming public has come to the point where real quality and value inside of the package is having more consideration than it has for a long time. And we believe the desire for wise spending of one's money must impel the consuming public more and more to appreciate quality goods and quality service.

WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers.

MOVEMENT OF MERCHANTS.

Copemish—Moore & Moody succeed B. Jacobson in general trade.
Pewamo—The Pewamo Elevator Co. is erecting another addition to its plant.

Morrice—Orlando Gruber succeeds N. C. Davis in the boot and shoe business.

Jackson—The Fisk Coal Co. has increased its capital stock from \$15,000 to \$24,000.

Roseville—The Roseville State Bank has changed its name to the Roseville State Savings Bank.

Detroit—The Grand Furniture Co., 439 Gratiot avenue, has changed its name to the Edmund-Clark Co.

Burr Oak—G. M. Gray, who recently purchased the grocery and dry goods stock of Fred Straw, has taken possession.

Grand Rapids—The Lane Lumber & Veneer Co., 551 Houseman Bldg., has increased its capital stock from \$15,000 to \$20,000.

Alma—Louis Rocksetin has removed his stock of clothing and store fixtures to Jackson where he will continue the business.

Galesburg—Henry Mott has sold his restaurant and cigar stand to Thomas J. Bowers, recently of Kalamazoo, who has taken possession.

Oshtemo—Thieves entered the general store of Elmer Clapp May 20 and carried away considerable stock, consisting of shoes, underwear, tobacco, etc.

Grand Haven—The Presley Drug Co. has engaged in business. The stock, fixtures and fountain were furnished by the Hazeltine & Perkins Drug Co.

Cadillac—The Cadillac Dry Kiln Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Fremont—Benjamin Van Oss has sold his interest in the general stock of the Pickart-Van Oss Co. to the other members of the company and will retire from trade.

Freesoil—James Maske has purchased the old hotel building and is remodeling it into a store building which he will occupy with his stock of general merchandise.

Fremont—W. A. Tibbitts has sold his interest in the grocery stock of W. A. Tibbitts & Son to his son, Melbourne, who will continue the business under his own name.

Bear Lake—S. N. Via has closed out his restaurant and sold his store building to August Schroder, who will occupy it with his stock of groceries, hardware, feed, etc.

Hillsdale—Lee Hinkle, clerk in the store of the Ruckman Shoe Co. for over year, has purchased an interest in the stock and the business will be continued under the same style.

Saginaw—The Barry Sand Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$5,100 in cash and \$4,900 in property.

Detroit—The West over-Harriett Co., 2704 West Jefferson, has been incorporated to deal in metal goods, tools, dies factory supplies, etc., with an authorized capital stock of \$5,000, all of which has been subscribed and \$4,000 paid in in cash.

Holt—George Wells & Son, dealers in general merchandise at North Holt have sold their stock and store building to Elmer Kerr, who has added a line of fresh and salt meats.

Greenville—Meach & White, who conduct musical instrument, music etc., stores at Big Rapids and Lake View, have leased a store in the Packard building and opened a similar store.

Benzonia—Miss Imogene Laird of Eaton Rapids and Miss Edna S. Willard, of Chicago, have formed a co-partnership and opened a tea shop under the style of Ye Crossways Tea House.

Detroit—The Lincoln Sales Co. has been incorporated to deal in furniture, fixtures, rugs, furnishings, etc., with an authorized capital stock of \$50,000, all of which has been subscribed and \$5,000 paid in in cash.

Detroit—The George W. Martin Concrete Block & Supply Co., 10577 West Jefferson avenue, has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash.

Ludington—Ralph W. Olson has removed his confectionery stock and ice cream parlor to his new location, 227 South James street. The store has been remodeled and redecorated, new modern fixtures installed, also a plate glass front.

Detroit—The Jones-Roberts Co., 3087 East Grand Blvd., has been incorporated to conduct a retail cigar store, soda fountain, lunch counter, etc., with an authorized capital stock of \$25,000, of which amount \$10,500 has been subscribed and paid in in cash.

St. Johns—Arthur J. Byerly, who conducts a chain of grocery stores in Owosso, Corunna, Chesaning, Durand and Ovid, has purchased the Eddy & Ferguson grocery stock and store fixtures and will continue the business under the same style of his other stores.

Detroit—The West Side Buick Co., 5836 West Fort street, has been incorporated to deal in automobiles, accessories, etc., and to conduct a general garage business, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Royal Oak—The Royal Motor Sales, 513 West Fourth street, has been incorporated to sell at wholesale and retail, automobile accessories, supplies, parts, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Lansing—Louis P. Pienta, for the past seven years manager of the cigar and news stand in the Downey hotel, has purchased the cigar stand in the state office building, of Charles Tufts and will add lines of boxed goods, including confectionery and boxed cigars.

Lansing—The Runnels-French Coal Co., 1034 South Cedar street, has merged its business into a stock company under the same style with an authorized capital stock of \$25,000, of which amount \$10,000 has been subscribed and paid in, \$3,700 in cash and \$6,300 in property.

Kalamazoo—P. B. Appeldoorn Sons Co. will open another shoe store

May 26. It will be located at 132 South Burdick street and will be under the management of William Van Dis, head clerk for the above named company for the past seven years. It will be conducted under the style of V. & A. Bootery.

Jackson—Cook & Feldher have a great system for calling an aisle man when a customer approaches a clerk on some matter of adjustment. The magic lies in an arrangement of flash signals. The clerk merely pushes a button under the counter and a blue light flashes from a built-in fixture in the shelves back of the counter, indicating to the floorman that he is wanted at that spot. The idea has completely done away with "shouting for assistance" as is prevalent in so many stores.

Manufacturing Matters.

Ypsilanti—The Chelsea Baking Co. has opened a modern bakery in the Smith block on East Michigan avenue.

Detroit—The Machined Parts Corporation, 243 West Larned street, has increased its capital stock from \$10,000 to \$50,000.

Detroit—The Hayes-Daprato, Inc., 601 Woodward Heights boulevard, has changed its name to the Ferndale Paint Co.

Mt. Pleasant—The Dow Chemical Co. is preparing to resume operations at its plant here. The plant has been idle more than two years.

Lansing—The F. N. Arbaugh Co. has started construction work on an addition to its bakery which will double the production capacity of the plant.

Marquette—The Superior Rock Products Co. has been incorporated with an authorized capital stock of \$2,500, all of which has been subscribed and paid in in cash.

Detroit—The Ashley-Behrens Manufacturing Co. has changed its name to the Standard Wood & Metal Finishing Co. and increased its capital stock from \$20,000 to \$150,000.

Detroit—The Clover Sausage Co., 2731 Magnolia street, has been incorporated with an authorized capital stock of \$10,000, of which amount \$9,000 has been subscribed and \$5,000 paid in in cash.

Detroit—The Wolf-Detroit Envelope Co., 215 East Baltimore street, has been incorporated with an authorized capital stock of \$60,000, all of which has been subscribed and paid in in cash.

Tecumseh—The Tecumseh Butter Co. has merged its business into a stock company under the same style with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in property.

Detroit—The Erdman-Guider Co., 2290 Woodward avenue, manufacturer of automobile bodies, has increased its capital stock from \$500,000 to \$1,000,000 and removed its business offices to Saginaw, where the plant is located.

Crosswell—The White Fibre Mills, Ltd., has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property. The business offices of the company are at Beloit, Wisconsin.

Ypsilanti—The Gregory Manufacturing Co. has been incorporated to manufacture and sell fountain pens and other metal articles, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Detroit—The Crating & Woodworking Co., 10300 Mt. Elliott street, has merged its business into a stock company under the same style with an authorized capital stock of \$50,000, of which amount \$27,000 has been subscribed and \$5,470 paid in in property.

Wayland—The M. & W. Light & Power Co. has its poles set to supply Hopkins with electric lights and power and will begin work on the wire lines in about ten days. The company is now supplying patrons in Wayland and Martin with lights and power and maintains a store at Wayland which carries a complete stock of electrical supplies, under the management of C. L. Miller.

News From Central Michigan Town.

Owosso, May 22—Ira Hempstead, who recently lost his store building and stock, together with his dwelling and household goods, at Nicholson, has purchased the J. J. Robinson grocery stock, at Corunna, and taken possession.

Mr. and Mrs. Hempstead received a surprise party at their home town that was largely attended by their old neighbors and friends, who presented them with a quantity of kitchen utensils, dishes and Mr. Hempstead was presented with a fine gold watch as a token of kind regards and best wishes from the folks of the old home town of Nicholson.

J. D. Royce, of Broadhead dress goods fame, has started out with his fall lines and reports business much better than last season.

L. E. Sutherland, the Morrice grocer, will return this week from Houghton Lake, where he has been for the last month building a summer cottage for his family, who will spend their summer vacations at that point.

The postoffice building, which was destroyed by fire several months ago at Sheridan, is again nearly ready for Uncle Sam, who will return to the old quarters about June 1.

Honest Grocerman.

I Am Your Enemy.

"I am the ruler of retail reverses.
I am Lord High Potentate of Failure.

I am the reason for that downward slant on the profit curve.

I am the cause of all the silent sickness that stills the cash register bell.

I am the origin of dissatisfied customers and loss of trade.

I am the leaven of uncertainty in the midst of certain profits.

I am the element of chance that turns a winning business into a losing gamble.

I am the fountain head whence springs the majority of the dealer's trouble and worry.

I am the key to the problem why more than 15,000 retailers fail each year.

I am the why and the wherefore, the direct and proximate cause, the germ and the genesis of unsuccessful merchandising.

I am the Sticker, the Shelf-Lounger, the Leftover, the nameless child of an unknown father.

I am the unadvertised product!"

Essential Features of the Grocery Staples.

Sugar—The propaganda to curtail sugar consumption in this country continues but signs of weariness are not missing. As a market factor it seems safe to assume that its effect has been more than discounted. It is the unseasonably cool weather more than anything else which has kept our market in check. A period of warm weather would probably quickly reveal a surprising consuming capacity for refined in this country and in turn force our refiners to again re-enter the raw market so as to prevent the diversion of any important quantity of supplies available in Cuba to other consuming centers than this country. On the recent breaks Chile has been a fair buyer of Cuban raws which is rather unusual as other countries on the West Coast, chiefly Peru, are the usual suppliers of sugar for Chile. Advices from Cuba continue to report the rapid closing of centrals, which offers a most striking picture when compared with previous years. It should soon be possible to estimate fairly accurately the approximate final yield of the present Cuban crop and it would be surprising if that figure should be in excess of 3,600,000 tons. With anything like a normal distribution in this country during the next four months every ton produced will be needed and only high prices could force a reduction of the consumption. So far it does not look as if the ten cent. level for domestic refined will prove to be a check to consumption. Canada which is similarly placed in respect to sugar supplies as the United States, and where domestic refined prices were still higher than here, has likewise had its sugar investigation, but not conducted before the courts or by Government officials, but by Parliament, as a result of which the import duty was promptly reduced one-half a cent, leading to a reduction of the refined price of 40 points to the public. This action in comparison with the report of our own tariff commission, needs no further comment. Local jobbers hold cane granulated at 10½c and beet at 10.40c.

Tea—Tea is still very quiet, buying everywhere in every branch of the trade seems to be limited at present. The undertone, however, is still strong, with no change during the week.

Coffee—There has been little strength in the market for Rio and Santos during the week, but not enough to materially advance the price and also the strength was not general among all holders. The market closes with all grades of Rio and Santos coffees about unchanged from a week ago. Roasted Rio and Santos are also unchanged. As to milds, the demand is fair, with prices about where they have been for a week or two. The tone is now steady to firm on practically all grades of mild coffee.

Canned Fruits—Peaches are generally classed as doing better on the standard grade and it is noticeable that the weakest of the Coast interests are not so much free sellers as

they have been. While some sizable jobbing lots are more frequently taken, it is not a spectacular market on the spot. Jobbers are cleaning house and are using up their own goods, adding to them as occasion requires. Apricots are one of the slowest sellers and continue weak. Efforts are being made to move Plums, which makes them unsettled. Pineapple is more than holding its own. All jobbing stocks in sight are limited and even at the extreme prices there is a constant movement of all grades and sizes. Apples are steady and are taken as needed, with occasional sales reported in sizable blocks.

Canned Vegetables—Peas are the object of considerable attention, but for varieties which are sparingly offered. Buyers are no longer choosers in standards. A letter from Wisconsin, written by one of the best posted operators in the State says that fancy No. 4 sweets for prompt shipment cannot be had. In fact the writer says that he does not know of a single case of standards, extra standards or fancy in No. 4 extra sifted sweets. The only thing left are fancy and extra standard No. 8s, as No. 5s are like No. 4s. The trade in standards is largely in resales between distributors. No radical change has occurred in futures. The trade has booked up as much business as it cares to place and is awaiting the outcome of the growing and packing season. Tomatoes are firm in No. 3s and No. 10s from the South, about steady if not somewhat improved in No. 2s and quite active in California No. 2½s and No. 10s. California standard No. 2½s are doing better on the spot, as they are being substituted for Southern 3s by many buyers. It is pretty much of a sellers' market on 10s of any section. Corn is doing better in a jobbing way on standard grades and country postings are more optimistic. A large operator in the Middle West says that 85c factory no longer exists, as the stocks which still remain in first hands are being carried for distribution during the next four months. Fancy corn is scarce on the spot and hard to obtain even at a premium.

Canned Fish—Not enough Maine Sardines have been packed so far to relieve the shortage of old goods, but as there is little urgent demand the lack of stocks does not cause a runaway market. Jobbing orders are not generally for large amounts and the lack of a definite price basis for new packs delays trading for later delivery. California and imported fish rule unchanged. Pink Salmon is steady on the spot and firm on the Coast, but at former prices in both quarters. Reds remain quiet with the demand limited. Shrimp rules firm at the factory at \$1.60 for No. 1s wet or dry. Spot stocks are light. Other descriptions of fish are not worthy of special mention.

Dried Fruits—The freest offerings have been of new pack. Apricot, which have not been salable at any price level which has so far existed. The tendency is still downward, as independents who are quoting the market do not stick long at their

own levels. Because of the prospect of cheaper new pack than last year, old crop has been unsettled and is also weak. There is no buying to speak of in either offering. The mix-up in the Prune and Apricot Association may lead to a delay in naming opening prices on both packs, and this is another reason for the reluctance to buy the two items for later delivery. Prunes drag and are moving only in small blocks. Concessions are heard on most packs, with some extremely low prices on small sized Bosnia fruit. The idea seems to be to carry sufficient stocks for the moment and to let early fall and winter requirements go for the present. The jobbing movement in Raisins is fair. It is also in small blocks which do not add up to a large total. Currants drag and are in inconsequential demand. Peaches and Pears are also slow sellers.

Syrup and Molasses—The demand for molasses is steady, with prices also well maintained. Sugar syrups are wanted in moderate degree, without any particular change in price, and nobody is anticipating his wants very much. Compound syrup in fair demand for the season; prices unchanged.

Beans and Peas—The demand for all varieties of beans is still quite poor, with weakness still the rule. Holders of pea beans, in the absence of the demand, have cut the prices further and so have the holders of red kidneys. White kidneys are about unchanged and in fair condition, compared with the other grades of beans. California limas are slow, with shading here and there. Green and Scotch peas unchanged and dull.

Cheese—The market is very quiet, with a very light consumptive demand at prices ranging about the same as last week. Owing to the backward season the production is not as large as it would be ordinarily. We look for an increased production in the near future, with slightly lower prices.

Provisions—Everything in the smoked meat line is steady at unchanged prices, with a light consumptive demand. Pure lard is quiet at about ½c per pound decline, while lard substitutes are in light demand at unchanged prices. Dried beef, canned meats and barreled pork are steady at prices ranging about the same as last week, with a light demand.

Attractive Store Helps.

It seems quite likely that a greater effort will be made to provide more attractive stores, both in physical surroundings and in service. Some merchants profess to believe that the big city stores have gone to far in this direction and that a type of luxurious building has been developed which hurts public confidence in merchandise values. While this may be true in a few cases, many retailers could improve their establishments and gain more trade than they now obtain. A notable instance of how public taste will respond to the opportunity of shopping in newly equipped or more attractive quarters is shown in the ex-

perience of a store in Atlanta, Ga. Dire predictions were made when this company announced its intention of putting up a new building on a prominent corner. The place was opened in March, when the full force of the readjustment was being felt in all business quarters. The South was described as prostrated through the low price of cotton. Results in the new store from the very start, however, verified the good judgment of the company officials. Every month has shown an increase in business. During October the sales were double in units of those of the previous year. In the planning of the arrangement, every convenience likely to be demanded in the sale of the articles, which in this case was clothing, was carried out. Any plan that might suggest an impression of overcrowding was avoided. The ceiling of the first floor is twenty-six feet high. The entrance leads into a foyer, and not into a show case. The aisles are wide, to give the idea of spaciousness, so desirable if the customer is to be made to feel like lingering over, rather than hastening the purchase. The building fronts on three streets, so that there is plenty of light for judging fabric colors.

Some Rules For One Cent Sales.

The one cent or one dollar sale, wherein one article is sold for the regular price and a second similar article included for one cent or one dollar additional, is coming into such general use that, in order to protect both the merchant and the public, a set of rules governing such sales has been worked out by the Better Business Bureau of Indianapolis, Ind. The rules are as follows: 1. Where an article is advertised at one cent or one dollar for the second one purchased, the first article must be advertised and sold at not more than the standard price and the second article of the same kind for once cent or one dollar: but where the regular selling price is lower than standard price, the regular price must be stated. 2. Articles must be advertised and sold without the purchaser being compelled to purchase any other article to obtain such goods. Example: in featuring a sale of wallpaper where the sidewall is advertised at a certain price, the customer must not be compelled to buy border or ceiling to obtain the sidewall at the advertised price. 3. If the advertiser places a limit on the quantity sold at the advertised price, such limit of quantity must be clearly stated in the advertisement. 4. In advertising articles where the first one is sold at the regular price and the second at one cent or one dollar, the articles referred to must be what are known as firsts, or first quality, unless it clearly states in the advertisement that such articles are imperfect or seconds, and if seconds, the price quoted must be the regular price for such seconds and not the regular price for firsts.

Every man has a hobby—why not make yours the display of merchandise that people can be induced to buy because they can use it?

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

By the unauthorized use in their literature of the names and intimate pictures of President Harding; Henry Ford and Thomas A. Edison; by the display of an altered map, and by a high-pressure sales campaign, in which their licensed salesmen have made unwarranted statements, Howell & Graves, of No. 350 Madison avenue, are selling eighty acres of subdivided farm, swamp and woodland in Colbert county, Alabama, at an asking price of \$642,605.

They paid for the parcel—unimproved March 3, 1923, in so far as streets, sidewalks, sewers, gas, electricity and upkeep are concerned—\$24,000, the owners taking back a mortgage of \$18,000. They then split the plot into 730 lots. If the asking price is realized the gross profit to Howell & Graves will be about 10,000 per cent on a cash investment of \$6,000.

The taxes on the property, due October 1, 1922, remained unpaid March 16, 1923, and the owners are delinquent, having thus been declared by the County of Colbert, January 1, 1923.

Investigation shows that the development, lying one and a half miles East of the town of Sheffield, Ala., and called Muscle Shoals Center No. 2, is immediately South of the United States Government Nitrate Plant No. 2, which was abandoned at the close of the War, after an operating period of twenty-eight days.

The enquiry further shows that the "Center" is surrounded by large acreages of other unimproved tracts, 2,641 acres of which are held by promoters waiting a propitious time to unload.

The investigation still further establishes that Center No. 2, with its fields, its swamp, and its second growth woods was put on the market after Henry Ford offered to take a 100 year lease of the Government property for \$5,000,000, "build a city seventy-five miles long" and "set a million men at work," some of them collecting nitrate out of the air for the use of American farmers.

The Ford offer and the Ford name are the propelling forces back of this selling campaign.

The fact that the Ford offer has not been accepted and that it may be refused by House and Senate when Congress finally passes on the matter—possibly a year hence—has not, apparently, seriously hampered the sale of Howell & Graves' lots, for an accredited representative of the firm claims that all but one of the \$642,605 worth of lots have been sold. The firm has begun to offer lots on Center No. 1, an unimproved tract a mile due South.

Simultaneously with the indictment of more than 100 oil promoters, operating principally in Texas, on evidence presented by agents of the United States Government, representatives of the Texas Advertising Clubs, in a con-

ference in Fort Worth, issued a plea to all legitimate business institutions to aid the campaign to "punish those who perpetrated frauds and to defend generally from the evil undermining influences of such dishonesty the great legitimate business of the state."

The plea was embodied in a resolution signed by H. C. Howard, A. D. Collins, E. J. Tompkins and Hugo Swan. The latter three are executive managers of the Better Business Bureaus of Houston, San Antonio and Dallas, respectively.

The sweeping campaign against so-called "fake" oil promotions is being waged by agents of the federal government with the aid of Better Business Bureaus in forty cities and the national vigilance committee of the Associated Advertising Clubs of the World.

Examination of letters and circulars received by investors or prospective investors in Grand Rapids and other sections of Michigan strongly indicate misrepresentation of properties and possibilities. "Unloading schemes" have been used by promoters in many instances to secure additional funds from clients.

A fraud order designed to curtail the oil promotion activities of Dr. Frederic A. Cook, of North Pole notoriety, has been issued by the Postoffice Department. He is among the large number indicted recently by a Federal grand jury in Texas.

The Michigan Securities Commission has revoked permission granted to the Peat Products Corporation, of Detroit and Eaton Rapids, to sell \$50,000 common stock.

An investigation started by the Tradesman, following the receipt of an enquiry from a local financial institution, revealed that four of the principal stockholders disavowed their subscriptions upon learning that Malcomb A. Ewer, the promoter, had no valid claim to the peat land, the company's principal asset.

The Securities Commission also refused to grant permission to the Beneficial Loan Society, of New York City, to sell 6 per cent. gold debenture bonds. Enquiries regarding these securities had been received by the Tradesman.

The Commission claimed that Clarence Hodson, president of the association, in addition to drawing a salary of \$18,000, made large profits on sale commissions. It also was contended that the actual earnings on the outstanding debentures was only 2.43 per cent.

The association for some time maintained that it was exempt from the provisions of the Blue Sky Law.

Merchants who have suffered loss of trade through speculators and itinerant dealers, selling so-called war surplus materials, will be interested in the action taken by the Federal Trade Commission this week. This Government agency has conducted investigation into several complaints that stores of this kind were selling regular trade merchandise and representing it to be surplus Government stocks. It is said that legitimate merchants have been handi-

capped by this form of competition, which leads the public to believe that the merchandise offered for sale is of exceptional value, because of its alleged purchase by the United States Government. The Federal Trade Commission has reason to believe that a dealer who advertises his goods as surplus army and navy supplies when such is not a fact, is using unfair methods of competition, and has filed a citation directed to a firm in Cincinnati, Ohio, which will be allowed thirty days in which to answer the charges before the case comes to trial. The Commission's preliminary investigation shows that the respondent purchased regular trade merchandise and, it is alleged, advertised and sold it as being purchased from the United States Army or United States Navy, and as being made in accordance with specifications of the United States Government.

A warning has been issued by the National Retail Dry Goods Association to retailers and manufacturers to beware of a man giving a false name and obtaining money through worthless checks. The latest victim of the man was the Fisher Millinery Corporation of New York City. In that case he pretended to be the son-in-law of Mr. Kuhl of Block & Kuhl, Peoria, Ill., and the largest stockholder in that concern. On the strength of this the concern cashed the man's check for \$300, which was later found to be worthless. He is believed to have victimized five other houses in various sections of the country through similar methods, as the handwriting on the other checks is identical. The method of the crook is to call upon the merchant or the manufacturer and introduce himself as a member of some well-known concern or a relative of some prominently known merchant. He is said to have a surprising amount of information regarding business concerns and men who are connected with them, as well as the layout of various stores and other facts in connection with their operation. He is clever enough not to ask directly to have his check cashed, but usually appears in a hurry to get to the bank before the closing hour. After the confidence of the victim has been gained the latter volunteers to cash the check. The swindler is described as smooth shaven, about 35 to 40 years old, 5 feet 7 inches tall, medium stout and weighing from 160 to 180 pounds. He has Jewish features. The Police Department of Detroit is looking for him under the names of W. J. Baer, N. J. Brill and W. J. Straust.

Garment Situation Sound.

Though the bad weather has held back the Spring ready-to-wear buying from reaching its expected volume, the garment trade is said to be entering upon Fall operations in good shape. By comparison with the men's wear trade this is made very clear; it is pointed out; as there will unquestionably be some carryover there, while this will be non-existent in the garment field.

This was further demonstrated in the cancellations received in Fall men's wear, whereas there was practically none in dress goods. To the cautious policy of the manufacturers, as well as that of the retailers, is given the credit for the inherent soundness of the current situation. Because of the cutting-up of practically no surplus amount of garments, the usual "dumping" at slashed prices at the end of the season has been cut down to the lowest volume in years.

Jewelry Sales Keep Up Well.

Jewelry sales, at least so far as the better classes of merchandise are concerned, continue to keep up well, and some of the leading houses tell of substantial increases, from Jan. 1 to date, over the orders taken in the corresponding period of last year. The same general run of articles continues to sell as has been active in the last several weeks, with rings and flexible platinum bracelets among the leaders in the demand. A feature of the business coming in to the better class manufacturers is the amount of special order work included in it. This was said yesterday to reflect an improved feeling among the wealthier people of the country, who are now going in for new settings of gems previously owned, as well as buying wholly new pieces.

Fur Trade In Good Shape.

Not only do the manufacturing furriers here tell of good business on Fall and Winter lines but reports from the raw fur end of the trade indicate a more active and firmer market than for some time. All of the foreign furs appear to be moving more or less freely, and there is a notable call for the various long-haired pelts. In the staple domestic furs an increasing demand for muskrat is reported, with prices rising. Opposum is also doing better, and skunk is said by trade leaders to be getting more attention. Raccoon and wolf continue very strong, and the latter is said now to be nearly as high, if not actually so, as in the boom days of 1919. Foxes of all varieties are in great favor, and the call for squirrel is the best in a long time.

Jobbers Pause On Hosiery.

It is generally estimated, according to the current news letter of the National Association of Hosiery and Underwear Manufacturers, that jobbers have more than 50 per cent. of their hosiery business for Fall still to purchase. Selling agents handling the lines bought by wholesalers have been on the verge of pressing for this business, but the unsettled condition of the raw material markets in the last week or so has brought about a period of marking time on the part of these buyers and the agents realize that trying to rush things now would be only wasted effort. However, according to the letter, both silk and cotton will have to decline a good deal further before hosiery prices will be adversely affected.

The fellow who lets his head be turned is sure to go the wrong way.

Buying On The Installment Plan Not Recommended.

Grandville, May 22.—Goods bought on the installment plan are goods dearly paid for.

A foolish and extravagant method in whatever way you view it. A couple just starting out in life had far better wait for the nice things, wait till they can pay for them, and then, how much pleasanter the getting.

One can hardly enjoy borrowed clothes, borrowed furniture, borrowed adornments, and that is practically what installment buying means.

People with ideas about getting ahead are not usually the ones who go into the installment buying plan. So many young couples wish to begin where their parents left off it is doubtless labor lost to try and convince them of this absurd folly of stocking a home with "goods on trust."

The man who is always in debt, if he have a soul, which is his conscience, seldom enjoys life. Being forever under the hammer of another is not at all an enviable position.

A home and a competence is less easily obtained if one runs in debt for his household fixings and the clothes he wears. Even jewelry must needs adorn the young wife which is not paid for. With one's nose forever on the grindstone, how can one expect to get ahead.

The sweetest thought in all the world is this: "I owe no man a dollar." Did you ever stand in that position, look out on the smiling world and draw inspiration from the woods and fields, the great blue sky overhead, the trees and brooks and birds, with lungs inflated to their fullest, which is sure to burst into a whistle of content such as the buyer on the installment plan never knows?

No one bound down to installment buying can ever be fully happy. In old slavery days we pitied the poor bondsmen who went to work at the crack of the driver's lash. Have you thought how much more to be pitied are the man and woman who sell their liberty to the installment man?

How easy is it made to buy on the installment plan. Almost every newspaper has advertisements of this sort of buying. Now, if the seller on such a plan can make a profit, it stands to reason that he has to have a larger margin on his goods than the one who does a comparatively cash trade.

Cash and carry has become popular in many stores and the buyer profits by such methods.

Never buy what you do not want because it is cheap. Ben Franklin's theory is the correct one. Those couples just starting out in life who adhere strictly to what they can afford will do much better than the couple that stocks their home with expensive luxuries because it is so easy to buy without paying out good money at the time of the purchase.

Credit is all right in its place. Credit is even better than money on occasions, but not such credit as has been brought about by the installment method.

Learn to be a cash buyer. Let credit be the exception and not the rule. It is far better to be a little short on certain things than to have a home crowded with expensive furniture you do not own.

A wheelbarrow all your own is far more enjoyable than a limousine unpaid for and no money in view wherewith to make the payment. A contented mind is better than riches.

Some of our present day millionaires never patronized the installment stores, and yet their homes at the beginning were scantily furnished, and that with very ordinary sort of furniture.

We may not lay this undue grasping after expensive things to the vanity of women. Men often are

as vain as their sisters and easily fall in with the idea that a home cannot be made habitable unless filled with a style of furniture which is beyond the purse of a poor man.

Credit, as I said, is sometimes a valuable asset. Learn, however, to use it sparingly, and thus keep your credit good throughout your life.

"What a magnificent home the Joneses have," says one. "I wonder where they got the money to furnish it like that. And they have such an expensive home. The rent must be well up toward the top. He is only a workingman on a salary."

The answer is not far to get—found at the store which sells goods on the installment plan.

The habit of patronizing the installment man for everything you think you need is one not to be commended. It leads to extravagance and to habits of loose book-keeping in ones own home.

The big war served to multiply stores which sell on the installment plan. Large wages—easy money, so to speak—led people into extravagances from which the time of peace is unable to extricate them. Usually easy money proves to be a burden rather than a surcease from trouble.

If there were no stores of the kind under discussion the country would be better off. At least there would be less foolish indebtedness on the part of those who can ill afford it. Yet such stores are fully legitimate and doubtless pay their proprietors a good round profit. If this were not so there would be few who would enter into a business of this kind, which must be filled with trials and petty annoyances that other stores know nothing about.

Buying on the installment plan leads to extravagance on the part of young people (few elderly ones ever thus indulge) and starts them on a wrong course in life. My advice would be to let the tempter alone and start out in life in a modest manner, knowing that the good things, the beautiful and wished-for furniture and clothes will come later as can be afforded.

Old Timer.

Should Pay For Style.

Complaint has been frequently made in the garment trade recently that the retailers were not giving adequate support to manufacturers supervising production on their own premises and who were turning out the high-grade style merchandise. Because of their insistence on "price," it is declared, these manufacturers are not being given the proper incentive for creating styles and the developing of high-class garments as was the case in former years.

As a result, it is said, the fastidious well-dressed woman is turning away from the retail stores and is having her garments made by a dressmaker or ladies' tailor. It is asserted, as proof of this, that the number of the latter has seen a note worthy increase lately, owing to the greater volume of business going to them.

One of the manufacturers who feels this way on the question recently remarked: "The manufacturer who supervises production on his own premises and who puts the utmost of style, quality and fit into his garments assumes a unique responsibility. His name and prestige are reckoned in the balance on every garment he turns out. His attitude is that the retailer and the consumer must be satisfied, and he goes to every length to assure this. His

place in the industry must be strengthened and supported, for, in a very definite way, his contributions to progress in the trade are of marked importance.

"I believe it is time that the attention of the trade, and of retailers in particular, should be called to the fact that these manufacturers must be given proper support. It seems unquestioned that such support has not been rendered during the recent past. But it must be given if the industry is to go ahead to its normal goal and progress along the lines laid down by the highest standards which it is capable of following."

Designs Now In The Race For Popularity.

The double brim, one turned up and the other turned down, is an item par excellence in all price levels of millinery selling at the present time. Its popularity, according to the current bulletin of the Retail Millinery Association of America, is due to the fact that it presents the most important features of current hatmaking—the combination of materials with graceful feminine flattery added.

"Visor brims have double flares or high-wired lace coronets or piratical flares rising above them," the bulletin adds. "The crowns to these shapes may be straw blocks, transparent maline or one of the various types of hair. If the broadside brim of the medium mushroom is not slit on each side, or flanged underneath or on the edge, it has a soft edge about it, giving a blocked shape the desired softened contour. Crowns are invariably round and full on these hats."

"The Hindoo turbans, reinstated in the mode by the 'wind-your-own' idea that are selling at from \$5 to \$20 retail, have height to them, although they are worn well down on the head, covering the hair completely in the most extreme instances. The floppy garden hat is not merely a big mushroom at the moment. Deft designers catch up the back, lay it on the crown, roll the sides or so embellish it with filmy shirrings and ruchings that a dressiness wholly feminine is evolved. Strip styles, which were the acme of crushability for the sports devotee have given way to braided hoods. The latter are a welcome change, especially since they retain all the adaptability of the hats made of stitched strips."

I Am.

I am one of the smallest yet noisiest of things. My skull is thick and full of sour air. I am the would-be kill-joy of confidence and effort, the self appointed stumbling block of honest purpose, the past master of condemnation of the unknown and personification of bigoted ignorance. I have mental dyspepsia and a drunken tongue and have not the stamina to bear bravely the prosperity of another. I am a maker of mud and belittler of those I cannot equal. I am a twisted offspring of malice and discontent and a gangrenous parasite on the face of honorable competition.

I AM THE KNOCKER.

The Eternal Womanly.

Some seem to think that the old fashioned girl should be revived. Perhaps they forget that a girl is a girl, no matter what term may be applied to her. If a woman wishes to be fascinating she will be, no matter what her title may be. All she needs is the face cheerful, the bright eye, the unclouded brow, and the sunny smile, for that tells what dwells within. It is the cheery smile that sends the blood dancing through our veins for very joy; we turn towards the sun and its warm, genial influence refreshes and strengthens our spirits; it charms us with the spell of eternity, and we would not exchange it for all the soulless beauty that ever graced the fairest form on earth.

There is in every woman's heart (the true one) a spark of heavenly fire which blazes up in the dark hours of adversity. The friendly girl is the one who makes friends—and retains them. Bright and cheerful, she enters the room like a sea breeze, fresh laughing; the "blues" and "doldrums" fly out of the window. They simply cannot endure her sunny presence.

Loveliness in women, though it may vary in its character and manifestations at different periods of life, is not the property of youth alone. There is a great and undeniable charm in the fresh beauty of youth, to which romance lends additional fascination, but as a woman grows older she further advances in attractiveness and adds to the store of her charms; she becomes more dignified. Then the men find a solace and companionship in their society which immaturity cannot give. The moral regeneration of mankind will only commence when the most fundamental of the social relations is placed under the rule of equal justice, when human beings cultivate their strongest sympathy with an equal in rights and in cultivation.

"Silence is the chaste blossom of love," wrote Heine, and his words can be commended to the notice of men who are inclined to doubt a woman's love just because she lacks the effusiveness characteristic of the more sentimental woman. Sometimes language is used only to deceive, silence is far better than unmeaning words. The most interesting study of woman is—woman. Men resemble one another in many respects, but no two women are exactly alike in character or conduct or personality. There are as many kinds of women as there are of flowers. Animation, brightness, and vivacity are some women's charms, but a woman is always charming when she is good natured. Good temper is always attractive.

I find that women admire the man who is always loving and respectful to his parents and who shows his respect by unflinching courtesy and solicitude. If he is witty, he should not be conceited. A man should take an interest in other people's joys and sorrows. He should keep his temper under control. Tact is essential. A man's life can rise no higher than his aspirations. A man who is loved by a good woman carries with him a talisman that renders him well-nigh invulnerable. William T. Cheney.

OUTLOOK FOR COTTON.

Weather in the growing districts appeared to be the principal factor in influencing the cotton quotations during the past week. Low temperatures and rainfall were reported from most sections as retarding the new crop. On the other hand, the actual buying of cotton is light excepting when there is a material drop in price. Statistics from the Census Bureau showed a decrease in the consumption of cotton by domestic mills last month as compared with March. The figures for April were 577,396 bales of lint and 52,192 bales of linters, as against 623,105 and 51,745, respectively, for the previous month. At the end of April there was, in consuming establishments and at compresses and in public storage, a total of 3,855,659 bales of lint and 234,636 bales of linters. The disposition of mills is to shut down on production because of a lessened demand, and a number of them are on reduced time. The general conviction that cotton prices will be lower later in the year is causing jobbers and converters to hold back in their purchases, with the result that new business is of small proportions. Trading in gray goods was generally light during the past week, although prices continue easy. Backward weather has delayed the sale of many varieties of cotton goods over the retail counters, and this has not helped the jobbers. Early in the past week the principal maker of denims made prices for these fabrics up to the end of August. They are the same as were fixed for the earlier months of the year. For the 2.20 yard variety the price is 23 cents. Last year it was 16½ cents. Raw cotton, in the meantime, has advanced 5 1-5 cents a pound. On a poundage basis the goods this year are about 16 cents more than last, which would seem to afford a good margin. Jobbers are holding back on re-orders of knit goods for Fall, evidently believing that prices will soften later on, and they are urging a late opening for Spring goods.

PRICE MAINTENANCE.

Price maintenance in one form or another has come in for a great deal of interpretation since the Dr. Miles and the Macy book cases first gave the subject importance in the world of business. The fundamental question was whether a producer was entitled to have any control whatever over an article after he had once sold it. Manifestly if it was an absolute sale the answer must be in the negative. So, efforts were at first made toward checking price cutters by putting qualifications into the terms of sale or selecting as buyers only those who would conform to the producers' wishes. The courts upheld the right of a producer to choose those to whom he would sell; but this proved rather a barren victory when the proviso was added that no obligation could be placed on the buyers forbidding them to resell to price cutters. Then was raised the question whether all persons buying equal quantities are not entitled to the same discounts. Chain

stores and co-operative associations of retailers put in this claim against the wholesalers. The Federal Supreme Court refused to allow this contention and upheld the rights of the jobbers. Not the character or extent of the buying, it was held, but the character of the selling marked the wholesaler. Now another question is raised in a proceeding by the Federal Trade Commission. This is, whether a producer has the right to discriminate between different wholesalers and different retailers respectively and give preferences to certain ones in each class over others in the same class. Off-hand, one would say that this must be decided in the negative if price maintenance is to be avoided, but this is something for the courts to decide.

THE CANNED FOODS MARKET.

The lack of a healthy demand for spot and future canned foods makes a rather unsatisfactory market, although there are more pickup orders from the local and interior distributing trade. Almost all of the items are in demand, but in modest sized lots for immediate shipment and evidently for a quick resale. Buyers frankly say that they are not inclined to stock up for the future. The argument of a higher freight rate on Pacific Coast canned foods after July 1 is being used to get buyers to move goods before that date, as the prospective advance means about 5c per dozen on No. 2½ cans. Indifference is shown and no speculative trading has been reported. While there is a more favorable attitude toward new packs than a few weeks ago, more than normal conservatism is still in evidence. Growing shortages in spot stocks are beginning to develop.

It is becoming a settled conviction in the minds of many of the leading hotel landlords of the country that the time has come when they must set apart a portion of their dining room for the exclusive use of those who do not smoke cigarettes in public. A few years ago no gentleman thought of lighting a cigar without first securing the assurance of the ladies present that cigar smoke was not objectionable to them. Such a thing as smoking in a dining room when other people were eating was out of the question. The invasion of the cigarette has caused unfortunate victims of the habit to lose all sense of proportion and all decent regard for the feelings and sensibilities of others, to the great annoyance of those who find cigarette fumes an effectual antidote to the enjoyment of their food. The resentment which such people feel over the nefarious invasion of their rights is now finding expression in the public prints and is rapidly taking shape in the form of insistent demands on landlords that they set apart a portion of their dining rooms for the use of people who protest against paying for food they cannot enjoy because of the unwelcome presence of bores who insist on vitiating the atmosphere of the dining rooms with vile odors which should be confined to the tannery and glue factory.

TEN PER CENT. PLUS.

As it looks to the Tradesman, our present industrial troubles are due wholly to the 10 per cent. plus plan of wage payments introduced by President Wilson during the war and maintained since that time by contractors generally. Much of the unsettled condition of things during the war was due to this cause and certainly all of the present chaotic condition of the labor market is to be attributed to this unfair method of handling the piratical profiteers who dominate the labor situation in the building and allied trades.

Under existing conditions there is no incentive whatever for contractors to hold down the wage scales of their employes to decent limits, because the plus system offers every encouragement to the plundering tactics of the labor highwaymen. The more the employe is paid, the more profit, per hour, the contractor draws down for himself. This practically places the employer in a position where he actually encourages his employes in their wild career of plunder and rapine, which has resulted in the outrageous wage scales which now prevail in all the larger cities of the country and affects the small towns to a considerable degree.

The only way to deal fairly and effectively with the present craze for extortion in the labor market is to abolish, absolutely and immediately, the Wilsonian 10 per cent. plus plan and substitute therefor a wage arrangement which will be more in keeping with the theory of an "honest day's work for an honest day's pay" than the present rascally hold-up game conducted by Boss Gompers and his criminal conspirators against the peace and good name of American workmen.

WOOLS AND WOOLEN GOODS.

No marked change has occurred in the wool situation. For that matter, none is expected in the near future. There has been more buying of the domestic clip, a fair proportion of which still remains to be shorn. Prices remain about as they have been. A dispatch published during the week stated that Boston interests were offering wool for sale in Bradford, England, but that the prices were not attractive. This was said to be indicative of an overbought condition here, but this could be only applicable to the lower grades of wool. Australia and New Zealand seem to be doing very well with the pooled stocks, which are gradually being disposed of, as the profits from these last year footed up £1,211,000. A calculation by Colonel F. V. Willey, Controller of Wool Supply at the British Ministry of Munitions during the war, shows that the finest merino wools are now 100 per cent. above pre-war prices and lower crossbreds 20 per cent. larger than then. While the domestic woolen mills continue to show activity, there has been some flurry because of cancellations. Some customers apparently overbought, while others are a little apprehensive because Fall orders for clothing have not come in as fast as was expected.

How the public will take to higher prices is causing some uneasiness, even though such prices are shown to be necessary not only on account of the higher cost of fabrics, but also by reason of the advances in the wages of operatives. It makes for hesitancy in placing orders.

CODES OF ETHICS.

* One by one various trade associations are falling in line with so-called codes of ethics. While these contain a number of affirmative declarations, the surprising thing about many of the codes is in the preponderance of the things prohibited. Reading the documents gives one the impression that all kinds of unfair practices have been the rule in most lines of business. But such an idea is a wholly erroneous one. The fact of the matter is that the great bulk of those engaged in mercantile affairs, whether producers or distributors, have been playing the game fair and have been scrupulous in their dealings with one another and the public. But such are at a disadvantage in competing with a few sharpers whose only purpose is the making of money regardless of how this is done. So, as a matter of self-protection, as well as to raise the standards of fair dealing, members of different crafts are obligating one another to abide by the very obvious rules of honesty set forth in the ethical codes mentioned. The only penalties for disobedience are ostracism and incidental publicity, but these may well prove effective. Then, too, the subscribing to a set of principles has the tendency to induce the signers to abide by them, it being regarded as a kind of joint obligation, the violation of which makes one a species of pariah among those of his own calling. The spread of this kind of thing is bound to have a wholesome effect.

WHO KILLED THE GOOSE?

The suspension of millions of dollars of construction work in New York City within a week accurately described by Lee M. Hutchins elsewhere in this week's paper indicates that the building boom has passed its peak. Speculation in building materials and excessive demands from labor have forced construction costs to a point where many cannot afford at present to build. The rise in costs could not go on forever and a little more moderation would have prolonged the prosperity of the building business. Speculative dealers and short-sighted union labor leaders have killed the goose which was laying the golden eggs for this industry. There are other lines of business and other kinds of labor that may study the recent happenings in building operations with profit. In the construction industry it is now too late to advise caution, and there are possibly a few other lines of business that have been caught in the vicious circle of rising wages and prices and cannot extricate themselves without radical readjustments. These cases, however, are still exceptional, and business in general is on a firm foundation. The important thing is to keep it there.

OPIUM IN CHINA.

Of old, China was ridden by the opium evil; all observers now agree that she is ridden by two evils—opium and the smuggling and corruption that attend its illicit distribution. Those are mistaken who think that the recrudescence of opium growing has occurred within the last year or two. According to reports to the British government, it reached a considerable scale in 1918. By 1920 the price of opium was only half the 1918 rate and in some districts one-third. Several provinces were producing nearly as much as ever before and the Chinese armies seemed to be subsisting chiefly on the profits. To-day it is stated that in but one province, Shansi, is prohibition enforced, and that in half a dozen opium is officially promoted. China is far and away the greatest opium-producing nation on the globe; if she grows 10,000 tons, which is unquestionably a moderate estimate—she produced nearly 35,000 tons in 1906—her output is more than ten times India's.

China's success in stamping out the evil for a time surpassed all expectations. The Manchu rulers from 1906 to 1911 showed extraordinary energy, and, despite the apathy of provincial officials, wholly stopped opium growing in Szechuan, the chief opium province, and greatly reduced it elsewhere. The republican government for some years after 1912 acted with even greater rigor. But many students of the question always believed that total eradication was impossible. Public sentiment was aroused for a short period, when it was a question of stopping not only domestic production but imports from India, and then declined. Certainly little can be done unless the central government is energetic, and now there is virtually no central government.

Sir Francis Aiglen, inspector general of the Chinese maritime customs, has just proposed the legalization of the opium traffic. If it is brought from under cover, he thinks, steps can be taken to control it and obtain its gradual reduction; a habit so deeply rooted can not successfully be attacked except piecemeal. It can only be said that the outside world would be deeply disappointed by any such action. A government strong enough to regulate the traffic at all would be strong enough to continue the efforts at complete extirpation. What China needs is not a change of policy, but a new and vigorous authority at Peking.

SHORT-LIVED DYNASTY.

Jay Gould's eldest son inherited, along with the control of a great railroad fortune, an enormous stock of animosities and antagonisms which was liquidated only at the cost of the power, which the first Gould had built up. George Jay Gould was not the traditional weakling successor of a Napoleon of finance. His own energies and abilities were considerable. Not the least important bit of evidence on this point would seem to be the full confidence vested in him by Jay Gould's last will and testament. The

record shows that George Gould came very close to realizing the transcontinental ambitions of his father and that he failed, in large measure, because of so untoward an event as the panic of 1907, which slashed so ruthlessly across many financial ambitions. The fact, however, that George Gould did not know how to wrest victory out of defeat and that the story of his career after 1907 was a rapidly progressive dissolution of the Gould power in the railroad world shows that the successor of Jay Gould may have inherited a large measure of talent but not the paternal genius.

Dynasties of control in finance, as distinguished from dynasties of ownership, are still far from fixed in this country. The railroad "king" of one decade may be the royal exile of the next decade. But dethronement does not carry expropriation with it. By all accounts the Gould fortune has not suffered with the disappearance of Gould prestige. The principal reason for that is to be found in the abounding energies of the national life and the treasure of national resources to which no limit can as yet be set. American wealth continues to grow at such an extraordinary rate that it must take the most extraordinary kind of personal ineptitude to check the almost automatic increase of a rich private inheritance. The so-called romance of the great fortune builders is much less the romance of individualism than the romance of America itself.

A smile is a panacea for many ailments: If you are thin, it will make you fat; if you are fat, it will make you pleasant; if you are ugly, it will make you beautiful; if you are sad, it will make you happy, and so on ad infinitum.

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.

From a Small Beginning to a Big Business in Ten Years

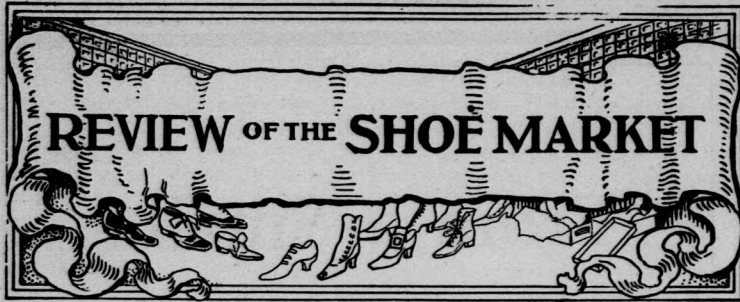
1,400 Bbls. Daily Capacity to
a Capacity of 13,500
Bbls. Daily

The story of the progress of
Larabee's Best Flour is quite
remarkable.

Distributors of LARABEE'S BEST FLOUR

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





Growth of Orthopedic Ideas In Footwear.

Most will agree that the orthopedic idea generally has acquired a tremendous momentum during the past year or so, so much so that there are very few stores indeed which do not sell orthopedic or corrective footwear in one form or another. Some stores go in for this business in a limited way, while other are banking for a large share of their trade on corrective shoes.

There have been many marked changes made not only in the manufacture and construction of orthopedic shoes but likewise in the merchandising thereof. The orthopedic shoe of today is a vastly changed proposition as compared with that of several years ago. Not so very long ago the orthopedic shoe was regarded as an unsightly foot covering with certain features promising relief or possible cure for pedal ailments which human kind is prone to develop.

Lately, however, the entire orthopedic idea has been revamped. The method of merchandising has been changed and consequently the attitude of the public towards orthopedic footwear is considerably different from what it was a few years ago. Today, while orthopedic footwear is generally regarded as a boon for ailing feet, nevertheless there are a very large number of stores where the selling policy has been modified so as to appeal to people with normal feet, increasing thereby sales possibilities for orthopedic or corrective footwear.

The means used to accomplish this end has been to sell orthopedic shoes on the basis of correct shoe for certain types of feet and certain ailments rather than corrective shoes for these same feet and ailments. In other words, it has been found advisable to preach the doctrine of relief or prevention rather than of cure. It is a recognized fact that some kinds of feet cannot be cured, but more comfort is obtained from certain kinds of lasts, support for the arches, leather, etc., so that a certain steady patronage is secured through the selling of particular types.

Another change in the merchandising of orthopedic footwear, especially in women's shoes, has been the appeal to the beauty side rather than to the comfort side. The orthopedic shoe has invaded the merchandising field to such an extent that a great many merchants regard their orthopedic lines as their strictly staple lines of welt oxfords. This has minimized the possibilities of selling ordinary welt

oxfords but likewise has helped the dealer in his effort towards turnover, because he can keep his stock complete on sizes by drawing continuously from stocks on the floors of representative factories. This in-stock feature by manufacturers is probably one of the most attractive of the many reasons why merchants today specialize in orthopedic shoes.

Quite a few merchants began orthopedic departments by speculating in a limited way in one number and one last, preferably a black kid, "common sense" oxford with a "common sense" heel. After a certain amount of trade was built on this number it was found advisable to add a brown kid number. After the brown kid had been established the merchant found a call for certain different lasts and so he put these new numbers in. In this way he is covered in black and brown oxfords in two or three lasts, and that is really about all the welt oxfords that he needs, that is in the better grades. The demand for light and airy effects on the other side of the fence is so great that welt shoes must necessarily take second place in favor of not-so-substantial footwear.

A large number of merchants have been particularly successful in selling orthopedic shoes by not preaching their orthopedic or corrective features. The customer is not pertinently advised of his foot ailments and the corrective features as they were formerly done. Today corrective shoes are quite generally sold on the basis of "just good shoes." In other words the merchant impresses his prospective with the fact that these corrective shoes are as good shoes as can be made for the money, that they embody several comfort features which are not found in other shoes and that therefore they are a good investment for anyone with common sense ideas, looking for conservative and good looking foot covering. Some merchants have elaborated on the orthopedic idea in these same numbers by building stylish patterns over attractive, correct lasts. In this way they satisfy the demand for that class of trade which wants comfort and at the same time a little more style than is carried in the average orthopedic shoe.

The outlook for orthopedic footwear was never brighter. There continue to be several distinct schools, namely the flexible shank school and the rigid shank school, each with its devotees. No longer is the orthopedic idea regarded as a whim, and one which is likely to pass quickly. It has proved a money maker and a business builder for

Have You Watched Our

Ads. in the "Michigan Farmer" and the "Business Farmer?" If not, do so at once, then this day connect up with it.

Learn to know the

Plow Boy and Planter

Numbers of the Grief Defying

Rouge Rex Shoes

For the Man Who Works

Write us today if you do not know them, get your order in early and grow with us in the demand the most talked of work shoe anywhere.

HIRTH-KRAUSE COMPANY

From Hide to You

Shoe Mfgs. and Tanners

Grand Rapids, Mich.

Herold-Bertsch Shoes

Michigan  Made



**Herold-Bertsch Shoes
Are Made by Skilled
Workmen in a
Great Modern Factory**

Expert shoe makers using the very latest shoe-building machines fill the floors of this big plant and are busy day after day throughout the year turning out high quality Herold-Bertsch footwear. The big volume of this factory, coupled with the efficiency of manufacture due to modern equipment, explains the extra value and reasonable prices of H-B goods.

HEROLD-BERTSCH SHOE CO., GRAND RAPIDS

many stores likewise a turnover producer par excellence.—Shoe Retailer.

The Major Weakness in the Repair Trade.

Shoes are being manufactured today at the rate of about 325,000,000 pair per year, which is nearly as many as were made during the boom year of 1919. But you are not repairing anywhere near as many of them as you were then. What, therefore, is the reason?

The first is that the industry is over equipped. By that I mean there are too many shops. That is not your fault. It is the fault of manufacturers of shoe machinery, and the fault of leather dealers who have encouraged the establishing of new shops. In our anxiety to get business, machines have been placed, in many cases with men who did not have the necessary capital or experience, but we cannot blame these men; this is a free country, and a man may go into any legitimate business he sees fit. But neither we machinery manufacturers, nor the leather dealers are assisting the industry as a whole or the individuals themselves by encouraging anyone to go into business, who has neither the necessary capital nor the necessary knowledge of shoe repairing. Not having the sufficient technical knowledge to serve the public satisfactorily they are a menace to the industry. They usually fail, finally.

The second and greater trouble has been caused by your fault. This trouble is poor workmanship. After the war when people had plenty of money and were easily satisfied, and when new shoes were high they accepted inferior work, but as conditions gradually changed, and as money became less plentiful, as new shoes became lower in price, the public became less satisfied with the quality of shoe repairing, and this, gentlemen, is the great trouble today. The shoe repairers as a whole are not turning out good work.

We have all seen shoemakers hurriedly rip off the old sole, fit a new tap, and without even looking to see if the welt is loose rush the shoe to the stitching machine and when they have put some stitches in the leather and the sole seems to stay they feel that everything is all right. But are they sure that the lock is in the right place so that the sole will not fall off after a few days' wear. And most important of all are they sure that they did not cut into the innerseam, so that the upper will become loose in a few days? As one lady expresses it, "it doesn't pay to have the shoes repaired, because, while the shoe repairer fixes them in one place, he ruins them in another."

A careful investigation, which has covered the whole country and extended to hundreds of shoe repair shops, and to the examination of thousands of pairs of shoes has developed a startling fact that over 11 per cent of the shoes sewed are damaged in the stitching process because of the awl cutting the innerseam. This investigation was conducted with all fairness, to both the shoe repairer and the wearer, and

this large percentage of damaged shoes, caused by sewing into the innerseam and either cutting or weakening them, is a conservative report by experts who knew that they were investigating. Of the large percentage of shoes so damaged 76 per cent of them are women's shoes. You will perhaps say that this is not true of your shop, but are you sure of this?

If the customer would bring the shoes back to you, you would, wishing to hold their trade, fix them up, but usually they are taken to another repairer, or worse yet, the customer swears off on shoe repairing either for the time being or forever. In any case you lose. The shoes that do come back represent but a small percentage of those that are damaged. Just to convince yourself on this point, recall some occasions when you have seen on the street people who were regular customers of yours, and who haven't been in your shop for months. You realize that they must have transferred their trade to some other repairers, and you wonder why, because so far as you can remember they have never complained of the quality of your work. Yet, when you stop to think of it, the usual reason for any customer leaving a firm with whom he has been doing business for a long time is poor service.

Another cause for complaint, especially on the part of women, is that the shoes have been made smaller while being repaired. This complaint could have been easily overcome if the work had been properly prepared before stitching. The extra cost per pair of shoes is very slight, the extra time is almost nothing, but the improvement in your work is considerable.

Now I have pointed out to you what investigation has shown to be the two great troubles in the shoe repairing industry today, and next we must all consider what we are going to do to improve conditions.

There are three groups of people vitally interested in the shoe repairing industry; the shoe repairers themselves, who directly serve the public, the leather dealers, who furnish the leather, rubber heels and findings, and the manufacturers of shoe machinery, who furnish the mechanical equipment. It seems to us that more can be accomplished by all three groups working together than by one group working alone.

It is obvious that the company which I represent can work directly only with our own customers who are using Goodyear machinery, but anything which we can do to help one group of shoe repairers is bound, eventually to be of some assistance to all shoe repairers. We are sending men from our service department to personally call on our customers, inviting their attention to several new devices which we have to improve their work, and otherwise assisting them in turning out better shoe repairing. We have also established a series of signs both fixed metal, and electric flash signs displaying a certified symbol of good shoe repairing, and in addition to this we are advertising in news-

papers and pamphlets that such shops are certified to do satisfactory work. Philip L. Brown.

Many Novel Shoes Seen.

Not only does the current mode call for the matching of colors in hats and shoes in street costumes, but there is a tendency toward evening slippers that contrast with the shade of the gown. This distinction in hue is considered quite smart in Paris, and is expected materially to help the sale of colored footwear for evening use this Fall and Winter in this country. Both colored kid and metal brocaded effects are seen here in various hues to retail up to about \$15 a pair. Unusual "cut out" effects in pumps also are offered here, combining the coolness of the Egyptian sandal with the more substantial support of the feminine footwear of about a century ago. These also come in various colors, with self or contrasting trimmings, to retail around \$10. Inlay effects in semi-sandals give the desired Egyptian tone with more covering of the foot, the leather of the inlays contrasting with that in the body of the shoe.

Opportunity seems to knock some people cold.

CYRUS W. RICE PATENT ATTORNEY

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banks and business houses generally.



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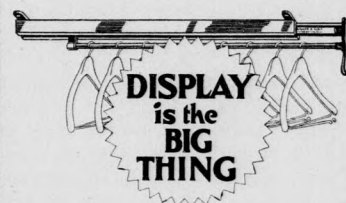
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Decline in Prices of Number of Important Products.

The decline during the last few weeks in the price of copper, lead, and zinc is attributed to the falling off in demand from Europe. This in turn has some connection with the continuance of unsettled conditions following the French occupation of the Ruhr. That episode has had more effect on American business than many of us suppose. In the opinion of several business observers the prolongation of the reparations controversy in Europe has been one of the chief causes for the pause in business activities, in so far as they are indicated by forward buying. It may be that this unpromising development overseas has actually served to ward off inflation from our shores, and that in this case we have one more illustration of the truth in the old proverb about the ill wind. At any rate, the longer the reparations deadlock persists the more evident it becomes to the people of this country that the continuance of our present prosperity is dependent on economic improvement across the Atlantic.

Just why copper prices should be so responsive to European conditions may be clearer to the average reader when he notes that during 1922, 66.5 per cent. of the copper produced in the United States was exported. Our domestic markets required only about a third of the output. In the same year foreign countries took 61.4 per cent. of our cotton, 32.5 per cent. of our tobacco, 19.2 per cent. of our wheat, and 12 per cent. of our flour. The farmer, therefore, has a direct interest in Europe's recovery. If Europe is to continue to buy our goods it can pay for them in about half a dozen ways, such as by sending us gold, exporting commodities, borrowing abroad selling its paper currency to foreigners, furnishing ships to carry our exports, entertaining our tourists, and sending us immigrants who will make remittances back home.

Europe has been doing all these things, but there is now less gold to be sent us than heretofore; we

have the bulk of it already and are not seeking any more. At one time some of the European countries, particularly Germany, derived a profit from sales of their currencies abroad, but they have completely spoiled their currency market. Immigrants' remittances will continue, but the restrictions on immigration will tend to prevent any increase in this item. Tourist travel and shipping services are not likely to show any great increase in the immediate future. The market for American farm products therefore will depend on the extent to which Europe is able to increase its exports of manufactured commodities to the United States.

These matters were recently threshed out at a conference of economists and statisticians which was convened at Washington under the auspices of the Department of Agriculture. The conclusions of the committee were that the foreign demand for farm products "seem slightly less favorable to our farmers in 1923 than it was in 1922." The favorable factors with respect to foreign demand which it pointed out were the greater demand for foreign goods in this country as a result of the general prosperity and the possibility that the slight recovery already attained in Europe may gain momentum. The unfavorable factors were the progressive piling up of Government debts on the continent of Europe and the Ruhr situation. The committee found that "the only possibility for an important increase in purchasing power lies in the ability of Europe to expand her manufactured exports" and that it was "of the most vital interest to American agriculture that the United States lend aid in every way possible to the settlement of the reparation and other European problems."

One cannot study these conclusions without beginning to suspect that our political leaders in Washington for some time have been on the wrong track. They have clamored for isolation and have exalted the idea of our economic self-sufficiency, and now the very groups to whom such things were supposed especially

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to appeal are beginning to learn to their cost that all such talk was pure buncombe. If Europe is to continue taking about two-thirds of our cotton and copper, a third of our tobacco, and a fourth of our wheat and flour, it must send us manufactured products in payment. So far its recovery has been more pronounced in agriculture than in manufactures, and this means increasing competition of European farm products with our own. Unless its industrial recovery keeps pace with its agricultural progress the market for our raw materials and foodstuffs will remain subnormal and the low purchasing power of the farming population will continue.

William O. Scroggs.

Can a Banker Have a Heart?

Yes. Why not? A bank can have a heart as well as a head.

There is no good reason why a banker should have the manners and temperament of a night watchman.

A banker can be careful without being suspicious. He can be sympathetic without being credulous. He can be friendly without being off guard.

It is a pity that so many bankers acquire a manner of aloofness and suspicion.

They lock themselves up, as well as their money.

They give you an impression of latent hostility. They are non-magnetic—negative—unresponsive.

In any assembly, you can always tell the difference between a doctor and a banker. A doctor has a "bed-side manner." He is suave, soothing and sympathetic. But a banker has a Scotland Yard manner. He is cold, dignified and detached.

This is all very natural, as a banker has the care of a great amount of other people's money. He has a far heavier responsibility than most business men.

But it is not at all necessary. No banker needs to harden himself and to acquire the manner of a Chief of Police. In fact, he can be a much more successful banker if he can run his bank in a friendly, human way.

The Bank with a Heart.

There is a certain bank that is known as "The Bank with a Heart." It is run by a kindly banker who is, perhaps the most popular man in the town.

This bank has increased its deposits three-fold in the last three years.

Four years ago, the bank was doing very badly. It was losing its depositors. It had frozen up.

This kindly man was called in and he at once changed the whole atmosphere of the bank.

He lit the fires of friendliness and thawed it out.

He made personal calls on his depositors.

He discharged those that refused to be thawed out and put friendly men in their places.

He advertised—not asking for deposits, but offering financial service.

He printed little messages of good cheer and called them advertisements.

He put up a motto in his bank—

"Optimism! Preach it! Talk it! Give it every day!"

He sent letters to the working people of the town, telling them how to open a savings account.

He was overwhelmed with people coming for advice on money matters, and the more they came, the better he liked it.

He put his own desk out in the front of the bank, so that anyone could talk to him without asking permission from an office boy.

He made his bank hospitable and sociable. He filled his bank with smiles and he trebled the deposits in three years.

That was service.

Want Sleeveless Golf Coats.

Nothing but sleeveless golf coats seem to fit the requirements of buyers of novelty knit goods for women these days, with the result that at least 85 per cent. of the business now being done in this merchandise is in that one style. One big concern reported yesterday that it had taken but one order all last week which did not specify sleeveless coats entirely. White still leads the color demand and is increasing in favor almost daily. Reds, light blues and other bright colors also are wanted. The favorite models range in price from \$5 to \$15 at retail. The most popular type of coat now is open from the top about two-thirds of its length. Only three or four buttons are used on it. These start about two inches from the bottom and go up at intervals of one and one-half to two inches. So large is the rush for sleeveless coats that in some instances deliveries cannot be made until four weeks after the placing of the order.

System when it degenerates into red tape becomes a liability.

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Killed the Goose Which Laid the Golden Eggs.

Grand Rapids, May 22—In answer to your question as to what I found in New York City last week as regards large enterprises of building contractors, banking, wholesaling, etc., allow me the privilege at this time to write you only in regard to building contracts.

There were several things which attracted my attention, both in and out of the convention, and if I can get my mind for just a little while off from my business, I will undertake to contribute to you, during the next three or four weeks, something which possibly may be of interest to your readers. For your edition of May 23 I have prepared an article upon the position which the bankers, trust companies, contractors and others in New York are taking in regard to the erection of buildings, both private and public. This is in a sense a difficult subject to handle without antagonizing someone, but I will take the chance of preparing the article and if it does not read well, when it is finished, there is always time to throw it into the waste basket.

Leo M. Hutchins.

In this part of the country in Michigan, we are fully aware of what building enterprises from the cottage to the factory and hotel buildings has meant to Michigan and we also realize that at the present time, these enterprises are being conducted at very high costs. In the early part of 1923 here in Michigan, we thought that these costs, material and labor, had reached the peak, but as the weeks go by all of these soar higher and higher. What it true of a small city like Grand Rapids and the towns of Western Michigan, is true to a much greater extent in New York City and the costs of material and labor had reached such a figure with the beginning of May, 1923, that the owners of the buildings contracted for, the contractors themselves, banks, saving and loan associations and trust companies came to realize the extreme danger of the existing conditions. It is safe for me to say to you that it was quite evident upon inquiry that a general conference had been held by some or all of these parties interested in New York, as to what was the best particular thing to do just now and how, without general disturbance throughout the country, these interested people in New York could put a check upon all this upward tendency. These conditions, when they develop in our country, cannot be handled in any ladylike way and in a large city like New York must be handled with strength and vigor. Whatever the conferences may have been, the result was that in the week in New York from May 7 to May 12, large building contracts from eleven million two hundred thousand dollars down to about two million dollars and amounting to a grand total of seventy-five million, only covering about ten contracts, were suspended. The total figure is much too small, because there were many other contracts of less than one million dollars, which were not enumerated in the New York papers. The ordinary layman may ask the question as to why this should occur. In the first

place, the very high cost of building material, which possibly may be justified and possibly may not, enhances at the outset the total cost of any structure. In the next place, the item of labor has been admitted of late to be upon the average of about 75 per cent. of the total expense of these operations. For instance, in the city of New York last week, the weekly wage of a brick layer was \$77 and the greatest possible amount of brick, which this man would be allowed to lay at the present market price would be \$96.80. This same principle was found to be true among the workers in other materials. It is perfectly plain that not only material cost, but labor cost makes the total cost of a structure. The financial parties interested took the position that a completed structure at the present costs of material and labor would, under a slight depression in business, shrink in value enough so that any ordinary security taken now by the banker or the trust company or the savings and loan companies would be in danger and more than that the mercantile houses and industrial institutions could not afford to pay rents computed upon new costs. There is no question but what in a city like New York, values of building material are pyramided and in a rush of building and the scarcity of material, this process obliges the contractor to pay exorbitant prices in order to supply material. Such conditions also invite labor to exact terms of payment which no ordinary line of business can afford to pay tribute to. The facts are that the groceryman and the dry goods and the drug man and the hardware man cannot occupy other people's property upon such values, because in these lines of undertaking margins, as a rule, are less than they have ever been in the past. We are obliged to conclude that the action of the financial people in New York was sane and probably strikes a key note, which will be sounded through other districts and all parties interested will stop long enough to conclude that a more conservative procedure will be much safer in the long run. At the present cost of dwellings in the cities, which are sold upon contract, we can expect nothing less than that many of them must be turned back to those, who hold financial obligations upon them. The excess value, or more properly speaking, equity at the present time can be easily squeezed out by a very small depression in business. And, again, the action of the New York people stops the sale of large amounts of material and puts thousands of men out of employment all because of grasping for the almighty dollar. We must conclude that on account of the tendency of the last few months, it is sane and safe to stop, look and listen.

Are Americans Criminally Negligent?

Can it be said that the American people are lacking in intelligence when it comes to protecting themselves against preventable accidents, or are they just downright careless and foolhardy?

The Side-view:

THIS is like seeing your will operate. You can begin a "Living Trust" by putting a small fund at work. It can be increased as desired. Its income can be paid as directed, or set aside and accumulated. The beneficiary under such an agreement can also see how it works.

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You have that same opportunity. It is up to you. Are you going to let it get away without investigating it?

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Gentlemen:

Please send me complete information regarding the Wolverine Carton company.

Yours truly,

Address _____

With 12,000 people killed by automobiles last year and with \$495,000,000 worth of property destroyed by fire in 1921, and 15,000 persons burned to death, it would look as if a great many people in this nation were not using their intelligence, if they have any, or else they were criminally negligent in the use or occupancy of property.

Since the first of January, this year, we have read of hospital fires, school house fires, homes burning, factory fires and explosions of one kind and another that have already caused the loss of hundreds of lives and millions of dollars.

Railroad crossing accidents with automobiles are becoming a matter of daily occurrence in spite of all the warnings, in spite of the fact that bells are ringing, in spite of the fact that crossing gates are lowered, in spite of the fact that the public knows that a train or street car stays on the track in one place, and in spite of the fact that every driver knows that a pause of a few seconds to see whether crossings are clear would in no way inconvenience him and might save the lives of himself and the occupants of his car.

If every man and woman in America would constitute themselves a committee of one to regulate their own actions from the standpoint of preventing accidents and preventing fires, the result would be almost 100 per cent saving in the loss of life and property. It is a fact of common knowledge that carefulness on the part of some individual, instead of carelessness would have saved, instead of destroyed life and property in practically every accident and fire of which we read.

In suggesting a cure for carelessness, Safeguarding America Against Fire, in a recent issue says: "If the most careless person in America, an individual who has caused many fires by his thoughtlessness in the handling of matches, smoking materials and other hazards, should become an employe of the Actuarial Bureau of the National Board of Fire Underwriters, it is probable that he could soon be cured of his dangerous habits. The never-ending stream of claims or, in other words, reports of losses would undoubtedly supply a shock that would cause him to feel that unless we become more careful citizens, America is likely to end her days as a blackened skeleton of her former opulence. While this picture may seem an exaggeration to those not familiar with the situation, it is obvious that we cannot continue to destroy our material resources at the rate of \$1,370,000 a day without courting disaster."

Again we say if every person would hold himself responsible for preventing fires and preventing accidents, the records would show a saving in life and property of nearly 100 per cent.

Didn't Know Jewish Holidays.

When a girl came in and asked for five yards of Rosh Hoshana it took three Irish clerks half an hour to find out from the Hebrew proprietors that the customer really wanted Rosh-anara.

New Machine To Weigh Liquids.

The Weibatch Liquid Scale Co., Inc., has been organized to engage in the manufacture and sale of the Weibatch liquid scale, which is regarded as a most remarkable advance in the state of the art. The capital stock is \$200,000 par value and \$1,000 shares no par value.

Twenty-five thousand dollars of the par value has already been subscribed and paid in, and the holders have pledged themselves to take \$25,000 additional. Fifty thousand additional par stock will be offered to the public.

The directors of the company are J. S. Townsend, W. H. Martineanu, A. E. Clarke, Charles E. Wilson and Geo. H. Thwing. The officers are as follows:

President—J. S. Townsend.

Vice-Presidents—W. H. Martineanu and A. E. Clarke.

Secretary and Treasurer—Charles E. Wilson.

The office and assembling plant are located at 45 South Division avenue, where three sizes of scales are now being turned out adapted to the weighing of mixed iced cream. Special scales will also be produced for milk testing stations and milk condensories and for the weighing of chemicals in paper and pulp mills.

Toledo Court For Store Shoppers.

Toledo, May 22—Dissatisfied customers of local retail stores may now appeal their cases to the customers' court of appeal.

The Toledo Adjusters' Association, the membership of which is composed of adjusters of a large number of stores and specialty shops here, has united to form this court to help customers who have not been successful in straightening out some particular difficulty with one of the individual member stores.

D. W. Martin, adjuster for the Lions Dry Goods Company, and a number of other adjusters will comprise the higher tribunal to hear the cases. The court will attempt, after a complete hearing and investigation of the case, to hand down an impartial and final decision, regardless of the store involved.

At these meetings many of the problems common to all the adjusters of the association will be discussed. The association also plans to engage a number of speakers for its sessions to explain store systems and types of merchandise that often crop up in ironing out difficulties.

All Aboard For St. Paul.

Wyoming Park, May 22—The National Association of Retail Grocers will hold their 26th annual convention in St. Paul, Minn., June 25, 26, 27 and 28.

It will be abundantly worth while to any of the retailers of the State to attend. See last week's Tradesman for an outline of program.

I would very much like to get the names of all those who will attend so that arrangements can be made to meet in Chicago, as we are invited to be the guests of the Chicago wholesalers on the 25th.

Please write me for details and if you plan at all to go, let us know, so that railroad schedules, etc., may be sent you.

Paul Gezon,

Sec'y Retail Gro. and G. M. Ass'n.

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

If interested, write for further particulars.

Michigan Shoe Dealers Mutual Fire Insurance Co.

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PAYING 30% DIVIDENDS

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L. H. BAKER, Secy-Treas.

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P. O. Box 549

The Michigan Retail Dry Goods Association

advises its members to place their
fire insurance with the

GRAND RAPIDS MERCHANTS MUTUAL FIRE
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and save 30% on their premiums.

Other merchants equally welcome.

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OUR FIRE INS. POLICIES ARE CONCURRENT

with any standard stock policies
that you are buying.

The Net Cost is **30% Less**

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

WM. N. SENF, Secretary-Treas.

Decline in Raw Cotton And Cotton Goods.

Prices of cotton goods have been following the price of raw cotton, and according to the Fairchild index number they are now slightly more than 4 per cent below the peak attained during the week ended March 24. The highest price for raw cotton for the season was reached a week ahead of this. During the week ended March 17 spot cotton in New York attained an average price of 31.10 cents; for the week ended May 12 it had dropped to 25.76 cents. In that week the decline in both raw cotton and in cotton goods was the greatest for any similar period since the recent downward movement set in. To find similar prices for the raw material one must go back to the middle of last December, and for comparable price levels for cotton goods one must go back to the middle of January. In other words, the recent declines have just about cancelled all the gains made during the spurt of the first three months of 1923.

This spurt which was noted in nearly all lines of business during the first quarter of 1923 was not in accordance with the predictions of perhaps the majority of business forecasters. There had been gradual improvement during the autumn, and the prevailing business opinion last December was that there would be some lull after the turn of the year and then a resumption of the slow but steady progress that characterized most of 1922. That the volume of production in many lines should break all previous records during the coming spring was then quite beyond the expectations of even the most optimistic forecasters. Some pause after this unusually and unexpectedly active quarter is not unnatural, and of itself this affords no occasion for misgiving about the general soundness of business conditions.

There is now much difference of opinion whether the recent recessions in prices indicate only a temporary cessation of the advance or whether they mark the beginning of a definite downward trend. Certainly there are many influences at work which seem to point to a resumption of the advance. Labor costs are high and show a tendency to go still higher. Only a part of the recent rise in costs of production has so far been passed on to the consumer, and it seems that retail prices must go up or production costs must come down, or else a large number of distributors must take some losses. Recent recessions have been confined to a rather narrow range of commodities, but the point is made that these are the ones which have always proved most sensitive to changing market conditions and this is a matter of no little significance. On the other hand, though business is sound, the makings of a period of inflation are still close at hand, and many are inclined to the view that the recent check was due to no alteration in this condition, but to the repeated warnings of bankers and business men themselves. If we have actually avoided trouble in

this way something new has happened in the annals of American business.

William O. Scroggs.

Domestic Gold Output Renders Subsidy Unnecessary.

It was only a short time ago that the gold miners of this country were clamoring for a Government subsidy for their industry. As a result of the Pittman act silver mining was enjoying the benefit of a subsidy while gold mines had suspended operations owing to high production costs. The gold mine operators therefore wanted a subsidy, too, and they asked for one of \$10 per ounce, with the cost to be met by a special tax on gold used in the arts. They had enough political influence to rally over twenty Senators in their support, and the latter submitted a joint letter to the Secretary of the Treasury urging that something be done to save the industry and preserve the gold standard. This was done at a time when the gold supply in this country was the largest in its history, and if their request had been granted it would have actually endangered the gold standard rather than have protected it, by putting the production of gold in this country on a wholly artificial basis. The subsidy which they asked amounted to about 50 per cent. of the value of the product.

The situation now is changed. No subsidy was granted and the Federal Reserve Bank of San Francisco in its latest report states that gold mining activities have returned to their normal level, and that the mines from which it received detailed reports are now operating at 100 per cent of capacity. The difficulty with the gold mining industry in 1920-1921 was the low purchasing power of the dollar. Under our coinage system 23.22 grains of pure gold are always worth a dollar, and when prices rise, or the dollar loses purchasing power, the gold mining industry is affected in a manner just the opposite of that in which other lines of production are affected. In a period of rising prices the manufacturer of steel, for example, has a chance to enjoy a widening margin of profit because he is able to sell his finished goods on the basis of current prices of raw materials rather than on the lower prices at which he got his stocks some months before. The gold mining industry, on the other hand, cannot market its product at higher prices, because under the gold standard the price of pure gold is fixed automatically at \$20.67 per ounce. It not only fails to derive any benefit from rising prices, but its product will command less machinery, labor, and so forth in exchange for itself than it did before prices began to rise. For this reason the gold mines were forced to shut down when the post-armistice boom was at the peak. Subsequent declines in price levels have enabled them to resume operations without the crutch of a Government subsidy.

Do you let your business, your job, manage you, and worry and harass you, or do you make yourself master of it and keep the upper hand of it?

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THE DAY OF SILENT FACTS.

Time To Seek Reconciliation Between Intelligence and Life.

Some one remarked in the writer's presence the other day that the men who gave their lives in the Kaiser's war died in vain. A good many people nowadays are in the habit of submitting this verdict for the consideration of a great many other people. Against the next occasion, when we shall be told that a half-score million lives spent in four years and a half were an empty sacrifice, let us safeguard ourselves with the reflection that the statement is not true.

For observe this fact. The same speaker who finds that 10,000,000 men have died in vain has also remarked, perhaps last week, perhaps yesterday, perhaps only half an hour ago, that the old world as we knew it up to seven years ago died on August 1, 1914. Now it is fairly obvious that if the old world did perish in the summer of 1914 this must be a new world we are now living in. And, if this is a new world, then the millions of dead upon the European battlefields and in the depths of the ocean did not die in vain. If indeed we have rid ourselves of the past—that past so hateful to the select and emancipated spirit—the tragic price we have paid was not a total loss.

As a matter of fact, the old world is with us to-day, and the proportions of old and new are better appraised in the hearts of the common herd than in the formularies of our consciously intelligent classes.

This naturally brings us to Memorial Day.

There is no need of urging the formal observance of the memory of the dead upon simple folk. By inclination or by habit, or, let us call it if we will, by blind acceptance of tradition, the plain man turns easily, upon stated occasion, to the commemoration of those who gave their lives to be built into the common heritage. The plain man may be mechanical in his observance of the rites. Custom prescribes the veterans' parades, the marshalling of the fire brigades and the fraternal organizations and the Boy Scouts, the flags and the bands, the outpour of classic oratory, the history, more or less undocumented—that whole familiar expression of a herd instinct against which the emancipated soul revolts. Nevertheless, it is true that the village parade on Decoration Day voices a greater fidelity to the facts of life than the easy formulas of the desperately emancipated spirits.

The common man, held fast in the slough of the past, is in contact with a much more solid reality than those of us who abide in a verbal world of our own construction. The most blatant orator upon the Spirit of '76 is nearer to the truth of things than the unafraid soul which has no hesitation or difficulty in pointing out that the men of 1776 died in vain. We are much nearer to the truth by the side of the politician who builds his fences upon the memories of 1861

than we are with the rebel who looks upon these United States to-day and finds that the men of 1861 died in vain.

We shall be fairly near to the truth, not only of the past but of the present and the future, if we take our stand with the simple folk who believe that the sacrifices of the Great War are not utterly lost, but have entered into the building, not of a new world but of a better world not on the ruins of the past but upon the easily recognizable foundations of the past.

It is not the plain folk, but the select spirits who stand sadly in need of an anniversary that shall compel them to turn their eyes for a little while to that past which they so regularly deny in their moments of exaltation and so violently belabor in their moments of depression. Memorial Day is as good an occasion as any for those who find that they have outrun their generation to sit down for a little while and re-examine their own formulas.

We have the spectacle to-day, and in every country, of an intelligentsia which finds itself painfully out of touch with the common life. Ardent enough, sincere enough, altruistically minded enough, the forward-lookers need to be reminded that altogether too frequently their hopes and agitations are at play in a little world of their own. It is a little world aglow with many colors and resonant with many sounds, but the shimmer and throb hardly penetrate to the great continents of the common life about them.

It is a little world peopled with prophets whom the masses do not recognize, crowded with epoch making theories which the life forces outside chose to disregard, beautiful with books and pictures and music which the outside world does not read or see or hear. It is a little world which likes to think of itself in terms of leadership, but it is too often a leadership without a following.

This little world of the select in-

telligence labors under a fearful handicap. It approaches the common life not so much with a desire to understand as with a formula to impose. It is impatient with the basic principles of life action. It will give no concern to the laws of growth that shape history. It announces psychologic revolutions, in face of the fact that the greatest war in the history of mankind has patently brought no revolution in the human spirit. It builds its temples out of symbols and formulas, and not out of the common clay.

If proof were necessary of how useful a thing it would be for our consciously intelligent classes to set apart a period for self-examination and self-discovery through communion with the past, you will find it in the evident need in this early summer of 1923 of a backward glance to the early summer of 1914. Then, too, the world was aglow with formulas. There was the brotherhood of labor, the brotherhood of science and art, the growing power of democratic



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"Please give me Chief Operator"

How often have you spoken that phrase to "Central"?

Chief Operator is your immediate point of contact with the Telephone Company on service problems.

Your request to Chief Operator is cared for by a young woman especially trained to interpret your telephone needs and handle your inquiry. She helps solve your service problems.

It would be worth your while to visit your telephone exchange some day, between the hours of eight and five, and meet the Central office folks. Come alone or with a group of friends. Clubs and associations always are welcome.

You will find everyone alert to give you good service. You will have an interesting visit and it will be mutually advantageous for us to become acquainted. You will learn how, through co-operation, telephone service is kept at high standard.

MICHIGAN STATE



TELEPHONE CO.

public opinion, all apparently working to render impossible the thing which a few days of passion and fear and panic made dreadfully possible. Behind the general formulas there were the specific pet proprietary formulas. There was the formula which made war impossible through the financial argument and through the trade agreement. There was the formula which would prevent war by distributing colonies just so, or by manipulating railroad concessions just so, or by otherwise regulating the forces of the mass life.

Even as formulas they were painfully deficient, because they were so arbitrary, so partisan, so book-made, so disdainful of all life factors which did not fit into the particular scheme. It was a childish theorizing which fixed its mind upon phrases like international labor or capitalistic imperialism or intellectual fraternity, and refused to take cognizance, to mention only one thing, of that bursting nationalism which is the dominant factor in the world to-day. Then the war came and showed in a day what this fraternalism of the Socialist and the artist and the scientist and the trader amounted to.

Have our intelligent classes learned from 1914? They have not learned. Undeterred by the ghastly joke which the war made out of their pet formulas, they are at it again. Once more we have the sorry business of the rarified analysis and the subtle panacea. Worst of all, we have that same empty impatience with a world that refuses to fit into the picture. It is sad to-day to be confronted, not with a sincere process of heart searching on the part of our intelligentsia but with a new process of cobweb spinning. New and neat little ironies and tiresome old generalizations are absorbing the greater part of the time and attention of intelligent men and women. We have biting little phrases about rich men who send out poor men to die in war, and old men who impose wicked peace treaties upon the young, and herd instincts which triumph over reason, and propaganda which triumphs over knowledge, and the dead weight of the past hanging upon the skirts of the would-be architects of the future. And it is all froth and vapor.

Where does all this play of the professional intelligence get us? Nowhere. The intelligent classes go on spinning their theories and framing their formulas and reshaping life in large-edition world histories and world psychologies, and reviewing them in their own journals, and announcing that things henceforth will be—or at least ought to be—altogether different. And meanwhile the great life forces go on shaping the world in their own way. The masses of common folk, if they were inclined to speak, might cheerfully tell the intellectuals that they are perfectly welcome to spin the formulas of life as long as they, the masses, can go on building the facts of life.

Memorial Day is an appropriate time for a consciously intelligent class to look back on the past, if only the

immediate past, and ask itself whether it is always to go on buzzing in a vacuum. Our consciously intelligent classes must not be too sure that the dead of the Kaiser's War died in vain because the results do not fit in with their own formulas. They might rather ask themselves humbly whether with all their interpretations, their appraisal of values, their visions of a new world, they are much more than a bit of froth on the great wave of the common existence.

Memorial Day is a good day upon which to seek escape from that doctrine of the rule of the minority which is poisoning the intellectual consciousness. It is a good day for seeking a reconciliation with the democracy of the common mind as it reacts to the past—and the present. It is a good day for seeking a reconciliation between intelligence and life.

Simeon Strunsky.

The old time merchant who tried to get the best of his customers is either dead or should be.

Big Deal In Collars.

What is believed to be one of the largest, if not actually the largest, transaction of its kind ever made in the retail trade has just been closed between the William Filene's Sons Company Automatic Bargain Basement, Boston, and the Phillips-Jones Co., of New York. It involves the purchase from the latter of more than 1,000,000 "seconds" of Van Heusen collars, which, according to a statement given out by B. F. Raphael, merchandise manager for the Filene Company, make up the total accumulation of "seconds" since the manufacture of this type of collar was begun. Eighty-six thousand dozen collars (1,032,000 pieces), changed hands as a result of the transaction. The statement further said that the collars would probably be retailed at 25 cents each, making the total selling value of the goods more than \$250,000. All of the collars will be sold in Boston in the Filene Bargain Basement and its annex, in which a separate department for their sale

will be created. No purchase price was given.

Looking Ahead to Gingham.

Notwithstanding the fact that the consumer demand for gingham has so far this season while relatively better than that for general lines of wash goods, has undeniably been retarded by the backwardness of the weather, factors in the primary market are already looking ahead to Spring, 1924. New lines of the merchandise will be ready for examination by the wholesalers during the latter part of next month, and indications were said yesterday to point to another satisfactory season. Reports from various parts of the country were said to show well-balanced stocks in the hands of the jobbers, which the belated consumer demand will sooner or later cut into and make liberal buying for the new season necessary. Nothing can be said about the new prices at this time, the future trend of labor and cotton costs being the governing factor.

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

THE RETAIL GROCER.

Help He Should Expect From Wholesale Grocer.

What co-operation should the retailer expect from the wholesaler has been much discussed within recent years. It is a subject that lends itself to a multitude of theories. But up to the present time none of these theories have been expanded into practical operation. It is difficult to propound any theory that could be made absolutely practical and workable in every section because each section and district is under varied influences.

The question is equally as important of solution to the wholesale grocer as it is to the retailer, because the success of one unit is absolutely dependent upon the success of the other.

Who is the independent retailer? A correct analysis would indicate that instead of being independent he is, after all, dependent, inasmuch as he depends on the jobber as his source of supply and in many cases, his source of finance, and in turn he is equally dependent upon the manufacturer through the jobber for the products he must distribute to the consuming public.

His independence is only as to the method of operation, and rests with the jobber and manufacturer for his continuance in business. He is not large enough to own and control his own private brand, and in consequence he must depend upon the manufacturer of proprietary ar-

ticles to supply him with the merchandise that makes his livelihood. He must, of necessity, because of this dependence, distribute the products of other manufacturers because of his inability to manufacture or control his own, and it is because of this dependence that he is part and parcel of the wholesale grocery business, and more particularly so of the business of the manufacturer of extensively advertised proprietary brands. The manufacturer, in particular, should support the jobber in enabling this dependent retailer to be an active, enthusiastic distributing unit.

The elimination of the independent retailer as a distributing factor, must, of necessity, curtail the distribution of food items of largely known reputation and individuality. The loss of every single unit of independent retail distribution must, in the end, be suffered by his primary source of supply. Being conscious of this fact, it naturally follows that the independent retailer has a right and is justified in expecting support in the maintenance and expansion of his business from both jobber and manufacturer.

During my experience in the retail grocery business I have heard, for many years past the jobber being referred to as our "Big Brother." Convention after convention has talked of helping us, but what has been done? Talking will, I admit, lead retailers to think, but acting will, in a like manner prompt them to act.

A survey of the independent retailers in any district will, in a large percentage, show them to be storekeepers, and not merchants. Most any individual with a little money can start in the grocery business, and trusting to luck and wise selection of location, eventually prosper.

On the other hand, you find a grocery clerk, who after years of experience, starting for himself, in a short time makes a success, with the luck element eliminated, simply because he has been trained in the business. Bradstreet reports 35 per cent of those entering the retail grocery business fail, but when the failures are analyzed, you will find practically 90 per cent of such are unskilled and untrained in the business.

You will note that few experienced grocermen fail. If we had more experienced independent retailers, corporation competition would not so readily expand. It is a known fact that chain store competition hesitates to place a store in competition in any district with a live wide-awake, independent retailer. I know of two incidents in our city where chain store competition made this mistake and later on withdrew the stores.

As before stated, many theories have been advanced to help the independent retailer. From a retailer's standpoint, I am confident that the most valuable help that the independent retailer can receive from the jobber is in sales promotion.

We have often heard the saying: "Goods well bought are half sold."

This is certainly true from a competitive viewpoint, but the greatest factor rests in the completion of the sale; the art of thorough salesmanship, at a profit.

It has been selling ability that has been responsible for the continued growth of our organization during the years of its existence. For many years we have had two chain stores directly adjoining our location. We have, for years, made our purchases equally as much through wholesale grocers as through buying exchanges and during the span of 15 years, our business has grown from about \$12,000 and two employees per year, to figures exceeding a half million dollars in sales per annum with 35 employees, and during the same interval the two chain stores, our competitors, have not shown any material increase in expansion.

We realized that being good buyers of merchandise was necessary for the security of competition, but the power of selling the well bought merchandise was the essential element to the increase of business. The average independent retailer is not a good salesman, and consequently it is up to the jobbing element to teach him to be a live, wide-awake salesman.

An analysis of the competitive field in the retail food distribution brings to our minds the facts that the independent retailer possesses personality, average low cost, service and economic operation.

On the other hand, chain store competition depends entirely upon

Dear Mr. Grocer:

Increase Your Total Oats Business



by getting behind Armour's Oats.

Investigators report that in stores where grocers say the oats business is increasing, *Armour's Oats are the best seller*; where it is at a standstill or declining, the grocer is pushing other brands.

Thousands of retail merchants say that Armour's Oats increase their *total* oats business because they give such complete satisfaction that folks eat oats oftener and consume more.

The reason? Armour's Oats are whole oats—not chopped up into oat meal before rolling. They are the **ONLY QUICK-COOKING WHOLE OAT FLAKES**.

Mapl-Flake—The New Big Seller in Prepared Cereals



It's selling big. Repeat business is remarkable. Mapl-Flake is a whole wheat flake—25% bran, enough to "turn the trick" and yet be good eating. It combines the nourishment of whole wheat with the laxative action of bran. You do your customers—and yourself—a service by starting them on this fine product.

Write us for an attractive window display, easy to set up. Then watch! We're so sure you'll get the business, we guarantee the sale.

ARMOUR GRAIN COMPANY
CHICAGO

buying and selling ability. If you will add selling ability to the group of assets that the independent retailer possesses today, he will make a very, very strong competitor for the chain store.

What is the selling ability of the chain store? Nothing more or less than printer's ink, press advertising. I grant you that the independent retailer with his limited volume and his delivery service could ill-afford to add expensive newspaper advertising to his business, but I believe that as a group, such advertising could be done at a very small cost.

I am prompted to feel, realizing, as I do, that our success being largely dependent on sales promotion, that the wholesale grocer could eventually evolve a plan that would provide sales promotion for independent grocers in his district.

I dare to present to you the following theory which I believe could be made practical. Let the jobbers of a given zone or district call the independent retailers together in meeting, and have them select an Executive Committee from among themselves. Such a committee could select certain staple items to use at certain stated periods. These specials would be supplied to independent retailers by the jobbing element during a limited period to be sold at prices that would enable the retailer to compete successfully and profitably.

On the other hand, the same jobbers should prevail upon the manufacturers who today are expending millions in "nationally" advertising

their products, and in some cases squandering funds by the maintenance of expensive specialty salesmen systems, and have these manufacturers set aside an appropriation. For example: \$5.00 per store per week. The creation of such a fund to go toward the cost of advertising in local newspapers. Those manufacturers sharing in this fund would have their products advertised each week, and besides would have hundreds of retailers backing up this advertisement.

I know that this thought will be subjected to criticism, but it is human nature that it should be criticised, and I further realize that no plan can be absolutely perfect in its inception. But there is enough of practicability in the theory to justify its consideration and I believe its ultimate workability can be proven beyond the question of a doubt.

I further admit that the plan will call for sacrifices from all three units of food distributing factors: The independent retailer and jobber must sacrifice a portion of their profits, while the manufacturer is sacrificing only a very small portion of his already existing large expense item. The plan, when worked into practicability, will show that he who gives least will receive most.

The mere fact that the independent retailer realizes that the wholesale grocer and manufacturer is back of him will increase his morale. The retailer who today feels that the advent of a chain store into his district means his retirement, will be prepared to fight every inch of the

way. This support will also lead to a closer relationship between the independent units, will promote within them a desire to be better competitors, will awaken in them the latent possibilities of their business, and arouse them to cleaning up the stores, and placing them in presentable condition; will influence them to use their silent salesman, the display window. These things cannot be accomplished through talk and "distribution" literature to the retailer. Betterment of the independent retail conditions must come about by personal contact bred of a better, more co-ordinated co-operation.

The independent retailers, as we know, are like the "babes in the wood," and you jobbers and manufacturers must take the necessary steps to preserve your own business by preserving and promoting the business of the independent distributor. He is part and parcel of your business, and for each leaf that drops from your tree, you shall suffer, and in the end shall blame yourself that you have neglected the opportunities that lay before you.

I am asking your consideration for that competitor of mine who is not in a position to fight his own battle. I want to help him, because in doing so I honestly feel I am bettering my own business.

In conclusion, permit me to say in summing up that after many years of "talking," we retailers feel it is time for you jobbers and manufacturers as well to get together yourselves and give consideration to the

needs of the weaker members of your family.

Do not hesitate to make the sacrifice today, that will bring you a reward tomorrow. Let me remind you once more that in my humble opinion that it is up to you, the older, more experienced, influential, and financial elements to provide what the independent retailer lacks, and that is sales promotion. He can buy his merchandise today at prices that will enable him to compete. You must supply the second half of that saying: "Goods well bought, are hard sold." The remainder of that quotation being the other half, must be sales promotion, and you will invest well, and wisely when you have provided the means and method that will enable the independent retailer to compete with the selling ability of the chain store.

Howard S. Glanding.

Kimonos Shown for Fall.

Retailers will have to pay more for Fall kimonos, lines of which are now being shown by leading manufacturers here. A prominent wholesaler states that the corduroy used is from 15 to 20 per cent. higher than it was last Fall. The wide-wale corduroy will be the fabric utilized. It will be available in plain, embossed and embroidered patterns. Some will have various forms of colored broad-edge trimmings, with mull silk frequently used for linings. Full and long cut garments are declared to be most desired. In the colors, cherry, Copenhagen and wistaria are declared to be the best favored.

The Brecht Company
ESTABLISHED 1853 ST. LOUIS

Illustration shows a typical Brecht installation. Modern display counters and refrigerators will add 50% to the appearance, economy and sales power of your store. Let us tell you why Brecht six-inch refrigerators are preferred by progressive market men. Ask about their ice-saving features.

1853 We Keep Faith 1923
With Those We Serve

THE BRECHT COMPANY

Established 1853

1231 Cass Ave.,

New York, N. Y.
174-176 Pearl St.

Chicago, Ill.
Monadnock Bldg.

St. Louis, Mo.

San Francisco, Calif.
67 Second St.

MAIN OFFICES AND FACTORIES: ST. LOUIS, MISSOURI

Flowers For The Brave Who Fell In All Our Wars.

Grandville, May 22—Again we are called upon to decorate the graves of Columbia's hero dead. From Fort Sumpter to Argonne Woods, we count the graves of America's noble soldier dead. Dead we call them, although we feel within the depths of our innermost being that the boys who fell along the Potomac in our Civil war, as well as the later generation that defied and defeated the Spaniard, and met and discomfited the bestial Hun, meeting death at every turn, are not really dead, but are simply camping along another line, where they have found peace and comfort after their arduous duties in army life this side the Great Beyond.

Memorial Day was organized and kept sacred to the memory of the boys in blue, who died on the battle line, or amid the peaceful scenes of home after the war was over.

New wars, new sacrifices came, and Old Glory won new honors in the hot shambles of battle in the land of the foreigner. In Cuba, on the ocean, later in the trenches before the German battle line, our American boys added new glories, new triumphs to the honor of their country and the glory of the flag.

To-day we go forth to strew flowers on their graves, excepting none, for they are all our heroes, from Sumpter to the Rhine.

It is the day of days in American history. Even July Fourth has no stronger claims upon our attention than this day for the decoration of our soldier dead. The boys in blue battled for the salvation of the Union, in doing which they were instrumental in wiping out slavery, making the United States a nation of free men in fact as well as in name.

Nor have we wished to recall that time when men and women were sold on the auction block as were cattle and swine. Lincoln's hand

smote that sin to its complete downfall, and the name of the great Emancipator will shine in history as long as the world stands.

Memorial day is our greatest national rest day. Not a holiday in the strict acceptance of that term, neither is it a day filled with funeral gloom, but a day set aside for the purpose of recognizing the virtues of our young men who, leaving home and friends, laid down their lives for this grand country of ours.

They died for you and me, good friend, so let us see to it that we are not neglectful of the duty that in us lies to smother them with flowers.

The day was originally a Grand Army affair, but since we have had two wars since the one for the Union, there are other dead heroes who call for our admiration and love. We decorate them all alike.

Some have imagined our latest was America's greatest war. Wrong, entirely wrong. The suppression of the Great Rebellion was a feat at arms never equalled in the history of the world.

From Bull Run to Appomattox the soldier boys of the North hewed their way, and made America not only one and indivisible, but a nation of free men from the lakes to the Gulf, from ocean to ocean.

That was something, was it not? One in every seven of the inhabitants buckled on the armor and went forth to do and die for a cause of the Union, which was right, eternally right, while the war against the Union was wrong, everlastingly wrong. While Abraham Lincoln had his hands full at every turn, meeting the South in open battle, and secessionists and copperheads at the North in secret plotting for the overthrow of the Government, our later war President, Woodrow Wilson, with more people to deal with, yet had a solid America

behind him, resolved on victory or death.

Lincoln and Wilson, each had his place to fill; how they fulfilled the mission to which they were called history will decide and record.

The war for the Union was fought for a principle; it was the final struggle of democracy to say whether slavery or liberty should dominate the continent.

There are those who argue that our battles in Europe were of greater import, meant more for mankind than did those fought in defense of the Union.

Mistaken idea.

While Lincoln and his armies saved a single nation, they argue, Wilson and the over seas battalions saved a world to freedom.

The fallacy of this reasoning is from the fact that there would have been no United States to come to the rescue of the world in 1917 had not this nation been preserved to posterity by the valor of her Northern sons on the battle field, and it required a long four years war to do the trick, while our world struggle was less than 18 months.

There can be no argument, however, against the American soldier. He has met his responsibilities in every war in which the Great Republic has engaged, and their graves are all sacred in the hearts of our people.

Memorial Day is for meeting our obligations with flowers for every American fallen soldier, wherever he fought in defense of the Stars and Stripes, and that obligation will never be cancelled or forgotten.

Old Timer.

A sales manager was convinced that the greatest resistance that he was encountering came from dealers in small towns and cities who did not really understand the possibilities of their markets. A personal inves-

tigation instigated by the sales manager proved that he was right in his assertion. Day after day he tried to sell the dealers, who would not buy because they did not realize their market. He tried every method he could think of to bring this realization before them, but he met with only moderate success. Finally, in desperation, he took one dealer around with him and showed him right in his very town where he had fallen short. The dealer saw his mistake and immediately put in a substantial order. This is a problem that almost every sales manager has to face. A dealer in electrical goods has discovered a peculiarly effective method of visualizing the market to a small-town dealer. This is to give him, figuratively, an airplane trip over his community, pointing out to him each prospect and telling him the amount that each prospect will buy. The picture represents an average small community. The town is typical and has the industries usually found in any town of its size. It remains only to indicate each prospect with a line, and at the end of the line to estimate the amount of business that should be procured from that prospect. Such a picture is bound to reveal market possibilities of which the dealer never dreamed.

Do not degenerate into a grandfather man—a man who is satisfied to do things the way his father and grandfather did them before him. Your grandfather himself was not like that.

Hart Brand Canned Foods

FRUITS

Red Sour Cherries	Black Raspberries
Red Raspberries	Pears
Strawberries	Plums
Blackberries	Peaches
Gooseberries	Apples

VEGETABLES

Peas	String Beans
Corn	Green Lima Beans
Pumpkin	Red Kidney Beans
Succotash	Squash

HART BRAND canned foods are prepared from the finest products of the garden, orchard and farm. They are gathered and packed in the most prime condition.

HART BRAND canned foods are sterilized by heat alone and packed under the most sanitary conditions.

JUNE GARDEN PEAS fresh to your table from **HART BRAND** cans ready to serve.

Put the Summer Garden in Your Winter Pantry.

HART BRAND gives you selection from the finest garden peas, the best succulent sweet corn, the highest quality string beans, lima beans and succotash.

Michigan Canned Foods for Michigan People

Prepared by W. R. ROACH & COMPANY
Main Office: **GRAND RAPIDS, MICHIGAN**



Michigan Retail Hardware Association.
 President—J. Charles Ross, Kalamazoo.
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The Fly Peril And The Hardware Dealer.

Written for the Tradesman.

The season of the year is approaching when the hardware dealer can put on at least one very effective "Swat the Fly" window display. Incidentally, it is timely to push the sale of fly-killing devices and to urge the annual "Swat the Fly" campaign.

While there may be some disposition to regard such a campaign as a joke, there is a substantial substratum of seriousness to the business. The hardware dealer will be able to devise a more effective display if he realizes that the common house fly represents a real peril. The fly has two favorite haunts. One is the place where he can gather the most germs. The other is the place where those germs can do the most harm.

The fly buzzes jovially around the garbage pail or some similar resort until his legs are coated with enough microbes to infect a city. Then he alights playfully on the tip of the baby's nose or skims across his lips. He visits the sugar bowl, the cream jug, and the food on the table. He distributes his collection of germs.

Statistics show furthermore that the time when the fly is not busy distributing germs where they will do the most damage is spent in raising an army of other flies to carry on the good work. Consider these figures:

A female fly lays 150 eggs in 10 days. That means, say, 75 more female flies, each with the power of laying 150 more eggs in a like space of time. Figure it out and you find that in 40 days the number has increased from 1 to 64,136,401. The possibilities of fly multiplication are staggering.

Ten or fifteen years ago the fly was regarded as innocent and parents lectured their children on the cruelty of killing the "poor little flies." Today the public is educated to the fly peril; and all the hardware dealer has to do is to capitalize this education by a little campaign of his own. He will get the benefit of all the publicity given the subject in his community, and of all the antagonisms accumulated in the past decade.

In the sale of anti-fly devices, there are two lines can be followed. One is prevention; the other is cure. The "cure" is the most spectacular

phase. Actual fly-catching and fly-killing devices can be sold with increasing ease as the season progresses and the fly-nuisance grows more obvious.

The most popular device probably is the little fly-swatter, got up to sell at anywhere from 10 cents to 25 cents. Every home—in fact, every room—should have its fly-swatter. That is a good advertising slogan for this year's "Swat the Fly" campaign in your store. Drive home in your advertising that no fly should be allowed to escape; and that the cost of equipping an eight-roomed house with fly-swatters is small. And, as a clincher on your big show card:

"If I kill him today, there'll be 64,136,401 fewer flies forty days hence."

That sort of argument in a window card or display is effective. The idea may be varied by gluing a dead fly to a card, wiring a swatter on top of it—but not so as to obscure the fly, which should be further marked by a red circle; and then the lettering:

SWAT

She didn't escape me. There'll be 64,136,401 fewer flies forty days hence.

Other items in the anti-fly offensive include various fly-catching devices. The balloon fly trap, for instance, is quite popular. Sticky fly paper is popular also. There are a variety of fly pads and pastes that can be sold. All these articles can be handled in the hardware store to good advantage. Some of these lines will be found in drug stores; and some in grocery stores. But they fit very nicely into the hardware dealer's "Swat the Fly" campaign.

The other side of the fly-swattening campaign has even larger possibilities for the hardware dealer, with less competition to meet. It is along the line of prevention.

It will pay the hardware dealer to study the possibilities and get a comprehensive idea of them. The first lines that naturally suggest themselves are ready-made window screens, screen doors and screen wire. Here "Keep the fly out of the home" is your slogan.

The next step in prevention is to strike at the breeding places; and these are the places where filth of any kind collects. Here the "Swat the Fly" campaign can be materially broadened out. You can, for instance, push the sale of covered garbage cans for moist garbage and refuse. Most up to date towns and cities have ordinances compelling the use of such cans; but the ordinances are not always rigidly enforced,

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICH.

Exclusive Jobbers of Shelf Hardware,
 Sporting Goods and
FISHING TACKLE

Now is the time to buy your

REFRIGERATOR

We have
 Splendid Line
 Both NEW and RE-BUILT

Grand Rapids Store Fixture Co.

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1923 PROMISES

the largest tourist trade in the history of
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BUY IN MICHIGAN

Sherwood Hall Co., Ltd.

Established 1865

Grand Rapids,

Michigan



Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.

though there are periodical agitations by health officials and newspapers. If your community has such an agitation this spring, seize the opportunity to push your stock of garbage cans to the front. Feature them in a display, mention them in your advertising, call attention to the municipal ordinance requiring them, emphasize the fact that it costs very little to comply with the law and helps immensely to eliminate the fly nuisance.

Then, on the farm, a good many progressive farmers are putting in concrete floors for their stables, and concrete watering troughs. They are easy to clean; and clean surroundings for the domestic animals result in fewer flies. You can use this argument to push the sale of cement; and can work some mention of this line into your "Swat the Fly" campaign.

Paint and paint specialties can also be linked up with your campaign. A dirty floor with numerous cracks and dark corners is sure to attract flies. It is harder to clean than a floor properly finished. Newly painted woodwork has the same advantage; easy to clean; less likely to accumulate dirt; less likely to attract flies. Paint can accordingly be worked very neatly into your "Swat the Fly" campaign; it will give your spring paint campaign a final fill-up and at the same time broaden out the "Swat the Fly" campaign.

You could give the "Swat the Fly" campaign a couple of displays, one featuring the offensive side, the other the preventive side. Or, if you lack window space, a combination display will serve the purpose. You can begin to feature these lines now.

A good display, which can be varied to suit any store, was put on by a hardware dealer last spring. The center of the display was a dummy figure of a man with a fly swatter in one hand. The figure worked automatically through an attachment with a small motor placed above. The arm rose and fell the swatter hitting at a big "fly" about a foot in length. A big banner was spread across the top of the window with the words: "Swat the Fly—Get Your Equipment Here." In the background was shown an assortment of timely accessories, including screen doors, window screens, fly pads and papers, and similar articles.

The fly swatting campaign, of course, should start at home—in other words, in the hardware store. Every precaution should be taken to keep the flies from getting in; but if they get in they should be hunted down relentlessly. Their presence in the store in annoying numbers is a poor advertisement.

Some dealers in connection with the earlier "Swat the Fly" campaigns put on contests of one sort and another. There are advertising possibilities along this line; though the necessity of preserving and handling the dead flies as a rule makes such contests objectionable. Whether he adopts this form of advertising or not is a matter for the individual hardware dealer to determine.

Victor Lauriston.

Radio Antennae Endanger Firemen.

Fire Marshal George W. Elliott of Philadelphia, recently issued a public appeal, calling upon citizens to take down their radio antennae where the wires of these antennae came close to the electric current carrying wires of the Philadelphia Electric Company. A conference at which officials representing the city, the fire underwriters and the Philadelphia Electric Company were present, decided that if the citizens did not remove of their accord all aerial antennae that have been placed over or under or closely parallel to the high voltage lines in the city of Philadelphia, it would be necessary to take some drastic action, either in the form of municipal control or in the withholding of insurance protection. At the present time the fire marshal in Philadelphia would have the power to remove these antennae upon the ground that they are a public fire danger, but this action will not be taken until citizens have been given an opportunity to act. However, all aerials crossing city highways must be removed at once.

A fatal accident occurred in LaGrange, Illinois, because of radio antennae coming in contact with electric wires. In the LaGrange case, a fourteen year old boy was installing an aerial wire when he permitted it to come in contact with an electric light wire at the rear of his home. The boy was fatally burned and a neighbor who attempted to rescue him was seriously injured. The neighbor was saved from death only because a man trained in the prone pressure method of resuscitation happened by in time to revive him.

It is the belief of fire officials that firemen would be seriously endangered in fighting fires where the antennae are stretched over the top of buildings in such position that in the event of their breaking they might come in contact with power carrying lines.

Silverware for Gifts.

With the approach of the annual June matrimonial season there has been a quickening in this market of the call for silverware of a gift nature. One of its features is the large proportion of sterling ware that is being taken. Another is the number of chests of silver and other expensive presents that are being stocked by retailers, either in prospect of a larger consumer demand for such merchandise than usual or else to replace things that have already been spoken for. Little, if any, change is expected here in the prices of finished merchandise as a result of a possible lower market for silver with the expiration of the Pittman act. This, it was said here yesterday, is due principally to the fact that present selling prices do not match up with production costs to the extent they should. The result is that any drop in silver would only go about setting right the current margin between the two.

Always remember the old adage, "Hold fast that which is good," meaning, in the merchant's case, customers.

SAR-A-LEE

"MAKES
TASTY
SANDWICHES"

It positively will make good,
or we will.

Everybody knows
"SARA"

I. VAN WESTENBRUGGE
DISTRIBUTOR

Grand Rapids Muskegon

TAKING INVENTORY

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

Signs of the Times Are Electric Signs

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

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

THE POWER CO.

Bell M 797 Citizens 4261



SIDNEY ELEVATORS

Will reduce handling expense and speed up work—will make money for you. Easily installed. Plans and instructions sent with each elevator. Write stating requirements, giving kind of machine and size platform wanted, as well as height. We will quote a money saving price.

Sidney Elevator Mfg. Co., Sidney, Ohio

Sand Lime Brick

Nothing as Durable
Nothing as Fireproof
Makes Structures Beautiful
No Painting
No Cost for Repairs
Fire Proof
Weather Proof
Warm in Winter
Cool in Summer

Brick is Everlasting

Grande Brick Co., Grand Rapids
Saginaw Brick Co., Saginaw
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STRAIGHT
SIZE—

The Johnson
Original 10¢ Cigar

VAN DAM

MANUFACTURED BY
TUNIS JOHNSON CIGAR CO.
GRAND RAPIDS, MICHIGAN



AMBER COFFEE

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

Blended, Roasted and
Packed by

CHRISTIAN COFFEE CO.

337-339 Summer Ave.
GRAND RAPIDS, MICH.

1882

AWNINGS AND TENTS

1923



CHAS. A. COYE, INC.

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

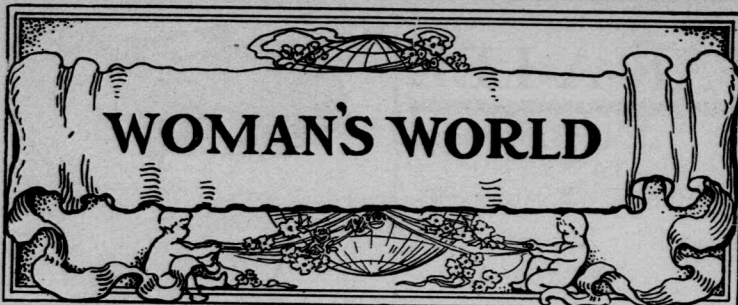
Our stock of White and Khaki Duck and Awning Stripes is very complete.

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

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

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

Grand Rapids, Mich.



Reading Circle Which Interested All Ages.

Written for the Tradesman.

"How can you have family reading in a large family? I have four children, ranging in age from four to seventeen. I have tried hard to keep a unified spirit in my family; they treat each other with all the love and consideration I could reasonably ask, they admire each other and do not squabble any more than is natural and healthy; but their intellectual tastes are not the same, and naturally what interests one does not interest all the rest.

"Yet I feel that there is great value in reading aloud with all the group present. You have emphasized that in your articles. What sort of reading can one do and hold the interest, or even the attention, of all alike?"

So writes one mother to me, and another, with the same difficulty in mind, says almost the same thing:

"I can't read to my children together; it is all very well with one, but not with three or four."

These questions come in appropriately with what we have been saying about the problem of the large family.

Well, I did it myself, all of one summer, with a group consisting of a boy of seven, a girl of fifteen, and a young college freshman, who felt his college-ness visibly and at first rather sniffed at the idea of listening to anything which could interest his sister—not to mention his seven-year-old cousin.

It began when he and the small boy found a great shell and skeleton of a tortoise of some kind on one of their walks in the woods. We made an expedition to the museum in a neighboring town, and found there not only a curator who could identify the shell, but a book about turtles, which he loaned to us. So we read that together, and, of course, all three had a practical interest in it. We had occasion to do some other reading about birds and plants that we found in the neighborhood and I took some pains to get a book about the various kinds of fish that we were taking from the lake.

That gave a kind of unconscious unity to the group and incited me to find some other reading for the hour right after lunch, while it was still too hot for much activity.

At a venture I began with "Ivanhoe," skipping some of the long descriptions, condensing some of the narrative, and at times interpolating bits of historical information and other appropriate matter which I happened to know or gather in the intervals.

The story carried them all along. I was amused to see the devices by

which the college lad somehow managed to make it suit his convenience to be there every day when the reading was going on. Presently some of the neighbors' children began to happen in, two of them even coming across the bay to join us. There was nothing compulsory about it; any of them all could stay away who liked. My own boy, the seven-year old, was the only one definitely supposed to be there, and you couldn't have enticed him away. The daily reading was a part of his programme, as it had been since he was old enough to listen.

The older boy soon found that he was indispensable. Beginning by contributing some history that he got at college and related with spirit to the great delight of the youngsters he undertook expeditions to the village library to get books to illuminate obscure allusions and collateral subjects. He felt himself a teacher, responsible for the quality of scholarship in all this business. Sometimes I found my voice tired, and then he would do some of the reading.

So we went on to read of explorations, some of the geology and other scientific aspects of the region where we were, the old Colonial and Indian history of the place. Several times we all bundled into an automobile and made expeditions to some of the places in the vicinity that we had read about. I threw a good deal of responsibility upon the college boy and he felt his importance in the affair. He was important, too; we did a great many things with his help and guidance that we could not have done otherwise.

But I saw to it also that the other children who attended each contributed something. And all the time we were discussing, studying maps, specimens of flowers and rocks, and going to the museum to see the things we had been reading about.

This is not easy. It cannot be done haphazard. Many times there were other things I wanted to do—even things which just then I would rather have done. But I look back to every hour of it with unalloyed pleasure. And I learned a great deal myself. And this was one of the things I did want to do. I have since seen the results of it upon those children in many ways.

Bored? I had not thought of it. Yes, I suppose some people might be bored by even the idea of reading with a lot of children. But then, of course, people who could be bored by such an experience ought not to have any children. Why are children given to such people?

I'm sure I don't know. It is a great mystery. Prudence Bradish.

(Copyrighted, 1923.)

Who Establishes The Price?

We, the manufacturers of K. C. Baking Powder establish the price by showing it on the label and in the advertising.

Selling such merchandise protects your profits.

It is not necessary for you to sell K C. for less and take a loss.

Where the price is not shown on the package or in the advertising the consumer does not know the right price and **you** are burdened with establishing it.

Save your time and insure your profits in offering your customers

K C

Baking Powder

Same price for over 30 years

25 ounces for 25¢

The government bought
millions of pounds

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

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

Result Of Repeal Of State Prohibition Laws.

Hartford, May 22—Recently one Wesley Waite, of New York, presumably of the long haired variety of protectors of other peoples' affairs, objecting to the recent action of the New York legislature in absolutely repealing every vestige of prohibitory legislation, wrote President Harding demanding that he take the aforesaid legislature across his knee and inflict dire punishment.

In fact, he absolutely served notice on the President that the entire political organization of the Empire State be "suspended"—whatever that means.

"Every State official who voted for this bill is subject to the law of treason, having taken the oath to sustain the constitution of the United States," says Mr. Waite.

Waite seems to be possessed of one of those broad sympathetic minds, such as were so much in evidence during the pioneer days of Massachusetts, when one minister rejoiced at the hanging of another because his line of religious thought did not parallel his own.

Taking issue with this reformer, we might express the opinion that if New York possesses any sovereignty as a state it has the right to say what laws shall be on its statute books. If its legislature must enact laws or must not repeal laws, it is surely a very serious handicap to be contending against. If Congress could prevent it from doing so or could compel it to pass an enforcement act the public might be well concerned over the invasion of state sovereignty and interference with state functions. Without the possession of these rights by the individual states there would absolutely be no excuse for state existence. In fact each and every one of the several states which failed to ratify the eighteenth amendment would come under the same indictment.

Contrary to Mr. Waite's individual desires, the same constitution which he demands shall be observed by New York, contains a provision granting the individual states the privilege of acquiescing or not in the adoption of any amendment.

President Harding, however, has a very weak come-back in his letter to this New York moralist, when in replying to his communication he expresses himself in this way:

"The nation has deliberately, after many years of consideration, adopted the present policy which has been written into the constitution in the eighteenth amendment. It is the law of the land and of every state within the Union. So long as it remains the national policy there can be only one course for the national government to pursue. The executive of the nation and equally the executives of the states are sworn to enforce the provisions of the national constitution. It is difficult to believe that public approval will be given to any other than a policy of fully and literally discharging this duty.

Every state in the Union, whether it voted in favor of or against the eighteenth amendment, is crowded with Federal enforcement officers under the Volstead act, and state laws and state officials have not been permitted to interfere with its enforcement.

But the eighteenth amendment is not by any means the whole of the National constitution. Do we hear of Georgia, South Carolina and other southern states being jammed with federal officers enforcing the fourteenth and fifteenth amendments, the recognition of which possibly affect vitally the comfort and happiness of a very large percentage of the nation's population. Who has heard of President Harding writing any letters to any citizen of either of these states stating that the executive of the nation and equally the executives of these states are sworn

to enforce the constitution? In the fourteenth and fifteenth amendments the constitution of the United States trespassed upon the wishes and desires and political independence of white Americans in these states. They accepted these amendments and then forthwith proceeded to nullify their effect by passing laws in contravention thereof. They are held in absolute contempt when they are considered at all. Congress and the national administration, sworn to uphold this same constitution, pay no attention to their enforcement. Does Mr. Waite consider this as treason?

The action of the New York authorities in no wise interferes with government action in enforcing the provisions of the Volstead act in that state. The state action simply evidences the trend of public sentiment in that particular commonwealth. It is easy to enforce prohibition in Kansas because the majority of the people there want prohibition. It is not easy to enforce it in New York because a majority of the people there do not want it. In some states it represents the consent of the people, and in some states it does not. It requires very powerful forces to impose a law when a majority of the people are opposed to its enforcement.

But the failure to enforce the fourteenth and fifteenth amendments is not altogether due to the opposition of the Southern people. It is very largely a matter of politics. Eminent statesmen of Republican tendencies, who have at times felt hopeful of redeeming certain southern states from Democratic domination, have favored a policy which practically nullified the influence of these amendments. They desired to curry favor with the white element in their actions and for this reason the race for whom these provisions were secured after a strenuous fight in Congress, have been neglected and absolutely deprived of the protection which these amendments theoretically afforded. It has been a compromise between the two great parties. A game of battledore and shuttle-cock, with the negro as the goat.

New York and Georgia, for instance, are frequently in the same political party—that is, Democratic. Would it not be possible for them to finally agree that it would be a good policy to allow each state to determine for itself whether it was desirable for one amendment to be soft-pedalled, and non-observance in some other? The southern contingent would have a large advantage, because public sentiment would prevent the negro from having his gin, and state enactments and non-observance of national laws would deny him his civil rights. On the other hand such compromise or combination would give the New Yorker his beer, and he probably wouldn't give a rap what happened to the negro.

If individuals of the Waite complexion would rise up and demand that the President declare it an act of treason to attempt to evade or nullify any national legal provisions, and then back up the demand with an expression of public sentiment which would convince Mr. Harding that the eighteenth amendment does not really supersede all other constitutional provisions, it might convince most reasoning and fair-minded folks, that the President was inconsistent in his demand for law enforcement, for some other reason than political expediency.

There needs be much embarrassment on the part of prohibitionists in the North over the nullification of constitutional provisions by prohibitionists in the South. The northern prohibitionists are not so certain that the constitution can be maintained to be a binding law when notoriously it is not. If Kansas tells New York it must not nullify one amendment it seems morally

mandatory that it should tell Georgia not to nullify two.

In many of the states the prohibitory laws are not in conformity with the Volstead enactment. In such instances the federal courts have swept them aside, and government authority has held full sway. Mr. Waite has not gone on record as having voiced his disapproval of such action.

New York has relieved the Federal courts of any such responsibility by repealing all prohibitory laws and giving the Federal Government undisputed possession of the field.

Frank S. Verbeck.

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New Colors For Fall.

Egyptian colorings feature the Fall color card which was released to the trade yesterday by the Textile Color Card Association of the United States. The card contains seventy-eight colors, sixty-six of which are shown in silk and twelve in wool fabrics. Ten shoe, leather and hosiery shades are shown under separate groupings. A generous array of the Egyptian shades for silks is depicted, leading off with three browns known as papyrus, cartouche and mummy brown. Following are new effects in typical tapestry colorings. Venice and India have also given inspiration for a series of new shades. In the woolen colors prominence is given the tan shade called camel's hair, as well as darker desert ones known as Sak-kara and Biskara. In the shoe, leather and hosiery colors beige, thrush, hazel, Mandalay and Congo are again featured, owing to their continued popularity. Silver, fog and cruiser, three grays, are repeated from the Spring card. A distinctly new brown called log cabin is depicted.

Has The Flurry Ended?

It is thought that the flurry of cancellations which were received in the men's wear trade has about ended for the present, at any rate. During the last few days, while the trade has continued quiet, the number of cancellations has been growing very small. More seasonable weather, it is believed, will have the effect of doing away with them altogether. It was a curious trend of events that caused cancellations for Fall, according to one well-known seller, because of bad weather of the prior season. This agent takes the position that the goods which have been canceled will cost the cancellers more money later when they want them. It is also pointed out that most of the cancellations came from the local trade, with only a few from out of town.

Dress Goods In Better Position.

There has been no marked weakening in jobbers' prices on dress goods such as has developed in men's wear. Here and there it may be possible to secure concessions, but the general tone of the transactions in dress goods is considered strong. This may be because jobbers now have comparatively little stocks of the wanted cloths and are showing

no anxiety to move these in a hurry. It is pointed out that the twills they are holding will undoubtedly again be the leading dress cloth in the worsteds. This is so despite the length of time the fabrics have been most in vogue and also the efforts made to have reps displace them. The jobbers' holdings of pile fabrics and lustrous cloths for dress wear, it is said, will speedily be taken up when manufacturers get results on their Fall lines.

Flower Pot Shapes Appearing.

Flower pot shapes are the newest things to make their appearance on the millinery style horizon, but as yet they have had no material effect on the demand for mushrooms and turbans. The last-named, made of chiffon, are doing much to perpetuate the draped style of hat that has been "good" for so long. In some quarters of the trade the assertion is made that it is the fabric treatment rather than the new shapes that appeals to consumers, and a wide range of materials is being used to obtain unique effects. In the straw shapes a newcomer is white wheat, and it is taking well. In the trimmings the new cocardes are larger than those previously in favor and are shown at the back of the hat.

Making Capital Of An Accident.

In a store there had been an accident, fortunately attended by no casualties, in which the big plate glass window had been smashed to pieces. Every passerby stopped to wonder on the manner in which a recalcitrant "henry" had skidded off a wet car track, climbed the curb and entered the store via the window glass. The disarranged trimmings were hurriedly arighted. Almost before the splintered pieces had been swept up there appeared a neatly lettered sign, reading: "Really, now, we can hardly blame the gentleman who drove in after these clothes—don't they look good to you, too?"

Interest In Beaded Bags.

Retailers continue to show interest in beaded bags, of either domestic or foreign origin, that may be sold at a low price. An importation of 20,000 beaded bags from Germany was recently made, and the seller of them here is finding a ready outlet for them, principally among stores in the Middle West. They are equipped with either draw strings or metal frames and have floral decorations in colors on both sides. Some of the bags may be retailed as low as a dollar, while others, which are larger and have more decorations can be sold by the stores for \$1.98.

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.

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We are Selling Agents for the

BUSTER BROWN HOSIERY

FOR MICHIGAN

REAL QUALITY LINE

In Men's, Women's, Children's and Infants.

Ask to see samples.

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Quality Merchandise—Right Prices—Prompt Service

Merchandise You Should Feature Now

(If You Wish to Show an Increase in Sales Over Last Year)

HOSIERY

Infants Half Sox, with fancy turnover tops and Jacquard Combinations.
 Infants Three-Quarter Sox.

Ladies Silk Hose—Full Fashioned in new popular shades, as Grey—Fawn—Pampas.

Ladies Fibre Silk Hose—with "Velvet Stripe"

Mens Fibre-Plaited Hose—new shades and with "Velvet Stripe."

WORK SOX—

Childrens, Ladies and Mens Cotton, Lisle and Mercerized Hose.

UNDERWEAR

Ladies Union Suits and Knit Vests.

Mens Ribbed and Balbriggan, 2-piece and Union Suits.

Mens Athletic Nainsook Union Suits—plain and fancy madras such as 64x60s, 72x80s, B. V. D.'s, etc.

BATHING SUITS AND CAPS

From Cheap Cotton to All Worsted in Plain and Striped Combinations.

NECKWEAR

New Silk and Wool Ties—latest patterns.

Wash Ties—Mercerized.

Silk and Wool Sport Bows with elastic

SHIRTS

Neckband and Collar attached—plain and fancies—newest cloths such as Broadcloth, Silk Stripe, etc.

Our stock is also complete with the newest and latest things in Men's Furnishings and Ladies' Ready-to-wear, such as the celebrated Lowell line of Aprons, Dresses, Play Suits, Rompers, etc.

GRAND RAPIDS DRY GOODS CO.

Wholesale Only

PRICES CURRENT ON STAPLE DRY GOODS

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

Dress Goods.

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

Linings.

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

White Goods.

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

Ginghams and Wash Goods.

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

Percalines.

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

Crashes.

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

Diaper Cloth.

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

Damask.

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

Pattern Cloth.

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

Towels & Wash Cloths.

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

Draperies.

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

Blankets.

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

Comfortables, Indian Blankets & Bath

64x78 Blanket Comfortables	2 80
66x80 Comfortables	3 10
72x80 Comfortables	3 25
64x78 Comfortables	3 00
66x80 Comfortables	3 50
68x84 Two in one	3 50@3 75
72x90 Bath Robe Blankets with	
Cords, Tassels & Frogs	4 00

Crib Blankets.

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

Camp Blankets.

Camp Blankets	2 50 up
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Auto Robes.

Auto Robes	2 50
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Wool Blankets.

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

Comforts.

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

Sheets.

63x90 Pequot	17 65
63x99 Pequot	18 67
72x90 Pequot	18 75
72x99 Pequot	20 65
81x90 Pequot	22 63
81x99 Pequot	22 63
63x90 Pepperell	14 25
63x99 Pepperell	15 70
72x90 Pepperell	15 85
72x99 Pepperell	17 25
81x90 Pepperell	17 35
81x99 Pepperell	19 00
72x90 Lockwood	15 25
72x99 Lockwood	16 69
81x90 Lockwood	16 75
81x99 Lockwood	18 34
Cheap Seamless Sheets	15 75
Cheap Seamed Sheets	10 25

Pillow Cases.

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

Bedspreads.

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

Carpet Warp.

White Peerless	56
Colors Peerless	62

Ollcloth.

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

Batts.

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

Wide Sheetings.

7-4 Pequot Bleached	54
8-4 Pequot Bleached	60
9-4 Pequot Bleached	72
10-4 Pequot Bleached	67
7-4 Pequot Brown	47
8-4 Pequot Brown	50
9-4 Pequot Brown	64
10-4 Pequot Brown	66
7-4 Pepperell Bleached	45
8-4 Pepperell Bleached	50
9-4 Pepperell Bleached	55
10-4 Pepperell Bleached	60
7-4 Pepperell Brown	45
8-4 Pepperell Brown	50
9-4 Pepperell Brown	55
10-4 Pepperell Brown	60
7-4 Lockwood Bleached	43
8-4 Lockwood Bleached	48
9-4 Lockwood Bleached	53
10-4 Lockwood Bleached	58
7-4 Lockwood Brown	43
8-4 Lockwood Brown	48
9-4 Lockwood Brown	53
10-4 Lockwood Brown	58

Tubings.

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

4-4 Bleached Cottons.

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

4-4 Brown Cottons.

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

Cambrics & Nainsooks.

Knights	21
Berkley, 60	22
Old Glory, 40	19 1/2
Diamond Hill	17

Ticking.

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

Denim.

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

Prints.

In Various colors	14 1/2
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Cheese Cloth.

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

Flags.

Small Spearheads, doz.	40c and up
Larger sizes from 4x6 ft. to 10x15 ft.	
ranging from, each	\$.90@8.00

Napped Goods.

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

Notions.

Star Snaps, gro.	60
Kohinoor Snaps, gro.	70
Willanaps, gro.	75
Satin Pad S G Garters, doz.	2 00
Sampson fly swatters, doz.	75
Roberts needles, per M.	2 50
Stork needles, per M.	1 00
Self Threading Needles, paper	06 1/2
Steel Pins S. C., 300, per box	43
Steel Pins M. C., 300, per box	45
Brass Pins S. C., 100, per box	43
Brass Pins M. C., 300, per box	75
Brass Pins M. C., 300, per box	80
Coats Thread, doz.	69
Clarks M. E. Thread, doz.	59
J. J. Clarks Thread, doz.	56
Belding Silk, 50 yd. doz.	95
Cobro Silk net with elastic, gro.	4 50
Gainsborough Hair Nets	
Single Strand	80
Double Strand	1 00
Blendswell nets, gro. \$8.50. Doz.	75
Arrow Net, gross	9 00
Duro Belle	90
R. M. C. Crochet Cotton, per box	75
B-4 O. N. T. Cro. Cotton, per box	90
Silkene Crochet Cotton, per box	90
Sansilk Crochet Cotton, per box	55
M & K or Dexters Knit. Cot., white, per box	1 50
Black and colors	1 75
Allies Yarn, bundle	7 50
Fleishers Knitting Worsted Skeins	2 30
Fleishers Spanish worsted balls	2 60
Fleishers German't'n Zepher Balls	3 70
Fleishers Saxony Balls	3 70
Fleishers Knitting Worsted Balls	2 60
Fleishers Scotch & Heather Balls	2 90
Excello Suspenders, doz.	4 50
President Suspenders, doz.	4 50
President Suspenders, Ex. Heavy	6 00

Infants' Hosiery.

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

Children's Hosiery.

BS No. 1 Cotton Hose	2 35
R. & F. 07 1/2	
2 Thread 200 Needle, 3 lbs. on 9	2 50/3
R. 10 F. .05	

Misses 300 Needle Combed Yarn	2 25/7
Hose	R. 10 F. .05
Misses Cot. 28 oz. Dou. card. Hose	1 35/7
R. & F. .05	
Misses Merc. 344 Needle Hose	3 85/7
R. 10 F. .05	

Ladies' Cotton & Silk Hosiery.

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

Ladies' Fleece & Wool.

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

Men's Hosiery.

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

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

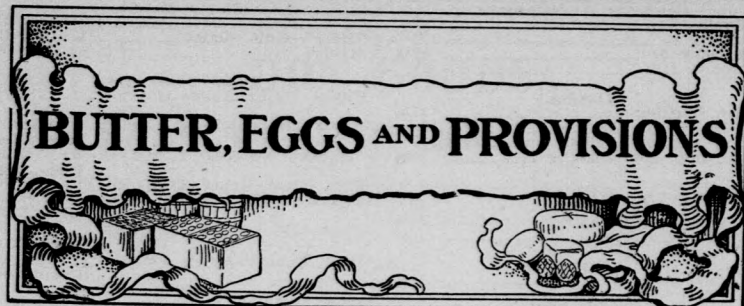
Boys' Underwear.

Fleece Union Suits, Heavy	7 50/2
Rise	.75
Egypt Ribbed Union Suits	4 25/20
Rise	.62 1/2
"Hanes" No. 958 Ribbed U. S.	6 75/20
Rise	.62 1/2
Part Wool Union Suits, all sizes	12 00
50% Wool Union Suits	14 50/20
Rise	1 00
Heavy Fleece Vests & Pants	3 25/16
Rise	.37 1/2
Part Wool Vests & Pants	5 50/18
Rise of	.50

Spring.

Boys' 72x80 pin check Ath. Stan. S. 4 75

"Hanes" 756 & 856 72x80 pin check



Governmental Egg Standards Now Under Consideration.

The question of a uniform standardization of egg grades applicable to trading in all sections of the country, discussed at intervals for a good many years, is again brought up by the recent publication of standards and grades proposed by the Bureau of Agricultural Economics of U. S. Department of Agriculture.

It is unnecessary to present further argument in respect to the importance and great commercial value of a standardization of eggs adaptable to all sections. The fact is palpable. And there are reasons for concluding that governmental standardization affords the most promising means of securing uniformity. Standardization to be practically useful requires inspectional facilities at all points where the accepted specified grades are used in making deliveries and it is probable that such facilities, adequate to the need, can only be provided by the government, although it is possible that they might be supplemented by inspection departments of such trade organizations as might accept the standardization as governing transactions under their own trading rules.

Such acceptance is, we believe, important if not really essential to a practical uniformity and it is extremely desirable that any method of standardization and grading established by the government shall be such as to encourage adoption and support of trade organizations.

In issuing the tentative scheme of grading under consideration the Bureau says:

The establishment of definite standards for use in determining the quality of eggs and the candling and grading of eggs in accordance with the standards should make it unnecessary to employ a multiplicity of class terms suggestive of quality in eggs for the real or actual quality would be determined by strict application of rules for grading and inspection.

This suggestion is made, apparently in an effort to avoid certain modifications of quality grades now in use by appending thereto the sectional origin of the eggs or by such occasional discrimination as is made between so-called "henery" eggs and those that are gathered up from miscellaneous farm flocks. It may be said that existing trade standardizations are in fact made without reference to the section of origin. The New York Mercantile Exchange rules define "henery" eggs and provide somewhat higher quality requirements for grades offered in that class but the omission of that distinction alone in a revised classification would probably not be regarded as

important. As to sectional origin, while the rules of that Exchange make it no part of classification or grading it is permissible to offer or bid for goods under the call specifying the state or section of origin. This is to conform with trade preferences which are real and well founded. It is impractical to classify eggs to such absolute uniformity as to make all that must come under one named grade alike. There must always be some range in the quality and value of eggs officially passable in any of a practical number of grades and no method of classification is possible, we believe, that will eliminate, at most seasons, the trade preference for a named grade coming from northern sections of the country.

It is proper, however, in our opinion, that sectional distinctions should have no part in the definition of official classes and quality standards and the omission of such distinctions will create no conflict with existing trade rules so far as we are informed. Whether or not they should be used to any extent in making quotations of market values based upon official gradings in order to give expression to actual differences in market values is another question which does not affect the establishment or adoption of named grades.

In the gradings proposed by the Bureau some change is made in the grading nomenclature of sound clean eggs from that generally in vogue under existing standardization. We see no good reason for this and believe it to be inadvisable except as to the distinction signifying that the grades are as specified by the government. This is provided by the addition of the abbreviation "U. S." There will be difficulty enough in supplanting long established methods without departing from them more than is necessary to secure real improvement as well as uniformity.

The proposed gradings also eliminate any defined weights as a qualification in the eggs of various named classes and grades, requiring only, in all grades, that the weight be as marked on the package. The same provision is made as to color. In respect to color we can see no reason for making any difference in grading requirements as between white shells, brown shells or mixed colors. But because of the great variety of shades of color, the tendency to pack slightly cream tinted shells with and as white eggs and the strong preference among buyers of white eggs for uniformly chalk white, we believe it necessary to define closely what shall be passable as white eggs and brown eggs when

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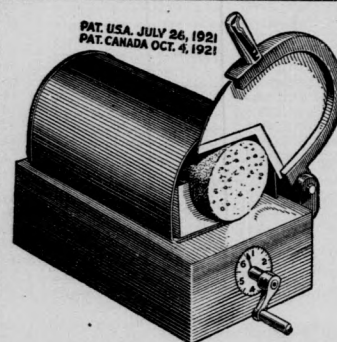
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eggs are so marked and to establish tolerances in this respect. And we feel very certain that minimum weight requirements as to each named grade, should be made a part of the specifications. Otherwise trading in each named grade would require separate specification as to weight and the number of grades would be, in effect, increased more than if weight is considered as simply one of the elements affecting value, and the principle adopted of classifying all defective eggs according to their uniformity of value and utility.

In respect to the limit of shrinkage specified for the various grades proposed by the Bureau, expressed in measure by sixteenths of an inch, we believe the limitations should be more stringent in all the higher grades. Eggs uniformly suitable to the highest class trade should, we think, contain none showing a greater vertical shrinkage than one-eighth inch and for the next grade one-quarter inch would probably be generally considered no undue limitation. But the specifications of degrees in all quality factors properly applicable to various named grades is a matter open to discussion and should, we believe, be determined by conference with expert and experienced traders. No doubt such advice has been obtained by the Bureau preliminary to the formation of the basis of grading now tentatively proposed. But we feel sure that in some particulars the conclusions so far reached will be objected to as failing to conform with unchangeable trade requirements.

If we may presume to make a suggestion as to further method of procedure in the matter it would be that the Bureau might ascertain from egg trade commercial organizations whether, in order to secure uniformity, they would adopt as their own a governmental schedule of egg classification and grading the detailed terms of which should be determined in conference with all. If that proposition were generally acceptable it should not be difficult to work out a serviceable and highly useful set of specifications for universal adoption. Since the sympathy and voluntary support of the trade would seem to be important or even essential in the general adoption of uniform methods it would seem reasonable to suppose that the fullest possible co-operation as to fundamentals and details would be advisable. And doubtless more could be done in this direction by definitely arranged conference than by invitations of individual comment.

Our own observation leads to the belief that a scientific and most useful classification and grading of eggs should begin with a definition of the various qualities of the individual

eggs by which all merchantable eggs can be placed in a series of named grades, and including a definition of such as are inedible. That certain tolerances be then established for packages or lots of eggs offered under those named grades—preferably expressed in definite numbers of eggs rather than percentages—and that certain less tolerances be established for all the same grades offered as “candled.” This plan would, we believe, make the simplest method of grading possible, applicable to wholesale trading in original packages of packers’ grades and equally to trading in eggs candled to the requirements of final outlets. It will be long (if ever), we believe, before packers’ grades can, at most seasons of year, go into final channels of retail trade without re-candling, but so far as that can be accomplished the definition of candled grades would encourage the effort.—Produce Trade Review.

Seasonal Demand For Salmon Develops Slowly.

Canning of domestic sardines has not begun yet on the Maine coasts as weather so far has been unfavorable for a run of fish. It is reported that the stock of 1922 pack of domestic sardines is small and prices are firm. Orders coming to the canners are small, but numerous and presage the entire clean-up of last year’s pack.

Wholesalers say that the continuation of cool and cold weather is delaying the seasonal demand for canned salmon from the retail trade. There is much apprehension among the salmon canners of the Pacific coast in relation to the possibility of the destruction of the industry by too intensive fishing and canning.

The salmon are almost all caught as they come in from the deep water of the ocean to the estuaries, in order to ascend the fresh water streams where they deposit their spawn. Most of the adult salmon that are not caught before they reach the spawning grounds, die before they get back to salt water, and the eggs and young salmon are largely destroyed by all kinds of enemies before they mature.

The Government has been trying for several years to maintain the supply of salmon of several varieties through the operation of artificial hatcheries, but has not made much progress in counteracting the destructive methods of taking the fish before they can spawn, and a noticeable gradual decrease in the supply of salmon for canning purposes is observed.

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THE LIFE STORY OF A FLY.

One Fly In April Means Millions In August.

The little breeze which came scurrying through the cracks of the old stable that day, had just had its morning bath of sunshine and as it whisked about, blowing its warm breath into the dark corners and hidden places, it seemed to say: "Wake up you lazy creatures! Don't you know Springtime is here?" Springtime, glorious Springtime—when all the world is busy in wonderfully mysterious ways, making ready the marvelous fairy land of nature for the Carnival of the Seasons.

Old brown Bess in her stall, munching her oats felt a thrill of new life as the spring laden air recalled visions of green pastures and sweet clover. Even the colt, which had never as yet seen the great outside, danced about on his awkward wabby legs, as if he too, sensed the coming of a great event.

Out from under the edge of a broad board, nailed against the stable wall, crept a great brown fly. She balanced herself on the edge of the board, stupid and dazed. It was quite a little time before she was able to get her bearings. Where was she? What had happened?

Last October one night it had been very cold, she had crept under the board for protection and had gone to sleep.

All winter long she had slept, and now the awakening warmth of spring, had aroused her from her slumber and was urging her to fulfill her mission in nature's elaborate plan for the perpetuation of the species.

She was old, weak and almost spent, but she was a fly, and true to the instinct of her kind, she shook off the sleepy feeling and sallied forth to find a suitable place to deposit the eggs which swelled her body, so that a new generation of flies might be brought forth. She provided for more than the mere hatching of her eggs, by insuring a suitable environment for the maintenance of the resulting maggots, which being without digestive organs would require food which had already been digested; therefore she selected a place where not only the heat and moisture but suitable food could be found.

She did not have very far to go, for just outside of the stable in the manure heap of the yard, she found ideal conditions.

Here she deposited her eggs, over a hundred of them, and covered them ever so lightly, with manure.

Her work had been accomplished. Her mission in life was ended. Several hours afterwards the new hatched maggots, eager and voracious, were wriggling and squirming in the depths of their filthy bed. Six days of this life sufficed for the maggots or larvae, as they might more properly be called, to reach their full development. Then came another wondrous change. The larvae wriggled their way downward until they reached the earth, then on down into the soft soil they burrowed until they reached a depth of about three inches. By this time

their outer skin had become quite brown and stiffened. They remained perfectly quiet for a time. They were now in the pupal or chrysalis state. The weather conditions were favorable and about noon time on the fourth day, one of these still brown cases began to exhibit signs of life, a curious little lid at the end flew open, and from out of the shell like capsule crept a full grown fly. A moment later, without pausing to wait for her hundred or more brothers and sisters, who were soon to follow, she was struggling upward toward the surface.

During her four days of pupal life she had eaten nothing and in consequence was ravenously hungry. Her first concern, as she emerged from the ground was to find food.

Being no better equipped so far as digestive organs were concerned than she was when in the larval state, she was compelled to depend for food upon materials which had already undergone the process of digestion, and upon the sugary substances which she was able to dissolve, by a process all her own. Predigested food, admirably fitted to her needs, she could find in abundance in human excrement, while kitchens and garbage cans held endless stores of the sweets so highly esteemed by all fly kind. So, guided by her most highly developed sense, she hurried to the privy vault for her first great gorge. She fed, as all house flies do, on liquified food which she sucked up through the proboscis, with which she was equipped in place of a mouth. She took at this first meal at least two-thirds of her body's weight and having feasted to her satisfaction upon the food her nature craved, she gaily winged her way to the garbage can for dessert.

She was now fairly launched upon a life that was to last from six to eight weeks, during which, she spent the greater part of each day feeding upon filth; however, she found time to visit many places.

One day she discovered a splotch of spit upon the side walk. It was fresh from a tuberculous person and loaded with the germs of that disease, but it was very attractive to her. She sipped it with great gusto. She waded through it. Her sticky feet and hairy legs were coated with its slime. Then, attracted by the odor of fruit on the stand at the corner of the street, she abandoned her find and hurried away to gratify her appetite for sweets. As she walked over a bright red apple, hunting for a broken spot in the skin, she left a trail of germs of tuberculosis that if counted would number hundreds of thousands, and this was just before the lady bought the apple and gave it to her little daughter.

Another time after a refreshing meal from the privy vault, she flew in the nursery window and found a most delicious dessert. It was on the nipple of the baby's nursing bottle. It was sweet and quite the most pleasing morsel she had had for a long time.

After her unusual custom when feeding upon such substances, she

disgorged or vomited the liquid contents of her crop upon it for the purpose of dissolving the sugar, then sucked back the solution through her proboscis. Again and again she repeated this disgusting performance. What mattered it to her that her filthy crop contained thousands of Typhoid germs and that she was befouling the baby's nipple with the very "Seeds of Death."

She was a fly and that was her way. She walked cross the baby's face and even kissed him upon the lips.

She used to make regular trips from the privy vault to the dining room, where her chief delight was to moisten the white shiney cubes of sugar, with the liquid contents of her crop and then suck up the sweetened mass. She was seldom able to get it all back. Some of it would soak into the sugar beyond her reach. Sometimes she was disturbed and flew away leaving her vomit upon the sugar. Her excreta which she deposited about every five minutes almost always contained disease germs.

In all her life there never was a time when she did not have disease germs in her crop, on her body, her hairy legs, her sticky feet and her filthy proboscis.

Wherever she went she carried a hazard against human life. Typhoid fever followed in her wake, little babies sickened and died and communicable disease multiplied.

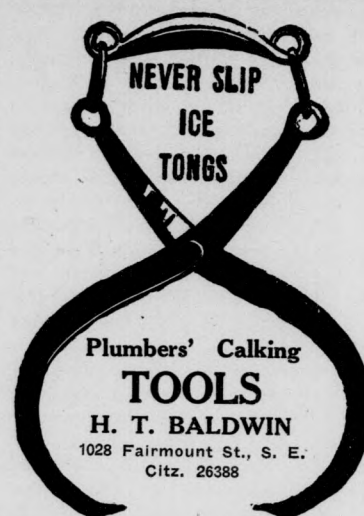
During her life she found time to lay perhaps 300 eggs and having accomplished her full share of harm in the world, she died, leaving behind her a progeny of 300 children, 35,000 grandchildren and several millions of great grandchildren; each with like tastes and habits; each with equal capability of harm.

Wm. C. Miller, M. D.

Two Wonderful Cacti.

C. L. Gold, the Bailey druggist, exhibits in his front window a remarkable cactus, seventeen years old, which is replete with beautiful red blossoms. It is worth going a long way to see so beautiful a plant.

Mr. Gold also has a smaller cactus, which bears pink blossoms, which is destined to develop into one of the finest specimens of the kind in the State.



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B. O. E. LINE.

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No. 25, Special	-----	9.50
No. 27, Quality	-----	11.00
No. 22 Miss Dandy	-----	11.00
No. B-2 B. O. E.	-----	10.50
Warehouse, 36 lb.	-----	11.00
B. O. E. W'house,	-----	
32 lb.	-----	10.50

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Guaranteed

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Why We Have Reason To Hate England.

Grandville, May 22—Why do we hate England?

This query has been flung in the face of Americans from time immemorial. However, it is not true. More properly we should ask why does England hate America? When that is satisfactorily answered, we will take up the other horn of the subject.

Why does England hate America?

Is it simply because that many years ago we withdrew from the mother country and set up a home and government of our own? Such things are of daily occurrence among families and nothing thought about it. England mused up our affections in colonial days and we simply withdrew and decided to go it alone, which we have been doing ever since.

Many Americans were descended from old English families. The writer had English forebears, yet he hasn't forgotten the many insults and hardships put upon us by these selfsame Englishmen.

For downright bragadocia and bombast give me an Englishman every time. They are even worse than the Spanish dons who imagined the "Yankee pigs" would fall easy victims to Spanish bullets.

We do not hate England, however much cause we have to do that very thing. She has been our friend in prosperity and our enemy in adversity.

Before 1812 she boarded American merchant ships and took from them American sailors, impressing them into the service of England. Ought we to love her for that?

The English press gangs, by their insolence and outrageous acts, brought on the war of 1812. It was a righteous war on our part, and the way the Yankee swiped the British ships from the sea has ever remained a thorn in the side of John Bull. The London Times boasted at the opening of that war that Britain would soon wipe the bits of striped bunting from the ocean. Britain has been in pain since because we refused to be wiped off the map and came out with a large increase of stripes and stars on the ocean.

That was a long time ago. Admitted, but, coming down to later times, where do we find our beloved parent across the water? Seeking to aid her daughter, think you?

Go read the history of our Civil War and note how much our dear mother country loved her fond offspring on this side of the Atlantic.

When Captain Wilkes took two rebel commissioners, Mason and Slidel, from the British ship Trent and bore them to America, great uproar at once arose in England. The British government went so far as to send troops to Canada and make preparations for war against her dear daughter on this side of the Atlantic. Motherly affection, you see.

We were at the time, the fall of 1861, engaged in a life and death struggle with our Southern brethren, and not in any condition to meet in war the most powerful nation of Europe.

Even after America turned the rebel commissioners back to the arms of Britain she continued to growl and show her teeth at Uncle Sam. The only reason England did not join hands with the South and make war on the United States was not because of any friendly feeling for us, but because of craven fear of the consequences.

In New York harbor at this time was a considerable Russian fleet. Russia, the despot nation, was on friendly terms with America. Her admiral had sealed orders not to be carried out unless England first broke the peace by attacking America.

There is nothing surer under the

sun than that Russia would have come to our aid had Britain carried out her threat of war. Because she knew this, Britain crawled into her den and sang low for a time.

The pirate ship Alabama, which made the nights red on the ocean by burning Yankee ships, was manned by English sailors, captained by a Southern rebel. She was fitted out in a British port for the express purpose of preying on the commerce of a friendly nation. That was of a piece with England's treachery in her dealings with us in the past.

Ought we to fall over ourselves for love of such a mother?

When at length the pirate ship, under Captain Semmes, met her doom beneath the guns of the Union warship Kearsage, the struggling sailors of the sinking craft were picked up by an English yacht, owned by an English nobleman, and instead of being turned over to the victor, were borne away to the protecting shores of England. Our American captain would have been justified in blowing that British yacht out of the water.

Such things as these do not serve to cement friendship.

At the time Grover Cleveland was president of the United States England undertook to get fresh in one of the South American countries. Cleveland at once gave the British lion's tail such a twist as to bring a yell for mercy from the animal's throat.

That's England all over. Pleading for American brotherhood and friendship when she herself is in trouble, going over to the enemy when we happen to be on the supposed losing side.

England is far from being the Christian nation her friends crack her up to be. She has despoiled helpless little countries all over the globe, adding them to her long line of despoiled colonies. The Boer war opened the eyes of many to the shortcomings of Britain. That was an unjust, unholy war on the part of England, excuse it as she may. Fact is Britain is the great piratical exploiter among the nations of the earth and America has no cause to love her in any particular.

Old Timer.

Look for Good Radio Season.

It is the belief of both wholesalers and retailers of radio merchandise here that an attempt to push sales of these goods this Summer will be successful. While the use of the radio heretofore has been confined to the house and it has become recognized as an indoor sport, it is thought that its hold upon people has become so strong that it can well become an outdoor fad as well. Accordingly, many retailers are said to be laying plans for increasing their sales by featuring the apparatus for camping and bungalow use. Portable sets are to be most stressed, as they are said to be perfected to a high degree for the broad-casting programs.

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

Stuck With Store-Stickers

Many a grocer gets "stuck" with specialties that had a lot of conversation behind them, but no consumer-demand. Food specialties will stick to the shelves unless vigorously and persistently advertised.

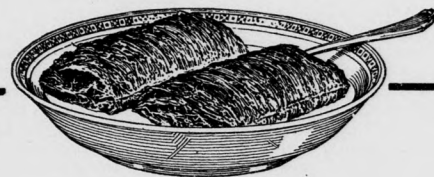
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is the best advertised cereal food in the world. For twenty years we have been building up a consumer-demand for this product. It is your job to "cash in" on this consumer-demand.

Always keep Shredded Wheat in a dry, clean, sanitary place. That will satisfy your customers, and will insure the freshness and purity of the product, and will protect that which we have spent so much money to build up.

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Lighting and Starting
Equipment.



Change At The Hotel Whiting.

Hartford, May 22—I paid a brief visit to Traverse City last week, and made the acquaintance of Sam Farrow, the new owner of the Hotel Whiting, which was so successfully conducted for many years by J. P. Oberlin.

Mr. Farrow, who for many years was chef at the Park Place Hotel, of that city and more recently the owner of a restaurant, is well equipped to handle the affairs of the Whiting successfully and, no doubt, will do so to the entire satisfaction of his guests. The meals at the Whiting have ever been most palatable and ample, the menus well selected, and the physical condition of the property is now being improved by liberal applications of paint and efforts of the paper-hanger. E. Schefer, recently with the Williams House, Manitowoc, Wisconsin, succeeds "Billy" Shouse who was for many years manager for Mr. Oberlin.

Speaking of "Billy," who was a prime favorite with the patrons of the Whiting for so long, it is with genuine sorrow I impart the information that he was compelled to give up his position the first of the year on account of ill health. He is now in Philadelphia, being cared for by relatives who hold out very little hope of his recovery.

The Park Place Hotel, at Traverse City, has added thirty bath rooms to its equipment of rooms and laid new hardwood floors in public rooms and halls, besides making many other improvements. W. E. Holden, who has been in evidence in its management for over forty years, is still on deck, enjoying better health than for some time past, and certainly looks the part.

"Joe" Oberlin is still looking for a hotel. He is desirous of securing a larger proposition than the Whiting and is of a receptive mood.

Stopping off between trains at Cadillac, I paid a brief visit to the Russell House, owned and conducted by J. B. Couture. This establishment has practically been rebuilt and no self-respecting traveling man need hesitate to patronize it.

Running water has been installed in all the rooms, which have been rehabilitated and refurnished. The dining room is a creation of art, and the meals served are most excellent. Here is a dinner which was being served while I was there and for which a charge of 75 cents is made:

Vegetable Chowder Broth with Tomatoes
Relish Wafers
Roast Pork with Dressing
Roast Veal with Jelly
Cold Ham and Tartar Sauce
Veal Steaks Lake Trout
Steamed and Hashed Brown Potatoes
Buttered Carrots Fried Parsnips
Lettuce Salad
Apple, Mince and Lemon Pie
Graham, Wheat and Rye Bread
Beverages

"When the patron of a hotel winces at the price he pays for a guest room, he should remember the lobby, parlors, the corridors and other free space in a hotel which cost money for construction, for equipment and furnishings, for heat, light, cleansing and up-keep, but never bring in a dollar."—Hotel World.

All of which is very true, but I sometimes think that they are not greatly appreciated by the traveling

public, who frequently patronize hotels of a much lower grade at prices usually about the same, where all of these advantages are lacking.

I have discovered a great deal of ignorance existing among travelers regarding the difference in cost of living in first-class hotels and those of the lower class.

Recently I paid a visit to a friend of mine who was stopping at a hotel in an important Michigan city and whose apartment was about the size of an ordinary bath cabinet and just about as comfortable. In response to my interrogatory as to why he did this, he stated that the two high-grade hotels of the city charged "robber prices." He admitted that the beds were inferior and the elevator service abominable and that the establishment lacked every public comfort which was luxuriously provided at the better places. An investigation proved that for the pill-box he was occupying he was paying the same identical rate which would be charged at the best hotel, and sacrificing his self-respect in the bargain.

Many of the smaller and frequently inferior country hotels are responsible for the impression that room charges in all hotels are excessive. Recently the operator of one of the former asked my opinion as to the fairness of his room charges, and I frankly told him if he would visit a certain large hotel in a nearby city he would discover that a room which had cost ten times as much as his own to construct and equip, was furnished guests at a room charge no greater than his own, where the conveniences and lightings were far superior, the furnishings without comparison, and the public rooms equivalent to a value twice what he was charging.

The public are too apt to depend upon the say-so of others, and the magnificence of construction and furnishings lead to the inference that "robber prices" are being charged. Simply a condition of ignorance which will some day be exploded and the real hotel of worth will come into its own, at the expense of the smaller fry who are now obtaining money under false pretenses.

At some of our State hotel conventions and at other gatherings of hotel men I have taken the position that a comprehensive accounting system for the country hotel was superfluous and consequently a burden and expense. The hotel man who keeps account of his cash receipts and disbursements has all the accounting required in his affairs without attempting to figure out to a dot just what it costs for the additional writing fluid used in his writing room for crossing "t's" and dotting "i's," or the expenditure incurred in seasoning mashed potatoes. The country hotel man who possesses a good business head will pay his bills promptly, watch his bank account grow and not waste his time and energy in computing the cost of

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A good place to stop.

American plan. Rates reasonable.

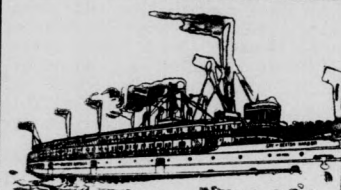
WILL F. JENKINS, Manager.

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everything he sells. His bank account will be the surest index as to his success or non-success. I speak of this at this time for the reason that John Willy, of the Hotel Monthly, has vindicated my position in the following statement:

"If the hotel business is to be 'factoryized' it can be done so to the limit by a cost accounting system, putting heartless figures and cold-blooded calculating before the 'desire' to serve, which is the essence of service, the spirit of loyalty, the bulwark of character and honesty; the crowning glory of fellowship, and welcome, and courtesy, and rest, and refreshment, and safety, and home, which the hotel business stands for. We have known of hotels which spent thousands of dollars on accounting and checking systems that so hindered the service they had to be scrapped. We have seen the chef disheartened when the auditor prescribed the number of eggs to be used in the ingredients of certain dishes which needed more than the cost accountant thought necessary. We have seen the cost accountant hold the room clerk to a percentage, and the hotel discover that the clerk drove trade away by trying to sell only the higher priced rooms. Put service above cost accounting." Frank S. Verbeck.

Gabby Gleanings From Grand Rapids.

Grand Rapids, May 22—A special meeting of Grand Rapids Council, No. 131, will be held Saturday, May 26, in U. C. T. hall. This special meeting will take up matters pertaining to the meeting of the Grand Council in Flint, Friday and Saturday, June 1 and 2. It is very important that you attend (if a member of 131) this meeting. The special committee appointed to present the invitation of Grand Rapids Council for the 1924 convention will make a report of the progress they have made and the different means they are employing to aid them in securing this convention. A special meeting is called for Thursday evening, May 31, at the Durant Hotel, Flint, of the Hotel, Bus and Baggage Committee of the Grand Council, and this committee has some important matters to go through preparatory to giving their report at the convention Friday, June 1.

Jess L. Martin, the Detroit representative of the John D. Martin Furniture Co., made a special trip to Grand Rapids Friday, May 18. One portion of this special trip was to take up numerous matters pertaining to samples for the midsummer furniture market. Another important part was to spend Sunday with his father and mother, Mr. and Mrs. John D. Martin.

Richard D. Prendergast (Worden Grocer Company) and Roy D. Clark (National Grocer Co.) were in St. Louis last week attending the annual convention of the National Wholesale Grocers Association.

The Weibatch Liquid Scale Company, Inc., has been organized to manufacture a new patented liquid scale, a wonderful invention with an unlimited field for its use in chemical plants, liquid soap plants, large bakeries, paper mills, tooth paste factories and ice cream factories where they are demanding a standard of weight for liquids. These scales are made in different sizes to apply to different services. The organizers of this new company have been going through a period of tests on these scales for over a year, watching the actual tests for uses and stability and, after a small amount of magazine advertising, have been swamped with enquiries and orders from foreign countries, as well as from every state in the Union. This company owns the patents which were granted under date of April 25, 1923, for this country, also Canada, Great Britain, France, Germany, Australia, Den-

mark—all countries for which there is a demand for a scale for weighing liquids. It is the intention of this company to get into quantity production to meet the large demand for these scales.

H. L. Harrsen, who now represents the Bond and Share Co., of New York, in Central and South America, was in town three days this week, coming directly from Guatemala, where in nine weeks he succeeded in closing negotiations for a 50 year franchise to furnish water power electricity to the capital city of that country. The franchise rate is 16c per K. W. for power and 20c per K. W. for light. All goods imported into the country for use by the company are to come in duty free. The company is also exempted from all taxation. In consideration of these concessions, the company turns over to the government 2 per cent. of its gross receipts. Mr. Harrsen obtained this concession without the expenditure of a penny to any official. He laid his cards down on the table and talked plainly. He did not tell the government officials that he had come to develop their country; he told them that the primary object of his mission was to make money for his company—that the development of natural resources would be incidental to the fundamental idea of his presence. He says that this method of approach was so new to the Latins that they met him with open arms and dealt with him in the most generous manner imaginable. All of his negotiations were with the President of Guatemala, who made him numerous presents on his leaving for home. Mr. Harrsen will take his family to the seashore for the summer and remove them to a permanent home in some suburb of New York in the early fall.

G. B. Reader, who engaged in the wholesale fish business here about ten years ago and has achieved a remarkable success during that time, has completed a building of his own just South of his old location at 1052 North Ottawa avenue. The new building is 40 x 75 feet in dimensions, with garage room for four cars in the rear. He has an ice box, 15 x 25, and a Baker chemical engine for refrigeration purposes, with a capacity of five tons of ice per day. He has also installed three smoke houses, with an output of 1500 pounds per day. Mr. Reader expects to occupy his new store Monday of next week.

George F. Cook, who recently sold his general stock and store building at Grove, after a mercantile career of over forty years at that location, has removed to Grand Rapids and located at 344 Cass avenue. He will not decide on his future career until he has enjoyed a long rest.

Michael Riordan, who has clerked many years in the E. J. Fletcher drug store, has erected a new store building at the corner of Madison avenue and Brown street and engaged in the drug business on his own account. The stock, fixtures and soda fountain were furnished by the Hazeltine & Perkins Drug Co.

Lee M. Hutchins (Hazeltine & Perkins Drug Co.) left Monday evening for Indianapolis, where he goes as a delegate to the General Assembly of Presbyterian churches to invite the organization to hold its next regular meeting in Grand Rapids. If facts, figures and oratory of a high order decide the question, Mr. Hutchins will come home victorious.

Nicholas A. Cook, who has been engaged in general trade at Moorland for twenty-nine years, has sold his stock to his competitor, J. E. Johnson, and removed to Muskegon, where he will reside at 181 Terrace street. Mr. Cook will be on the road most of the time auditing the books of the Maccabee lodges in Michigan.

Thomas B. Carlie (Worden Grocer Company) has purchased the

suburban residence of Carlton Austin, on Evergreen avenue, about a block South of West Leonard street. The house is a semi-bungalow thoroughly up-to-date, with every modern convenience. The lot comprises three-fourths of an acre and is well covered with fruit and shrubbery.

John A. Hach, well known shoe salesman, has signed with the Cahill Shoe Co., of Cincinnati and is now in his territory with the Cahill line. Mr. Hach started his traveling career in 1895 with the Tappan Shoe Co., Muncie, Ind., which firm later merged into the Hoosier Shoe Co., Coldwater. In 1914 Mr. Hach resigned to



John A. Hach.

accept a position with the Val Dutton-hofer Sons Co., with which house he was connected until November of last year. However, the "call of the road" got the best of Mr. Hach and he went to Cincinnati a few weeks ago and made arrangements with the Cahill Shoe Co. to represent this company in Southern Michigan and Northern Ohio, his old "hunting grounds."

Secretary Todd, of the Michigan Canners Association, is conducting a canvass of the canners and cherry growers of Michigan to raise a fund of \$40,000 to advertise canned cherries to the consumer. The contribution requested is 1/8c per pound from the grower and 1/8c per can from the canner. The canners have already agreed to contribute their quota of \$20,000, but the growers are not so responsive as the canners are to the appeal of Mr. Todd. The reason for this levy is the presence of 20,000 cases of canned cherries left over from the 1922 pack, with every indication of a heavier pack in 1923 than there was in 1922.

Items From the Cloverland of Michigan.

Sault Ste. Marie, May 22—The Northern Electric Co. has added considerable equipment to its up-to-date establishment and can now measure up with any of the establishments of this kind in the larger cities. Ray Marriot, the manager, has every reason to be proud of his establishment.

The E. H. Sheldon Co., of Chicago, manufacturers of all kind of school equipment, have purchased the mill at Eckerman from Arthur Nesson and will soon commence cutting hardwood. The Sheldon interests own four sections of fine hardwood North of Eckerman and expect to have about fifteen years cut before the timber is exhausted. The mill will employ about thirty men and will be a big boost for the town.

The wets and dries both quote Lincoln so much that you'd think ole Abe was a friend to both parties.

James Leigh has resigned his position with the Soo Creamery Co. and accepted a position of shipping clerk

with the Tapert Specialty Co. Mr. Leigh is a promising young man with several years' experience and will be a valuable asset to the company.

C. W. Beamer, who for several years has been principal in our high school, tendered his resignation to the school board to accept a position of superintendent of schools at Lake Linden and Hubbell. His resignation here is being deeply regretted, as he was an exceptionally popular and efficient principal, but his many friends wish him every success in his new field of usefulness.

Fuel administrators advise us to buy next winters coal now. If the weather had kept on, we'd have had to.

Francis T. McDonald, the Soo's silver tongued orator and attorney, returned last week from Detroit, where he appeared before over 500 former Sooites at a meeting of the Soo Club there to extend an invitation to the home-coming week here in the old home town, July 1 to 7.

R. A. Morrison, formerly manager of the Soo Machine and Auto Co., but now a resident of Milwaukee, was a business visitor here last week.

D. H. Maloney and son, Jim, proprietors of the Man's Store, gave a dancing party at the armory last Tuesday to about 400 of their friends in celebrating the opening of the new store. The affair was a huge success and the hosts saw that the guests enjoyed every minute. Refreshments were served in the dining room. The Leburto orchestra furnished the music and the occasion will linger long in the memories of those who attended as one of the finest parties of the season.

When the church is one-third full the preacher with a radio attachment in his pulpit can ease his conscience by assuming that the remainder of the congregation is listening in.

William G. Tapert.

Remarkable Park Area For Boyne City.

Boyne City, May 22—By the combined activities of the Rotary Club and the Chamber of Commerce, negotiations have been completed for the acquisition of 190 acres on the South side of Pine Lake, about five miles from Boyne City, for a park to be maintained by the county for the use of the public.

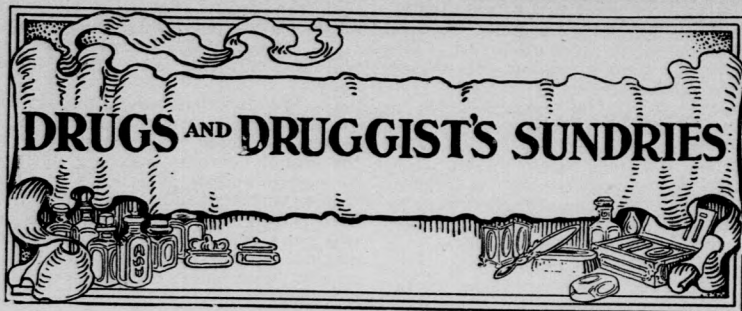
The land fronts on Pine Lake with one-half mile of good bathing beach. There is 110 acres of virgin timber of hardwood varieties indigenous to this county and ninety acres along the lake shore of cedar and balsam, with the Boyne City-Charlevoix county road running through it.

This is the gift of Percy Whiting, of Los Angeles, Cal., the only provision in the gift being that Charlevoix county appropriates \$1,000 annually for its development and upkeep.

The land is directly across Pine Lake from the State park and will give a playground of over 400 acres on the two sides of the lake. It abuts on the Hayden's Point resort property and the Boyne City Golf Club, the three properties making three miles of recreation grounds bordering on the lake.

It is largely through the efforts of the president of the Rotary Club that this deal has been carried through.

Spring is here at last, with every promise of an extended visit. We had almost despaired of any acquaintance with the fickle jade this year, but she came with a whoop last Saturday night with the first rain we have had and a brilliant and vicious display of fireworks. We were glad to see her, but we hope that she will spare us any more such tantrums. The fields are green and the trees are shyly donning their summer garb, but, apparently, are afraid that their winter coats are not to be put away. Maxy.



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.

The Michigan State Pharmaceutical Association.

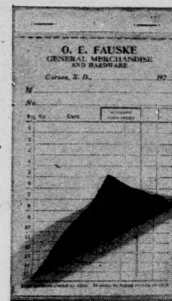
In a recent issue of this publication, an announcement was made that the annual meeting would occur in Grand Rapids in June and the dates have been fixed as June 12, 13 and 14. The program for this occasion is being arranged at the present time and an effort is being made by the committees to provide for a meeting, not only full of interest and instruction, but with a reasonable amount of entertainment of high order. It is probably true that Grand Rapids is the best locality in the State of Michigan for a convention of this kind and our Druggists have always taken a large amount of interest in the occasion, whenever it has been held in this city. Grand Rapids at present has splendid hotel facilities, as well as a large number of club rooms in hotels and other locations, which are adequate and readily accessible for occasions of this kind. A renewed interest is being taken in the drug business as compared with a few years ago and the druggists of this State are realizing that the character of the drug business must be justified and the business of the pharmacists and the drug store in every community, not only established, but protected. Quite often we hear some one say "that there is no such a thing as a drug store any more." We desire, however, to correct this statement by saying, that there are more drug stores than ever before and that they are not only more in number, but there are more men in the country at the present time, who have given the necessary preparation to the study of pharmacy and to its accomplishments and who have, with the leading manufacturers of pharmaceutical preparations carried their knowledge of pharmacy and medicine to a greater degree than has ever before been done. It is true that side lines are sold, but we must realize that when in an established drug store, a request or a demand is made for something that

requires technical knowledge, that in every one of these stores, there is one man or more, who can answer the questions and supply the necessary wants.

Many years ago, when the Federal Government appreciated the fact that in the practice of medicine and in the administration of pharmacy, there should be not only recognition, but control and protection, the Federal Government itself began with the creation of what is called, the United States Pharmacopeia. Every ten years the Federal Government appoints fifty eminent men, physicians and pharmacists, to re-edit this book and the committee appointed in 1920 has about completed the edition, the revision of which was started about three years ago. In this book, the Government lays down the law and the gospel and in this book, there are contained thousands of formulae for the instruction and guidance of physicians and pharmacists and today every manufacturer is held responsible for conforming exactly to the formulae laid down in this Pharmacopeia. If a preparation is found anywhere in a physician's office or a drug store that does not conform, it is subject to confiscation and the party using or selling it is subject to arrest and fine. This warranted the Government in putting all of this work in our country into what might be called a Welfare Department. Following this action of the Federal Government, the States took up the same line of thought and control and just after 1880, a law was passed in Michigan defining exactly

what a druggist must be and that he could not operate without having a State license and that license only obtainable upon examination of the druggist's qualifications. The states began to realize the importance of the fact that pharmacy was the handmaid to medicine. Further than all these restrictive laws, rules for control and everything of this kind were put upon the registered pharmacist and the sale of preparations with medicinal qualities was defined. It is true that twenty years ago many preparations were foisted upon the general public and many of these would not conform to the label upon the package. When this had become flagrant, the Federal Government and the states put into action laws governing such proceedings and now oblige the manufacturer of every preparation to label it exactly as to its contents, or in other words, it cannot be labelled "all wool," if it has cotton in it. Many preparations are confiscated, just as soon as it is found that the label does not relate the entire truth.

All of the above is an old story to the well posted druggists and is only written at this time to substantiate the position, which our retailers are taking relative to the attacks, which are being made upon the retail store and the efforts to break down, not only the Federal, but the State laws controlling the sale of medicinal preparations. Section 18 of the pharmacy law is liberal and any general dealer properly located, who will study this section will find that he is not only at liberty, but permitted to sell quite a wide range of ordinary drugs and patent medicines. The point we make is that if the cardinal principle that runs through this all from the creation of the U. S. Pharmacopeia to the disposal of all prescriptions is injured or destroyed then the time has arrived when the practice of medicine and pharmacy is not of any great importance to the welfare and health departments of our individual states as well as the Federal Government. —Bits of Business.



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

We make all styles and sizes.
 50 books printed with your name and advertisement, \$3.75.
 Write for particulars and samples.

BATTLE CREEK SALES BOOK CO.
 R-4 Moon Journal Bldg.
 Battle Creek, Mich.



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

A

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

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

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

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GROCERY PRICE CURRENT

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

ADVANCED

Michigan Cheese
Jelly
Powdered Starch
Fresh Meats

DECLINED

Evaporated Apricots
Broken Rice
Fels Naptha Soap
Rolled Oats
Oats
Corn

AMMONIA

Arctic, 16 oz. ----- 1 75
Arctic, 32 oz. ----- 2 75
I X L, 3 doz., 12 oz. 3 75
Parsons, 3 doz. small 5 00
Parsons, 2 doz. med. 4 20
Parsons, 1 doz., lge. 3 35
Silver Cloud, 3 dz. sm. 4 80
Silver Cloud, 2 dz., med. 4 00
Silver Cloud, 2 dz. lge. 6 70
One case free with five.

AXLE GREASE



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

BAKING POWDERS

Arctic, 7 oz. tumbler 1 35
Calumet, 4 oz., doz. 95
Calumet, 8 oz., doz. 1 95
Calumet, 16 oz., doz. 3 35
Calumet, 5 lb., doz. 12 75
Calumet, 10 lb., doz. 19 00
K. C., 10c doz. ----- 92 1/2
K. C., 15c doz. ----- 1 37 1/2
K. C., 20c doz. ----- 1 80
K. C., 25c doz. ----- 2 30
K. C., 50c doz. ----- 4 40
K. C., 80c doz. ----- 6 85
K. C., 10 lb. doz. ----- 13 50
Queen Flake, 6 oz. ----- 1 25
Queen Flake, 16 oz. ----- 2 25
Queen Flake, 100 lb. keg 11
Queen Flake, 25 lb. keg 14
Royal, 10c, doz. ----- 95
Royal, 6 oz., doz. ----- 2 70
Royal, 12 oz., doz. ----- 5 20
Royal, 5 lb. ----- 31 20
Ryzon, 4 oz., doz. ----- 1 35
Ryzon, 8 oz., doz. ----- 2 25
Ryzon, 16 oz., doz. ----- 4 05
Ryzon, 5 lb. ----- 18 00
Rocket, 16 oz., doz. 1 25

BLUING

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

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

Shred. Wheat Biscuit 3 85
Vita Wheat, 12s ----- 1 80

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

BROOMS

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

Rich & France Brands

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

BRUSHES

Scrub ----- 1 50
Solid Back, 8 in. ----- 1 75
Solid Back, 1 in. ----- 1 25
Pointed Ends ----- 1 25
Stove ----- 1 10
Shoe ----- 1 35

Butter Color

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

CANDLES

Electric Light, 40 lbs. 12 1
Plumber, 40 lbs. ----- 12 8
Paraffine, 6s ----- 14 1/2
Paraffine, 12s ----- 14 1/2
Wicking ----- 40
Tudor, 6s, per box ----- 30

CANNED FRUIT.

Apples, 3 lb. Standard 1 75
Apples, No. 10 ----- 4 50
Apple Sauce, No. 2 ----- 2 00
Apricots, No. 1 1 90
Apricots, No. 2 ----- 2 25
Apricots, No. 2 1/2 ----- 2 25
Apricots, No. 10 9 00
Blackberries, No. 10 ----- 9 00
Blueberries, No. 2, 1-75 ----- 2 50
Blueberries, No. 10 ----- 11 50
Cherries, No. 2 ----- 3 00
Cherries, No. 2 1/2 ----- 4 00
Cherries, No. 10 11 50
Cherry's, No. 10 11 50
Loganberries, No. 2 ----- 3 00
Peaches, No. 1 ----- 1 85
Peaches, No. 1, Sliced ----- 1 40
Peaches, No. 2 ----- 2 75
Peaches, No. 2 1/2 ----- 3 25
Peaches, 2 1/2 Cal. 3 00
Peaches, No. 10, Mich ----- 7 75
Pineapple, 1, sliced ----- 2 10
Pineapple, 2, Brk slic. ----- 3 00
Pineapple, 10, cru. 11 50
Pears, No. 2 ----- 3 25
Pears, No. 2 1/2 ----- 4 25
Plums, No. 2 ----- 2 25
Plums, No. 2 1/2 ----- 3 00
Raspberries No. 2, blk. ----- 3 25
Raspb's, Red, No. 10 ----- 9 75
Raspb's, Black No. 10 ----- 11 00
Rhubarb, No. 10 ----- 6 25

CANNED FISH.

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 3 00
Clams, Steamed, No. 1 1 75
Clams, Minced, No. 1 2 50
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small ----- 1 35
Cod Fish Cake, 10 oz. 1 85
Cove Oysters, 5 oz. ----- 1 75
Lobster, No. 1/4, Star ----- 2 90
Shrimp, No. 1, wet ----- 1 80
Sard's, 1/4 Oil, k. 4 25
Sardines, 1/4 Oil, kless ----- 3 85
Sardines, 1/4 Smoked ----- 7 00
Salmon, Warrens, 1/2 ----- 2 75
Salmon, Red Alaska ----- 2 80
Salmon, Med. Alaska ----- 1 65
Salmon, Pink Alaska ----- 1 60
Sardines, Im., 1/4, ea. 10 ----- 28
Sardines, Im., 1/2, ea. 25
Sardines, Cal. ----- 1 75
Tuna, 1/2, Albocore ----- 95
Tuna, 1/2, Nekco ----- 1 65
Tuna, 1/2, Regent ----- 2 25

CANNED MEAT.

Bacon, Med. Beechnut ----- 2 40
Bacon, Lge. Beechnut ----- 4 05
Beef, No. 1, Corned ----- 2 60
Beef, No. 1, Roast ----- 2 85
Beef, No. 1/2 Rose Sil. ----- 1 75
Beef, No. 1/4, Qua. Sil. ----- 2 10

Beef, No. 1, Qua. sil. 3 15
Beef, No. 1, B'nut sil. 5 10
Beef, No. 1/2, B'nut sil. 2 80
Beefsteak & Onions, s ----- 3 15
Chili Con Ca., ls 1 35
Deviled Ham, 1/2 ----- 2 20
Deviled Ham, 1/4 ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 40
Potted Meat, 1/2 Libby ----- 50
Potted Meat, 1/2 Libby ----- 90
Potted Meat, 1/2 Rose ----- 80
Potted Ham, Gen. ----- 1 85
Vienna Saus., No. 1/2 ----- 1 85
Vienna Loaf, Medium ----- 2 30

Baked Beans

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

CANNED VEGETABLES.

Asparagus.
No. 1, Green tips ----- 4 00
No. 2 1/2, Lge. Gr. 3 75
Wax Beans, 2s 1 35
Wax Beans, No. 10 ----- 6 00
Green Beans, 2s 1 60
Green Beans, No. 10 ----- 8 25
Lima Beans, No. 2 Gr. 2 00
Lima Beans, 2s, Soaked ----- 95
Red Kid, No. 2 1 30
Beets, No. 2, wh. 1 60
Beets, No. 2, cut 1 25
Beets, No. 3, cut 1 40
Corn, No. 2, St. 1 00
Corn, No. 2, Ex-Stan. ----- 1 55
Corn, No. 2, Fan 1 60
Corn, No. 2, Fy. glass ----- 2 25
Corn, No. 10 ----- 7 25
Horned, No. 3 1 15
Okra, No. 2, whole ----- 1 80
Okra, No. 2, cut ----- 1 60
Dehydrated Veg. Soup ----- 90
Dehydrated Potatoes, lb ----- 40
Mushrooms, Hotels ----- 45
Mushrooms, Choice ----- 48
Mushrooms, Sur Extra ----- 70
Peas, No. 2, E.J. 1 25
Peas, No. 2, Sift. ----- 1 60
June ----- 1 60
Peas, No. 2, Ex. Sift. ----- 1 60
E. J. ----- 1 90
Peas, Ex. Fine, French ----- 29
Pumpkin, No. 3 1 45
Pumpkin, No. 10 ----- 4 00
Pimentos, 1/4, each ----- 15
Pimentos, 1/2, each ----- 27
Sw't Potatoes, No. 2 1 65
Saurkraut, No. 2 ----- 1 65
Succotash, No. 2 ----- 1 35
Spinach, No. 1 ----- 1 35
Spinach, No. 2 ----- 1 45
Spinach, No. 3 ----- 2 15
Spinach, No. 10 ----- 6 00
Tomatoes, No. 2 1 30
Tomatoes, No. 3 1 90
Tomatoes, No. 2 glass ----- 2 85
Tomatoes, No. 10 ----- 6 00

CATSUP.

B-nut, Small ----- 1 80
Lilly Valley, 14 oz. ----- 2 25
Libby, 14 oz. ----- 2 25
Libby, 8 oz. ----- 1 60
Lilly Valley, 14 oz. ----- 2 35
Lilly Valley, 1/2 Pint ----- 1 60
Paramount, 24, 8s ----- 1 45
Paramount, 24, 16s ----- 2 40
Paramount, 6, 10s ----- 10 00
Sniders, 8 oz. ----- 1 75
Sniders, 16 oz. ----- 2 75
Van Camp, 8 oz. ----- 1 75
Van Camp, 16 oz. ----- 2 75

CHILI SAUCE.

Snider, 16 oz. ----- 3 25
Snider, 8 oz. ----- 2 25
Lilly Valley, 1/2 Pint ----- 2 25

OYSTER COCKTAIL.

Sniders, 16 oz. ----- 3 25
Sniders, 8 oz. ----- 2 25

CHEESE

Roquefort ----- 52
Kraft Small tins ----- 1 70
Kraft American ----- 1 70
Chili, small tins ----- 1 70
Pimento, small tins ----- 1 70
Roquefort, small tins ----- 2 50
Camembert, small tins ----- 2 50
Brick ----- 26
Wisconsin Flats ----- 25
Wisconsin Daisy ----- 26
Longhorn ----- 26
Michigan Full Cream ----- 25
New York Full Cream ----- 29
Sap Sago ----- 32

CHEWING GUM

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

CHOCOLATE.

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

COCOA.

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

COCOANUT.

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

CLOTHES LINE.

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

COFFEE ROASTED

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

McLaughlin's XXXX

McLaughlin's XXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.

Coffee Extracts

N. Y., per 100 ----- 11
Frank's 50 pkgs. ----- 4 25
Hummel's 50 1 lb. ----- 10 1/2

CONDENSED MILK

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

MILK COMPOUND

Hebe, Tall, 4 doz. ----- 4 60
Hebe, Baby, 8 doz. ----- 4 40
Caroline, Tall, 4 doz. ----- 4 00
Caroline, Baby ----- 3 50

EVAPORATED MILK

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

50 Economic grade ----- 2 50
100 Economic grade ----- 4 50
500 Economic grade ----- 20 00
1,000 Economic grade ----- 37 50
Where 1,000 books are ordered at a time, specially print front cover is furnished without charge.

CRISCO.

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

CREAM OF TARTAR

6 lb. boxes ----- 40

DRIED FRUITS

Apples
Evap. Choice, bulk ----- 13
Apricots
Evaporated, Choice ----- 25
Evaporated, Fancy ----- 28
Evaporated, Slabs ----- 22
Citron
10 lb. box ----- 55
Currants
Package, 14 oz. ----- 20
Boxes, Bulk, per lb. ----- 20

CIGARS

Lewellyn & Co. Brands
Mi Lola ----- 125 00
Capitol, 50s ----- 115 00
Victory, 50s ----- 95 00
Buckeye, 50s ----- 75 00
Panetela, 50s ----- 75 00
LaSoreta (smokers) ----- 70 00
Wolverine, 50s ----- 75 00
Garcia Master
Cafe, 100s ----- 37 50
Swift
Wolverine, 50s ----- 130 00

Supreme, 50s ----- 110 00
Bostonian, 50s ----- 95 00
Perfecto, 50s ----- 95 00
Blunts, 50s ----- 75 00
Cabinet, 50s ----- 73 00

Worden Grocer Co. Brands

Kiddies, 100s ----- 37 50
Record Breakers, 50s ----- 75 00
Delmonico, 50s ----- 75 00
Epicure Panetela, 50 ----- 75 00
Perfecto, 50s ----- 95 00
The La Azora Line.
Agreement, 50s ----- 58 00
Washington, 50s ----- 75 00
Webster Cigar Co.
Plaza, 50s, Wood ----- 95 00
Panetela, 50, Wood ----- 95 00
Coronado, 50 Tin ----- 95 00
Belmont, 50s, Wood ----- 110 00
St. Reges, 50s, Wood ----- 125 00

Vanden Berge Brands

Chas. the Eighth, 50s ----- 75 00
Whale-Back ----- 50s 58 00
Blackstone ----- 50s 95 00
El Producto Boquet ----- 75 00
El Producto, Furi-tano-Finos ----- 92 00

Snuff.

Copenhagen, 10c, roll ----- 64
Seal Blandening, 10c ----- 64
Seal Göteborg, 10c, roll ----- 64
Seal Swe. Rapee, 10c ----- 64
Seal Norkopping, 10c ----- 64
Seal Norkopping 1 lb. ----- 85

CONFECTIONERY

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

Fancy Chocolates

5 lb. Boxes
Bittersweets, Ass'ted ----- 1 75
Choc. Marshmallow Dp ----- 1 75
Milk Chocolate A ----- 2 00
Nibble Sticks ----- 2 00
Primrose Choc. ----- 1 35
No. 12 Choc., Dark ----- 1 75
No. 12 Choc., Light ----- 1 85
Chocolate Nut Rolls ----- 1 90

Gum Drops Pails

Anise ----- 17
Orange Gums ----- 17
Challenge Gums ----- 20
Favorite ----- 21
Superior ----- 21

Lozenges. Pails

A. A. Pep. Lozenges ----- 19
A. A. Pink Lozenges ----- 19
A. A. Choc. Lozenges ----- 20
Motto Hearts ----- 22
Malted Milk Lozenges ----- 20

Hard Goods. Pails

Lemon Drops ----- 21
O. F. Horehound dps. ----- 20
Anise Squares ----- 20
Peanut Squares ----- 20
Horehound Tablets ----- 20
Cough Drops ----- Bxs.
Putnam's ----- 1 30
Smith Bros. ----- 1 50

Package Goods

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

Specialties.

Cocoanut Pinks ----- 22
Walnut Fudge ----- 23
Pineapple Fudge ----- 21
Italian Bon Bons ----- 18
National Cream Mints ----- 30
Silver King M. Mallowes ----- 32
Hello, Hiram ----- 1 50
Walnut Sundae, 24, 6c ----- 85
Neapolitan, 24, 5c ----- 85
Yankee Jack, 24, 5c ----- 85
Gladiator, 24, 10c ----- 1 60
Mich. Sugar Ca., 24, 6c ----- 85
Pal O Mine, 24, 5c ----- 85

COUPON BOOKS

50 Economic grade ----- 2 50
100 Economic grade ----- 4 50
500 Economic grade ----- 20 00
1,000 Economic grade ----- 37 50
Where 1,000 books are ordered at a time, specially print front cover is furnished without charge.

CRISCO.

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

CREAM OF TARTAR

6 lb. boxes ----- 40

DRIED FRUITS

Apples
Evap. Choice, bulk ----- 13
Apricots
Evaporated, Choice ----- 25
Evaporated, Fancy ----- 28
Evaporated, Slabs ----- 22
Citron
10 lb. box ----- 55
Currants
Package, 14 oz. ----- 20
Boxes, Bulk, per lb. ----- 20

Peaches
Evap. Fancy, Unpeeled 19
Evap. Fancy, Peeled ----- 22
Lemon, American ----- 26
Orange, American ----- 28

Raisins

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

California Prunes

90-100 25 lb. boxes ----- 10
80-90, 25 lb. boxes ----- 11
70-80, 25 lb. boxes ----- 12
60-70, 25 lb. boxes ----- 12 1/2
50-60, 25 lb. boxes ----- 13 1/2
40-50, 25 lb. boxes ----- 15
30-40, 25 lb. boxes ----- 18

FARINACEOUS GOODS

Beans

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

Farina

14 packages ----- 2 10
Bu", per 100 lbs. ----- 05

Hominy

Parl, 100 lb. sack ----- 3 50

Macaroni

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

JELLY AND PRESERVES
Pure, 30 lb. pails ----- 3 25
Pure, 7 oz. Asst., doz. 1 20
Buckeye, 22 oz., doz. 2 10
U. B., 15 oz., per doz. 1 40

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

MARGARINE



I. VAN WESTENBRUGGE
Carload Distributor
1 lb. cartons ----- 23 1/2
2 and 5 lb. ----- 23

MATCHES.

Diamond, 144 box ----- 8 00
Blue Ribbon, 144 box ----- 8 00
Searchlight, 144 box ----- 8 00
Red Stick, 720 lb. box ----- 5 50
Red Diamond, 144 lb. box ----- 6 00

Cleveland Match Co.
Brands



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

Safety Matches.
Quaker, 5 gro. case ----- 4 75
Red Top, 5 gro. case ----- 5 25

MINCE MEAT.

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

MOLASSES.



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

Green Brer Rabbit
No. 10, 6 cans to case ----- 3 65
No. 5, 12 cans to case ----- 3 90
No. 2 1/2, 24 cans to case ----- 4 15
No. 1 1/2, 36 cans to case ----- 3 50

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

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

Half barrels 5c extra

Molasses in Cans.
Red Hen, 24, 2 lb. ----- 2 70
Red Hen, 24, 2 1/2 lb. ----- 3 25
Red Hen, 12, 5 lb. ----- 3 00
Red Hen, 6, 10 lb. ----- 2 80
Ginger Cake, 24, 2 lb. ----- 3 10
Ginger Cake, 24, 2 1/2 lb. ----- 4 00
Ginger Cake, 12, 5 lb. ----- 3 75
Ginger Cake, 6, 10 lb. ----- 3 50
O. & L. 24-2 lb. ----- 4 50
O. & L. 24-2 1/2 lb. ----- 5 30
O. & L. 12-5 lb. ----- 5 00
O. & L. 6-10 lb. ----- 4 75
Dove, 36, 2 lb. ----- 5 60
Dove, 24, 2 1/2 lb. ----- 5 20
Dove, 36, 2 lb. ----- 5 20
Dove, 24, 2 1/2 lb. ----- 5 20
Dove, 6, 10 lb. ----- 4 90
Palmetto, 24, 2 1/2 lb. ----- 4 40

NUTS.
Whole
Almonds, Terregona ----- 19
Brazil, Large ----- 14
Fancy mixed ----- 20
Filberts, Sicily ----- 15
Peanuts, Virginia, raw ----- 11
Peanuts, Vir. roasted ----- 13
Peanuts, Jumbo, raw ----- 13 1/2
Peanuts, Jumbo, rstd ----- 15 1/2
Pecans, 3 star ----- 22
Pecans, Jumbo ----- 80
Walnuts, California ----- 28

Salted Peanuts
Fancy, No. 1 ----- 1 1/4
Jumbo ----- 20

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

OLIVES.
Bulk, 2 gal. keg ----- 4 00
Bulk, 3 gal. keg ----- 5 80
Bulk, 5 gal. keg ----- 9 25
Quart. Jars, dozen ----- 6 25
Pint Jars, dozen ----- 3 75
4 oz. Jar, plain, doz. ----- 1 45
5 1/2 oz. Jar, pl., doz. ----- 1 60
9 oz. Jar, plain, doz. ----- 2 80
16 1/2 oz. Jar, Pl. doz. ----- 4 50
4 oz. Jar, stuffed ----- 1 90
8 oz. Jar, Stuffed, doz. ----- 3 40
9 oz. Jar, Stuffed, doz. ----- 4 00
12 oz. Jar, Stuffed, dz. ----- 5 00

PEANUT BUTTER.



Bel Car-Mo Brand
8 oz. 2 doz. in case ----- 3 30
24 1 lb. pails ----- 5 75
12 2 lb. pails ----- 5 60
5 lb. pails 6 in crate ----- 6 10
14 lb. pails ----- 18 1/2
25 lb. pails ----- 18 1/2
50 lb. tins ----- 18

PETROLEUM PRODUCTS
Iron Barrels
Perfection Kerosine ----- 12.6
Red Crown Gasoline ----- 21.3
Tank Wagon ----- 64.2
Gas Machine Gasoline ----- 38.8
V. M. & P. Naphtha ----- 25.2
Capitol Cylinder ----- 42.2
Atlantic Red Engine ----- 23.2
Winter Black ----- 13.7



Iron Barrels.
Medium Light ----- 59.2
Medium heavy ----- 61.2
Heavy ----- 63.2
Extra heavy ----- 69.2
Transmission Oil ----- 59.2
Finol, 4 oz. cans, doz. ----- 1.40
Finol, 8 oz. cans, doz. ----- 1.90
Parowax, 100, 1 lb. ----- 6.7
Parowax, 40, 1 lb. ----- 6.9
Parowax, 20, 1 lb. ----- 7.1



Sedmac, 12 pt. cans ----- 2 70
Sedmac, 12 qt. cans ----- 4 00

PICKLES
Medium Sour
Barrel, 1,200 count ----- 16 00
Half bbls., 600 count ----- 9 00
10 gallon kegs ----- 6 75

Sweet Small
30 gallon, 2400 ----- 33 00
15 gallon, 2000 ----- 17 50
10 gallon, 800 ----- 12 75

Dill Pickles.
500 Size, 15 gal. ----- 9 00

PIPPES
Cob, 3 doz. in bx ----- 00@1 20

PLAYING CARDS
Broadway, per doz. ----- 2 40
Blue Ribbon ----- 4 00
Bicycle ----- 4 25

POTASH
Babbitt's 2 doz. ----- 2 75

FRESH MEATS
Beef
Top Steers & Heif. 15@16
Good Steers & Heif. 14@15
Med. Steers & Heif. 12@13
Com. Steers & Heif. 10@12

Cows.
Top ----- 13
Good ----- 12
Medium ----- 09
Common ----- 08

Veal.
Top ----- 13 1/2
Good ----- 12 1/2
Medium ----- 10

Lamb.
Good ----- 30
Medium ----- 28
Poor ----- 22

Mutton.
Good ----- 15
Medium ----- 13
Poor ----- 09

Pork.
Heavy hogs ----- 08
Medium hogs ----- 10
Light hogs ----- 10
Loins ----- 13
Butts ----- 13
Shoulders ----- 12
Hams ----- 13
Spareribs ----- 10
Neck bones ----- 05

PROVISIONS
Barreled Pork
Clear Back ----- 23 00@24 00
Short Cut Clear ----- 22 00@23 00
Clear Family ----- 27 00@28 00

Dry Salt Meats
S P Bellies ----- 16 00@13 00

Lard
80 lb. tubs ----- advance 1/4
Pure in cases ----- 12 1/2
California Hams ----- 11 @12
69 lb. tubs ----- advance 1/4
50 lb. tubs ----- advance 1/4
20 lb. pails ----- advance 3/4
10 lb. pails ----- advance 3/4
5 lb. pails ----- advance 1
3 lb. pails ----- advance 1

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

Smoked Meats
Hams, 14-16, lb. ----- 20@ 23
Hams, 16-18, lb. ----- 20@ 23
Ham, dried beef ----- 38 @39
California Hams ----- 11 @12
Picnic Boiled ----- 30 @32
Boiled Hams ----- 32 @35
Minced Hams ----- 14 @15
Bacon ----- 22 @34

Beef
Boneless ----- 23 00@24 00
Rump, new ----- 23 00@24 00

Mince Meat
Condensed No. 1 car. ----- 2 00
Condensed Bakers brick ----- 31
Moist in glass ----- 8 00

Pig's Feet
1/4 bbls. ----- 2 15
1/2 bbls., 35 lbs. ----- 4 00
3/4 bbls. ----- 7 00
1 bbl. ----- 14 15

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

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

RICE
Fancy Head ----- 08
Blue Rose ----- 05 1/2
Broken ----- 03 1/4

ROLLED OATS
Steel Cut, 100 lb. sks. ----- 4 75
Silver Flake, 10 Fam. ----- 1 90
Quaker, 18 Regular ----- 1 80
Quaker, 12s Family ----- 2 65
Mothers, 25s, Ill'num ----- 4 40
Silver Flake, 18 Reg. ----- 1 45
Sacks, 90 lb. Jute ----- 2 90
Sacks, 90 lb. Cotton ----- 3 00

SALERATUS
Arm and Hammer ----- 3 75

SAL SODA
Granulated, bbls. ----- 1 75
Granulated, 100 lbs. cs ----- 2 10
Granulated, 36 2 1/2 lb. packages ----- 2 40

COD FISH
Middles ----- 15
Tablets, 1 lb. Pure ----- 19
Tablets, 1/2 lb. Pure, ----- 1 40
doz. ----- 26
Wood boxes, Pure ----- 12
Whole Cod ----- 12

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

Herring
K K K K, Norway ----- 20 00
8 lb. pails ----- 1 40
Cut Lunch ----- 1 00
Boned, 10 lb. boxes ----- 16 1/2

Lake Herring
1/4 bbl., 100 lbs. ----- 6 00

Mackerel
Tubs, 100 lb. fancy fat ----- 2 00
Tubs, 60 count ----- 5 25

White Fish
Med. Fancy, 100 lb. ----- 13 00

SHOE BLACKENING.
2 in 1, Paste, doz. ----- 1 35
E. Z. Combination, dz. ----- 1 35
Dri-Foot, doz. ----- 2 00
Bixby, Doz. ----- 1 35
Shinola, doz. ----- 90

STOVE POLISH.
Blackline, per doz. ----- 1 35
Black Silk Liquid, dz. ----- 1 40
Black Silk Paste, doz. ----- 1 25
Enamaline Paste, doz. ----- 1 35
Enamaline Liquid, doz. ----- 1 35
E Z Liquid, per doz. ----- 1 40
Radium, per doz. ----- 1 85
Rising Sun, per doz. ----- 1 35
654 Stove Enamel, dz. ----- 2 85
Vulcanol, No. 5, doz. ----- 95
Vulcanol, No. 10, doz. ----- 1 35
Stovall, per doz. ----- 3 00

SALT

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



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

SOAP

Am. Family, 100 box ----- 6 00
Export, 120 box ----- 5 00
Flake White, 100 box ----- 4 55
Fels Naphtha, 700 box ----- 5 50
Grama White Na. 100s ----- 5 00
Rub No More White
Naphtha, 100 box ----- 5 00
Swift Classic, 100 box ----- 5 25
20 Mule Borax, 100 bx ----- 7 55
Wool, 100 box ----- 6 50
Fairly, 100 box ----- 5 50
Jap Rose, 100 box ----- 7 85
Palm Olive, 144 box ----- 11 00
Lava, 100 box ----- 4 90
Pummo, 100 box ----- 4 85
Sweetheart, 100 box ----- 5 70
Grandpa Tar, 50 sm. ----- 2 00
Grandpa Tar, 50 Lge ----- 3 35
Fairbank Tar, 100 bx ----- 4 00
Trilby, 100, 12c ----- 8 00
Williams Barber Bar. ----- 95 50
Williams Mug, per doz. ----- 48

Proctor & Gamble
5 box lots ----- 4 90
Chippo, 80, 12s ----- 6 40
Chippo, 30, 32s ----- 6 00
Ivory, 100, 6 oz. ----- 6 50
Ivory, 100, 10 oz. ----- 10 85
Ivory, 50, 10 oz. ----- 5 50
Ivory Soap Flks., 100s ----- 8 10
Ivory Soap Flks., 50s ----- 4 10
Lenox, 100 cakes ----- 3 65
Luna, 100 cakes ----- 3 75
P. & G. White Naphtha ----- 4 50
Star, 100 No. 13 cakes ----- 5 50
Star Nap. Pow. ----- 60-16s ----- 3 65
Star Nap. Pw., 100-12s ----- 3 85
Star Nap. Pw., 24-60s ----- 4 85

CLEANSERS.

KITCHEN KLENZER



80 can cases, \$4.80 per case

WASHING POWDERS.
Bon Ami Pd, 3 dz. bx ----- 3 75
Bon Ami Cake, 3 dz. ----- 3 25
Climaline, 4 doz. ----- 4 20
Grandma, 100, 5c ----- 4 00
Grandma, 24 Large ----- 4 00
Gold Dust, 100s ----- 4 00
Gold Dust, 24 Large ----- 4 95
Jinx, 3 doz. ----- 4 50
La France Laun, 4 dz. ----- 3 60
Luster Box, 54 ----- 3 75



Miracle C., 12 oz., 1 dz ----- 2 25
Old Dutch Clean, 4 dz ----- 4 00
Queen Ann, 60 oz. ----- 2 40
Rinsol, 100 oz. ----- 6 40
Rub No More, 100, 10 oz. ----- 3 85

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

SPICES.

Whole Spices.
Allspice, Jamaica ----- @11
Cloves, Zanzibar ----- @40
Cassia, Canton ----- @16
Cassia, 5c pkg., doz. ----- @40
Ginger, African ----- @15
Ginger, Cochin ----- @20
Mace, Penang ----- @70
Mixed, No. 1 ----- @22
Mixed, 5c pkgs., doz. ----- @45
Nutmegs, 70-80 ----- @38
Nutmegs, 105-110 ----- @33
Pepper, Black ----- @17

Pure Ground in Bulk
Allspice, Jamaica ----- @15
Cloves, Zanzibar ----- @50
Cassia, Canton ----- @22
Ginger, African ----- @25
Mustard ----- @32
Mace, Penang ----- @75
Nutmegs ----- @34
Pepper, Black ----- @18
Pepper, White ----- @28 1/2
Pepper, Cayenne ----- @33
Paprika, Spanish ----- @42

Seasoning
Chili Powder, 15c ----- 1 35
Celery Salt, 3 oz. ----- 95
Sage, 2 oz. ----- 90
Onion Salt ----- 1 35
Garlic ----- 1 35
Poneltz, 3 1/2 oz. ----- 3 25
Kitchen Bouquet ----- 3 25
Laurel Leaves ----- 20
Marjoram, 1 oz. ----- 90
Savory, 1 oz. ----- 90
Thyme, 1 oz. ----- 90
Tumeric, 2 1/2 oz. ----- 90

STARCH
Corn
Kingsford, 40 lbs. ----- 11 1/4
Powdered, bags ----- 03 1/4
Argo, 48 1 lb. pkgs. ----- 3 75
Cream, 48-1 ----- 4 80
Quaker, 40-1 ----- 7
Gloss
Argo, 48 1 lb. pkgs. ----- 3 75
Argo, 12 3 lb. pkgs. ----- 2 74
Argo, 8 5 lb. pkgs. ----- 3 10
Silver Gloss, 48 1s ----- 11 1/4
Elastic, 64 pkgs. ----- 5 35
Tiger, 48-1 ----- 2 85
Tiger, 50 lbs. ----- 06

CORN SYRUP.



Penick Golden Syrup
6, 10 lb. cans ----- 2 55
12, 5 lb. cans ----- 2 75
24, 2 1/2 lb. cans ----- 2 85
24, 1 1/2 lb. cans ----- 1 95
Crystal White Syrup
6, 10 lb. cans ----- 2 95
12, 5 lb. cans ----- 3 15
24, 2 1/2 lb. cans ----- 3 30
24, 1 1/2 lb. cans ----- 2 25
Penick Maple-Like Syrup
6, 10 lb. cans ----- 3 70
12, 5 lb. cans ----- 3 90
24, 2 1/2 lb. cans ----- 4 05
24, 1 1/2 lb. cans ----- 2 75

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

Maple
Imt. Maple Flavor.
Orange, No. 1 1/2, 2 doz. ----- 2 95
Orange, No. 5, 1 doz. ----- 4 20
Maple
Green Label Karo, ----- 6 69
23 oz., 2 doz. ----- 11 40
Green Label Karo, ----- 5 1/2 lb., 1 doz. ----- 11 40
Maple and Cane
Kanuck, per gal. ----- 1 65
Sugar Bird, 2 1/2 lb., ----- 9 00
2 doz. ----- 12 00
Sugar Bird, 8 oz., 4 ----- 12 00
doz. ----- 12 00

Maple
Michigan, per gal. ----- 2 50
Welch, per gal. ----- 2 60

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

TEA.

Japan ----- 34@38
Medium ----- 45@56
Choice ----- 58@60
No. 1 Nibbs ----- 62
1 lb. pkg. Siftings ----- 15

Gunpowder
Choice ----- 28
Fancy ----- 38@40

Ceylon
Pekoe, medium ----- 33
Melrose, fancy ----- 56

English Breakfast
Congou, Medium ----- 28
Congou, Choice ----- 35@36
Congou, Fancy ----- 42@43

Oolong
Medium ----- 36
Choice ----- 45
Fancy ----- 50

TWINE
Cotton, 3 ply cone ----- 52
Cotton, 3 ply balls ----- 55
Wool, 6 ply ----- 20

VINEGAR
Cider, 40 Grain ----- 22
White Wine, 40 grain ----- 18
White Wine, 40 grain ----- 17
Oakland Vinegar & Fruit Co.'s Brands
Oakland Apple Cider ----- 25
Blue Ribbon Corn ----- 20
Oakland White Pickling ----- 20
No charge for packages.

WICKING
No. 0, per gross ----- 75
No. 1, per gross ----- 1 05
No. 2, per gross ----- 1 50
No. 3, per gross ----- 2 30
Peerless Rolls, per doz. ----- 90
Rochester, No. 2, doz. ----- 90
Rochester, No. 3, doz. ----- 2 00
Rayo, per doz. ----- 80

WOODENWARE
Baskets

Bushels, narrow band, wire handles ----- 1 90
Bushels, narrow band, wood handles ----- 2 00
Bushels, wide band ----- 2 10
Market, drop handle ----- 75
Market, single handle ----- 90
Market, extra ----- 1 40
Splint, large ----- 8 50
Splint, medium ----- 7 50
Splint, small ----- 6 50

Churns.
Barrel, 5 gal., each ----- 2 40
Barrel, 10 gal., each ----- 2 55
3 to 6 gal., per gal. ----- 16

Egg Cases.
No. 1, Star Carrier ----- 5 00
No. 2, Star Carrier ----- 10 00
No. 1, Star Egg Trays ----- 4 50
No. 2, Star Egg Trays ----- 9 00

Mop Sticks
Trojan spring ----- 2 00
Eclipse patent spring ----- 2 00
No. 2, pat. brush hold ----- 2 00
Ideal, No. 7 ----- 1 45
12 oz. Ct. Mop Heads ----- 2 55
16 oz. Ct. Mop Heads ----- 3 00

Pails
10 qt. Galvanized ----- 2 75
12 qt. Galvanized ----- 3 00
14 qt. Galvanized ----- 3 40
12 qt. Flaring Gal. Ir. ----- 5 50
10 qt. Tin Dairy ----- 4 80
12 qt. Tin Dairy ----- 5 25

Traps
Mouse, wood, 4 holes ----- 60
Mouse, wood, 6 holes ----- 70
Mouse, tin, 5 holes ----- 65
Rat, wood ----- 1 00
Rat, spring ----- 1 00
Mouse, spring ----- 30

Tubs
Large Galvanized ----- 9 50
Medium Galvanized ----- 8 25
Small Galvanized ----- 7 25

Washboards
Banner Globe ----- 6 50
Brass, Single ----- 7 50
Glass, Single ----- 7 50
Double Peerless ----- 9 50
Single Peerless ----- 7 50
Northern Queen ----- 6 25
Universal ----- 8 25

Window Cleaners
12 in. ----- 1 65
14 in. ----- 1 85
16 in. ----- 2 30

Wood Bowls
13 in. Butter ----- 5 00
15 in. Butter

Proceedings of Grand Rapids Bankruptcy Court.

Grand Rapids, May 15.—On this day was held the first meeting of creditors in the matter of Willard J. Chase, Bankrupt No. 2251. The bankrupt was present in person and by attorney R. J. Cleland. Claims were allowed. The bankrupt was sworn and examined by the Referee without a reporter. C. C. Woolridge was appointed trustee and the amount of his bond placed at the sum of \$100. The first meeting was then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Edward Garner, Bankrupt No. 2259. The bankrupt was present in person and by attorney Willard G. Turner, Jr. No creditors were present or represented. One claim was filed and approved against the estate. There was no trustee appointed. The bankrupt was sworn and examined without a reporter. There being no assets other than those claimed as exempt to the bankrupt, the exemptions were set aside and the estate closed and returned to the District Court. The first meeting was adjourned without date.

On this day also was held the first meeting of creditors in the matter of Martin E. Brown, Bankrupt No. 2258. The bankrupt was present in person. There were no other appearances. One claim was proved and allowed against the estate. C. C. Woolridge was appointed trustee to investigate the value of the assets and report. A nominal bond in the sum of \$100 was fixed by the referee. The first meeting was then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Fred Carlson, Bankrupt No. 2260. The bankrupt was present in person and by attorney M. Thos. Ward. Creditors were present in person and by attorneys Starr, B. Kingston and Wicks, Fuller & estate. Harry Brace, of Sparta, was elected trustee and the amount of his bond placed at \$100. The bankrupt was then sworn and examined without a reporter. Glen Symons and Olive Symons were sworn and examined without a reporter. The first meeting was then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Arthur Wyman, Bankrupt No. 2257. The bankrupt was present in person and by attorneys Watt & Colwell. No creditors were present or represented. One claim was proved and allowed. The Referee appointed C. C. Woolridge as trustee and placed the amount of his bond at \$100. The bankrupt was sworn and examined without a reporter. The first meeting was then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Ransom J. Vander Scors, Bankrupt No. 2256. The bankrupt was present in person and by Homer H. Freeland. No claims were proved and allowed against the estate of the bankrupt. C. C. Woolridge was appointed trustee of the estate and directed to investigate the value of assets not exempt to the bankrupt, and upon such investigation being made it was determined the assets had no cash value and were therefore abandoned and the case closed without date and the case returned to the District Court.

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Wallace B. Doddington, Bankrupt, No. 2275. The bankrupt is a resident of the village of Spring Lake, and is a railway interurban conductor. The matter has been referred to Benn M. Corwin, as referee in bankruptcy. The schedules of the bankrupt list assets at \$265, all of which is claimed as exempt to the bankrupt, and liabilities in the sum of \$933.34. Funds for the first meeting have been furnished and the first meeting will be held at the referee's office on June 2, 1923, at 10 a. m. Eastern time. A list of the creditors of the bankrupt is as follows:

Hubbard Hardware Co., Flint	\$78.06
Warrick Bros., Flint	24.75
Peoples Credit Co., Flint	41.00
Ambos Dairy Co., Flint	10.65
Civic Park Merc. Co., Flint	41.98
Miller Grocer Co., Flint	21.21
Michaud Co., Flint	12.19
Flint Food Market, Flint	13.86
J. Uellis & Co., Flint	22.50
Flint Elec. Co., Flint	31.83
Paul Purdy, Flint	130.00
Wm. H. Bunce, Flint	20.00
Brownson Fisher Co.,	4.74
Mr. Bliss, Flint	75.00
Koolman Garage, Grand Haven	10.52
Mrs. J. Cleverenga, Grand Haven	25.00
The Vallee Vulcanizing Co., Muskegon Heights	17.00
Langelos Bros., Muskegon Hts.	6.00
Boersma, Grand Haven	13.00
Frank Gillett, Grand Rapids	20.00
Mrs. Margaret Wildley, Nunica	150.00
Chas. Van Dyk, Fruitport	25.00
Freeman Dairy Co., Flint	21.00
Schumacher Bros., Flint	53.00
Union Iron, Metal & Coal Co. Flint	39.85
Leo C. Lillie, Grand Haven	25.00

May 16. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Howard W. Dillenbeck, Bankrupt

No. 2276. 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 stated in the schedules. Appearing on the schedules of the bankrupt are assets of \$200, all of which is claimed as exempt to the bankrupt, and liabilities of \$1,000 approximately. Funds for the first meeting have been received and such meeting has been called for June 2, 1923, at 9 a. m. Eastern time. A list of the creditors of the bankrupt is as follows:

Jack Parsh, Grand Rapids	\$300.00
Farmers & Merchants Bank, G. R.	225.00
Walter Dillenbeck, Grand Rapids	90.00
Standard Oil Co., Grand Rapids	70.00
M. D. Elgin, Grand Rapids	59.25
A. G. Wall, Grand Rapids	32.85
Spade Tire Co., Grand Rapids	29.00
Sun Oil Co., Grand Rapids	31.00
Central Storage Co., Grand Rapids	14.00
Ver Wys & Co., Grand Rapids	17.00
Arthur Shaw, Grand Rapids	150.00
Menter Clothing Co., Grand Rapids	45.00
Standard Vulc. Co., Grand Rapids	5.00
Air Product Co., Grand Rapids	14.00

May 17. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Wilford Van Donkelaan, Bankrupt No. 2278. The matter has been referred to Benn M. Corwin, as referee in bankruptcy. The bankrupt is a resident of the city of Muskegon Heights, and is a farmer. The schedules list assets at \$250, all of which is claimed as exempt to the bankrupt, and liabilities at \$1172.10. There being no assets not claimed as exempt, the court has written for funds 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:

C. Van Nunen, Muskegon Hts.	\$16.00
Mrs. Tenling, Muskegon Heights.	15.00
John Suchofsky, Muskegon Hts.	60.00
W. Mc Kinney Market, Muskegon Heights	5.00
Muskegon Hts. Furn. Co., Muskegon Heights	14.00
Bergstrom, Muskegon Hts.	10.00
Martin Schoenberg, Musk. Hts.	7.00
D. D. Hickey, Muskegon Hts.	4.00
Muskegon Hts. Grocery Co., Muskegon Heights	75.00
Anderson Meat Market, Muskegon Heights	15.00
S. R. Parsons, Muskegon Hts.	7.00
Alexander Van Zanten, Muskegon Heights	125.00
Dr. P. S. Wilson, Muskegon Hts.	1.00
Dr. Pangerl, Muskegon Hts.	7.00
Dr. O. M. Le Core, Muskegon Hts.	150.00
Muskegon Hts. Gas Co., Muskegon Heights	15.00
H. Belding, Muskegon Hts.	1.60
Alexander Hirsch, Muskegon Hts.	4.00
William Kooman, Muskegon Hts.	60.00
Pine Street Furn. Co., Muskegon	60.00
King Clothing Co., Muskegon	7.00
Towner Hdwe. Co., Muskegon	25.00
Mc Mann, Muskegon	50.00
O. Deylits, Muskegon Hts.	45.00
Mrs. G. Bolt, Muskegon	100.00
Hackley Hospital, Muskegon	42.00
Niles Peterson & Sons, Muskegon Heights	40.00
A. Hartsena, Muskegon	60.00
Ted Tryfo, Muskegon Hts.	10.50
E. F. Reed, Muskegon Hts.	50.00
Muskegon Hts. Dairy Co., Muskegon Heights	16.00

May 17. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Herman Lampen, Bankrupt No. 2277. The matter has been referred to Benn M. Corwin, as referee in bankruptcy. The bankrupt is a resident of the village of Grandville, and is a farmer. The schedules list assets of \$1,110.50, of which \$700 is claimed as exempt to the bankrupt, with liabilities of \$9,254.19. Funds have been requested by the court and upon the arrival of these the first meeting of creditors will be called and the date given here. A list of the creditors of the bankrupt is as follows:

Boylard Estate, Grand Rapids	\$709.00
Thomas Eardley, Grand Rapids	70.00
Ellis Estate, Grand Rapids	116.00
Young & Cluse, Dor	51.00
Spears Lumber Co., Grand Rapids	13.01
Schantz Lumber Co., G. R.	8.00
Jardine Lumber Co., G. R.	4.95
Wykes Fuel Co., Grand Rapids	17.50
J. Lanning, Cutlerville	52.00
H. Boven, Grand Rapids	40.50
Budd Pall, Grand Rapids	117.00
John Cooper, Marne	135.12
Jake Cooper, Grand Rapids	100.00
A. Muir, Reeds Lake	51.00
John Boss, Grand Rapids	265.00
A. Miller, Ada	302.00
Dykstra Feed Store, G. R.	87.00
Lageschutte Co., Chicago	167.00
Harry Westra, Grand Rapids	133.00
Mrs. Henry Head, Grand Rapids	178.00
John B. Martin, Grand Rapids	240.00
O. W. Orlap, Grand Rapids	50.00
Paul Steketee & Sons, G. R.	28.00
Boyd Pantlind, Grand Rapids	109.00
J. Friend, Cascade	17.50
South Grand Rapids State Bank, Grand Rapids	315.00
City Trust & Savings Bank, G. R.	177.00
Peoples Savings Bank, G. R.	100.00
G. R. Savings Bk. Grand Rapids	1258.31
Commercial Savings Bank, G. R.	300.00
Fourth National Bank, G. R.	265.00
Caledonia State Bank, Caledonia	178.00
N. C. Thomas, Caledonia	882.00

W. Bradley, Ada	100.00
Kent State Bank, Grand Rapids	35.00
John McQueen, Grand Rapids	387.00
F. F. Wood Motor Co., G. R.	35.00
Universal Car & Service Co., G. R.	30.00
Jelle Veenstra, Grand Rapids	293.00
John Velting, Grand Rapids	84.00
Fred Peabody, Grand Rapids	37.00
Dr. Thyrne, Grand Rapids	8.00
Mr. De Lew, Grand Rapids	68.00
The Michigan Trust Co., G. R.	50.00
Commercial Savings Bk., Zeeland	200.00
T. & B. Hughes, Hudsonville	37.00
Nick Moll Estate, Zeeland	20.00
Andrew Vander Molen, G. R.	8.35
Superior Service Garage, G. R.	17.00
Grandville Ave. Lumber Co., G. R.	7.95
Mr. Wallace, Walker Twp.	65.00
Alfred Slayter, Paris Twp.	137.00
N. C. Thomas, Caledonia	625.00
John Mc Queen, Grand Rapids	250.00
City Trust & Savings Bk., G. R.	177.00

May 18. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Vine W. Hunter, Bankrupt, No. 2279. The matter has been referred to Benn M. Corwin, as referee in bankruptcy. The bankrupt is a resident of Keene Township, Ionia county, and is a farmer by occupation. The schedules list assets of \$1,150, of which \$450 is claimed as exempt to the bankrupt, and liabilities of \$1,581.40. Funds have been requested and upon receipt of the same the first meeting of creditors will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

Farmers & Merchants Bk., Saranac	\$750.00
Spaulding & Pwell, Ionia	450.00
Pat Schied, Ionia	50.00
Milton Wilkonson, Saranac	42.50
Mat Billinger & Son, Saranac	29.50
A. E. Otis & Co., Saranac	192.00

On this day was also held the first meeting of creditors in the matter of the Franks Manufacturing Company, Bankrupt No. 2270. The bankrupt was present by Irving Franks, its President, and by George B. Kingston, attorney. Claims were proved and allowed. Frank V. Blakely was elected trustee and the amount of his bond placed by the referee at \$500. Irving Franks sworn and examined without a reporter. Appraisers were appointed. The first meeting was then adjourned without date.

On this day also was held the adjourned meeting in the matter of Charles Buczynski, Bankrupt, No. 2262. The bankrupt was present in person and by Dilley, Souter & Dilley. Smedley, Linsey & Shivel were present for the creditors. The bankrupt was sworn and examined by Mr. Smedley without a reporter. The adjourned first meeting was then adjourned without date.

May 19. On this day was held the first meeting of creditors in the matter of Leo Spenle, Bankrupt No. 2252. There were no appearances, it appearing that the bankrupt was confined to his bed in a hospital, therefore the meeting was adjourned until May 26, 1923.

On this day also was held the first meeting of creditors in the matter of William Bogg, Bankrupt, No. 2247. The bankrupt was present in person and by attorney Edward B. Steom. No creditors were present. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. The first meeting was then adjourned without date, it appearing that the case contained no assets. The matter will now be closed and returned to the district court.

A New Vanity Box.

One of the wholesalers is offering a new type of vanity box that he asserts is meeting with wide favor among retailers. The novelty feature of this article is that, while it opens for use with the convenience of a box, it also has the advantage of resembling a handbag when carried. When the metal frame of the box is opened the two sides split entirely open, a hinge on the bottom being provided for this purpose. On one side of the interior are a mirror, two compacts and a lipstick, while the other has shirred pockets with a card case. The box is 5½ inches long with a 4-inch top. When opened the width of the bottom is 2½ inches. The box may be had in many varieties of leathers in popular colors. The wholesale price is \$24 a dozen.

Spread of Home Dressmaking.

The present season has seen a continuation of home dressmaking. Sales of piece goods for the pur-

pose are described as still increasing. A retailer in the market here yesterday, whose store is in Pennsylvania, said his sales of yard goods showed marked increases, principally in printed silks. He attributed this, aside from economy, to the simplicity with which the average dress is now made and to the ease with which patterns may be copied. With higher prices prevailing on garments for the Fall, it is thought that the movement may gain further headway. It is pointed out, however, that it is not as easy to make Fall garments as it apparently is to make Spring and Summer ones in the home.

Mexico Begins Raising Bananas on Big Scale.

Preparations are now being made on the Santa Catarina River in Mexico for raising bananas on a large scale. The company undertaking this development is the outgrowth of mining and ranch operations in Mexico since 1894, Consul George A. Bucklin, Acapulco, informs the Department of Commerce. Climatically the region is especially well suited for the project, and the Mexican Government is said to be backing the scheme substantially.



Weber Flour Mills Corp. Brands.

Tea Table \$9.65
Oven Spring 7.45

For Sale by
KENT STORAGE COMPANY
Grand Rapids—Lansing—Battle Creek
Wholesale Distributors

Even
Hens
Scratch
Harder
When
Worms
Become
Scarce

—O—

So
Do
All
Consistent
Advertisers

To Save Whale From Extermination.

Whaling has been practised as an industry for some centuries. The pursuit of the Atlantic right whale was carried on in the Bay of Biscay at an early date and was active at least so long ago as the twelfth century. The Greenland right whale was hunted in three areas at successive periods, at first off Spitzbergen from about 1610, when few Atlantic right whales were left, then in Davis Straits from about 1719, and finally in the north Pacific and Bering Sea from about 1840. The sperm whale, which occurred in the whole of the tropical belt, though by no means restricted to this area, was hunted from about 1712.

The successful introduction of the modern harpoon gun with a harpoon carrying an explosive charge dates from 1865 and has revolutionized whaling by making it possible to capture the large and swift rorquals or fin whales. Modern whaling is concerned mainly with the humpback whale, the fin whale, and the blue whale, all of which are widely distributed in nearly all seas, although it is not certain whether each of these whales' names indicates the same species in all parts of the world.

After rorquals had been hunted in such localities as the Varanger Fjord, Newfoundland, Iceland, the British and Norwegian coasts and elsewhere, whaling on an unprecedented scale commenced off the edge of the Antarctic Continent in 1905, and is still being conducted energetically. The total catch in this area has exceeded 10,000 in a single year.

The principal whale products of economic importance are train oil, sperm oil, spermacetti, baleen, ambergris, whale meat and the various forms of whale meal or guano. In a well conducted factory all parts of the carcass are utilized.

With the exception of the Antarctic whaling, which has had a career of less than twenty years, whaling has been carried on consistently to an excessive amount, leading to the most serious reduction of the number of whales. The Atlantic and Greenland right whales were slaughtered almost to the point of extermination, the sperm whale industry has practically disappeared and little remains now but the Antarctic whaling grounds.

The efforts of all lovers of nature should be directed to the restriction of whaling to an amount which is not inconsistent with the permanent preservation of these magnificent marine mammals and of the industry which they are so unfortunate as to support.

Be Personal in Direct-Mail Advertising.

When advertising gets so close to a man that it makes him feel like getting roused up or smile, and then take definite action as to its disposition, it is getting rather personal with that man. And the more personal it becomes, the deeper it gets underneath that man's skin, the more results it will produce. Granting that such is the general case, why should not more "yous" and "Is" find

themselves in the copy. An example is cited of two circulars that arrived in the same mail. They both dealt with the subject of fishing tackle. One of them made this start: "Once upon a time a man went fishing and his tackle went all to pieces and he lost 'that big one.' If he had purchased our tackle this wouldn't have happened." The other began like this: "Are you going to catch your biggest bass this year?" Needless to say, the first one was cast aside after a scanning of the initial paragraph, while the second was "devoured" right to the very last as it ended: "I hope you land that big one this year." This is the difference between the personal and the impersonal. The letter which started off like a fairy story about some unnamed man who upon one occasion had managed to land a big catch did not make the same hit as did the one with the abundance of pronouns. It is not enough to simply say that "You will be interested in this." Tell the man why he will be interested and tell him how you know he will be interested. There is one precaution that must be considered. Do not allow the personal to become egotistical. The full force of the attempt will then be lost.

Preparing for the June Brides.

From the preparations which are said to be under way it is said that retailers in many sections of the country will make a big play to increase their business during the bridal season which is already beginning but which will reach its crest next month. Wholesalers here who are familiar with these plans say there has been more liberal buying of the special apparel for wedding occasions than was the case last year. This applies not only to wedding dresses, but to undergarments and similar articles. Retailers have said they will hold special window displays and feature other arrangements through their stores. Attention will also be directed to silverware for bridal presents, as well as furnishings for the home.

Giving Children What They Like.

A prominent resident buyer is working on an idea which he is applying to the infant's wear department of retail stores. It is the introduction of candy into this section, which he thinks will be sufficient of a novelty to add a new feature to the merchandising of it. The candy is of the type that small children like, such as jelly beans, lollypops, star-shaped sweets, small chocolates, etc. All of the candies are done up in packages distinctively decorated with nursery rhymes, characters in fairy stories and similar things of keen interest to children. These retail from five cents up. The opinion is expressed that the showing of these candies in their attractive form will be "a trade-bringer in itself."

As the Drygoods Folk Say.

"That bird didn't come back for his change, eh?"

"Nope. He's what we call, in the dress goods department, self-trimmed."

BUSINESS WANTS DEPARTMENT

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$3 per inch. Payment with order is required, as amounts are too small to open accounts.

FOR SALE—Good cement manufacturing building, two stories 50x100 one story 50x50; wooden building 20x50; engine room 20x30; office 12x20; four steaming vats 4x10; large boiler, engine, piping, shafting, pulleys, five acres ground. Price \$8,500.

Also wooden building 40x70, engine room 12x20, forty-foot shed all steel roof. One acre ground, price \$1200. W. J. McKinnon, Hopkins, Mich.

Wanted—Store fixtures. What have you? Address A. L. Redman, Olney, Ill. 120

Pay spot cash for clothing and furnishings goods stocks. L. Silberman, 1250 Burlingame Ave., Detroit, Mich. 566

CASH For Your Merchandise!

Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc. LOUIS LEVINSON, Saginaw, Mich.

For Sale To Close An Estate—Creamery building and equipment at Harbor Springs, Michigan. Terms given if desired. G. N. Goulds, Administrator, Harbor Springs, Michigan. 142

For Sale To Close An Estate—800 acres of muck land adapted for hay or pasture land, at the source of Maple river in Emmet county, Michigan, \$5,000. Liberal terms if desired. G. N. Gould, Administrator, Harbor Springs, Mich. 143

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 Exchange—Two-story brick grocery and crockery. Established thirty-nine years. Poor health. If you mean business, apply Charles Long, Marcellus, Mich. 145

Wanted—Tinner and furnace man at once. A. C. Vieth & Sons, Oakland, Iowa. 173

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

Sacrifice Sale—Good general store, business \$600 week. \$4,000 will handle. Full description. Fred Lyons, 644 6th St., Muskegon Heights. 144

What have you to trade for 40 acres land in Kalkaska County, Michigan? G. A. Johnson, Carlshend, Mich. 168

For Sale—A real money maker business proposition at Wolf Lake, Jackson, Mich. Building, with store and fixtures, and living rooms attached; 2 1/2 lots; ice house full of ice to be sold to cottagers. Has a good acetylene lighting plant, boats. Must be sold on account of other business. Should be opened May 30. A very good thing. Eugene Davis, 830 Steward Ave., Jackson, Mich. 169

For Sale 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. Lugibill, Bluffton, Ohio. 162

For Sale—Brick store building with living rooms above, ice cream parlor, soda fountain, candies, tobaccos, and small stock of groceries. Owner must change climate. Address No. 181, care Michigan Tradesman. 181

GENERAL Store—On railroad 42 miles from Detroit. Doing good cash business. Reason for selling, have other business that must be looked after. Cheap rent. Investigate. Charles Larkins, Brighton, Mich. 182

FOR SALE—General merchandise business, excellent farming community, good village: three churches, high school; stock thirteen thousand; fixtures, eighteen hundred; double store and upstairs, four thousand; warehouse on track eight hundred. Fine repair shop in connection. Want to retire. Daggett Mercantile Co., Daggett, Mich. 183

For Sale—Mr. Merchant, do you want to move into the finest county seat town finest modern building? Flat second floor, with or without furnace heat. Best location at about half value. A. L. Redman, Olney, Ill. 184

For Sale—Feed mill and custom grinding. A good location with old and well-established trade, doing profitable business. Good equipment. Owner wishes to retire. Might consider forty-sixty acre farm in exchange. Address Charles B. Hayes, Pratt Bldg., Kalamazoo, Mich. 185

Business Wants—Several persons seeking grocery and other businesses. Langford, Saunemin, Ill. 186

FOR SALE—General store and home, town of 1,800, thirty miles from Philadelphia, on P. & R. Ry., in rich farming section. Brick store building, separate from home. Oldest establishment in town. Address Box 7, Telford, Pa. 187

Wanted—Price and description of popcorn and peanut machine at once. H. G. Gover, Mt. Pleasant, Mich. 188

For Sale—Ice cream fountain 6 feet long, 4x6 ft. mirror. Regular price \$325, our price \$250. O'Rourke's Store, Dear Lake, Mich. 190

FOR SALE—Grocery and meat market doing over \$1,000 a week, all cash, no delivery. Will take about \$5,000 to swing it. Located on one of the best corners in Saginaw, Mich. Address No. 191, care Michigan Tradesman. 191

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

FOR SALE—Grocery. Best stock and location in town. Good farm trade and best resort business around. It's coming resort town of the Grand Traverse region. Some one will take this quick, so don't wait. \$3,000 will handle this fine. Address No. 192, care Michigan Tradesman. 192

Simple Account File

Simplest and Most Economical Method of Keeping Petit Accounts

File and 1,000 printed blank statements \$4 75
File and 1,000 specially printed statements \$5 50
Printed blank statements, per thousand \$2 25
Specially printed statements per thousand \$3 00

Tradesman Company
Grand Rapids

GROCERS AND FOOD PRICES.

Michigan representatives to the convention of wholesale grocers in St. Louis last week state that among the delegates there was a noticeable feeling of resentment at the efforts of some departments of the Government to portray the grocer as a profiteer. Grocers might use the Government's own figures of price movements during the past year to show that food prices—which mean, essentially, grocers' prices—have advanced very little, as compared with other important commodity groups. The index of the Bureau of Labor Statistics shows that during the year ended with April 1923, prices of all commodities rose 11 per cent. Metals took the lead with a rise of 37 per cent.; cloths and clothing rose 30 per cent.; and building materials 30 per cent. As contrasted with these sharp advances prices of foods rose only 5 per cent. Food prices advanced even less than those of farm products, which scored a rise during the year of 8 per cent. Wholesale food prices in April stood 44 per cent. above the 1913 level, compared with 105 per cent. for cloths and clothing, 104 per cent. for building materials, and 100 per cent. for fuel and lighting. If any profiteering is revealed here it does not seem to have been done by those from whom we get our food.

The retail grocer also has something to which he can point with pride in the Government's latest figures of the retail cost of food. During the year ending with April 15, 1923, the increase in the cost of food to the average family, as computed by the Bureau of Labor statistics, was 3 per cent. This compares with a rise of 5 per cent. in the index of wholesale prices of food. The two indexes are not strictly comparable, as they are constructed with different systems of weighing, but they suffice to show that advances in food prices at both wholesale and retail have held fairly even. It is also significant that retail food prices on April 15, 1923, were 46 per cent. above those on the same date in 1913. As wholesale prices of food last April were 44 per cent. above the average for the year 1913, it appears that the movement of both groups during the past ten years has been similar. Incidentally, the relatively small advance in the price of food helps to explain why the "real" earnings of labor on a weekly basis, as shown by the index of the National Industrial Conference Board, are 28 per cent. above the pre-war level, in spite of the rise in costs of fuel, clothing, and shelter.

NOT WORRYING ABOUT IT.

Business men are not worrying over the recent slowing down in forward buying. It does not mean a check to either production or consumption. The Steel Corporation has enough forward business booked to keep its mills running at the present rate for six months, and many other basic industries are in a somewhat similar position. The buying activity of the first quarter has given business such a momentum that there should be no check to production be-

fore the autumn, and at that time there will be a new spurt of buying that should suffice to keep the country's industries extremely busy for the remainder of the year. It was really a good thing that forward buying was checked, as it had reached the point where its further expansion would merely have forced up prices without increasing production. There is reason to believe that it had already begun to have such an effect in a number of lines, and its decline in such instances has been followed by recessions in prices. Evidently in March and early April things had been moving a little too fast for sound business. The reaction will prevent future difficulties.

Review of the Produce Market.

Apples—Ben Davis and Stark fetch \$2@3 per bu.; Western box apples are now sold as follows: Roman Beauties, Winesaps and Black Twigs, \$4@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, \$1.20 per doz. bunches.

Brussel's Sprouts—25c per qt. box.

Butter—The consumptive demand has been absorbing the receipts on arrival. The market is 2c lower than it was a week ago. Owing to the backward season, the production of butter has not increased as it normally does. From now on we look for increased production, with slightly lower prices. Local jobbers hold extra at 39c in 63 lb. tubs; fancy in 30 lb. tubs, 41c; prints, 41c. They pay 25c for packing stock.

Cabbage—Mobile, \$4.25 per crate; Mississippi, \$4.75 per crate.

Carrots—\$1.25 per bu. for old; \$1.20 per doz. bunches for new from Florida.

Cauliflower—\$4 per dozen heads.

Celery—California is selling at \$1 for Jumbo and \$1.10 for Extra Jumbo; Florida, \$7 per crate of 4 to 6 doz.

Celery Roots—20c per lb.

Cucumbers—Illinois hot house, \$2.25 per doz.

Cocoanuts—\$6.25 per sack of 100.

Eggs—The market is weak at about 1c per dozen lower than a week ago. The quality of eggs is very good, the bulk of the receipts being put into cold storage for future consumption. Stocks in storage, while not quite as large as they were a year ago, are very good. Local jobbers pay 22c for fresh.

Garlic—35c per string for Italian.

Grape Fruit—Fancy Florida sells as follows:

36	-----	\$4.00
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 ----\$7.00
Leaf, 20 lb. box ----- 19c
Leaf, 10 lb. box ----- 20c
Leaf, 80 lb. barrel ----- 18c

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 50c per bu. New are now selling as follows:

No. 1, White, per bbl. ----- \$9.00

No. 1, White, per bu. ----- 3.25

No. 2, White, per bbl. ----- 7.00

Parsley—50c per doz. bunches.

Parsnips—\$1.25 per bu.

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

Pieplant—\$2 per bu. for home grown.

Pineapple—Red Spanish are held at \$4.75@5 for all sizes.

Poultry—Local buyers now pay as follows for live:

Light fowls ----- 20c

Heavy fowls ----- 25c

Broilers, 1½ lbs. ----- 45c

Cox and stags ----- 14c

Radishes—65c per doz. bunches.

Spinach—\$2 per bu. for home grown.

Strawberries—Tenn. stock is coming in very freely and reaches market in fairly good condition when the railroads play fair and ship by the most direct route. The Michigan Central appears to be most hoggish of any of the roads in this respect. Last Friday night it sent an express car full of berries out of Chicago on the 9:20 evening train. It had positive instructions to turn the car over to the G. R. & I. at Kalamazoo, in which case it would have been here at 6:20 a. m. Instead of following instructions, it took the car on to Jackson and brought it in on the Grand River Valley division at 9:45 a. m., after the day's buying had closed. Of course, the Michigan Central did this to secure the longer haul and cheat the G. R. & I. out of the 50 mile haul between here and Kalamazoo. By Monday the berries were mouldy, so that they had to be sold at \$1 per case. The Michigan Central will pay for its hoggishness to the extent of \$1,000 to \$2,000. Dealers are selling good berries at \$4@5 per case of 24 qts.

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

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

Turnips—New, \$1.25 per doz. bunches.

White Grubs For Broth.

"A valuable source of food supply remains untouched in the ground, and might be drawn upon to advantage if popular ignorance and prejudice could

be overcome," said Dr. Leland O. Howard, chief of the Government Bureau of Entomology.

"I refer to the common white grub. Every small boy who goes fishing is familiar with it, because it makes exceptionally good bait. But even he does not know that it is the larva of the lively and brisk-flying insect which we call the June bug.

"The white grub is good to eat. It makes an excellent broth. Prepared in a salad, like shrimp, in the French fashion, with mayonnaise dressing, it is delicious. White grubs in a stew are first rate, resembling crab meat in flavor.

"I am able to recommend them because recently, in the Department of Agriculture, we have eaten them cooked in various ways. A quantity of them was shipped to Washington from Indiana in glass jars of salty water for the purpose of the experiment, and the job of devising ways to prepare them appetizingly for the table was assigned to the nutrition division of the Office of Home Economics.

"There the experts in practical home cookery took them in hand, removed their entrails and washed them, thus converting them into a raw material as clean and nice as shrimp meat or crab meat. A number of persons, invited to eat the broth, salad and stew made from them, found all three most appetizing. For stew the grubs were heated with a little water, and milk, butter, salt and pepper were added.

"Perhaps you imagine that it would be difficult to collect enough white grubs for table purposes. But that is not so. Over wide areas in the Middle West and elsewhere the soil is full of them. They can be turned up by thousands with a spade in a few minutes."

We can eat worms with zest!

One Telephone For Every Eight Americans.

Among the interesting facts recorded in the annual report of the American Telephone and Telegraph Company is one showing how nearly Nation-wide and Nation-inclusive now has become the use of a means of communication which nobody had less than forty years ago—which most of us managed to do without until a time much less remote.

There is one telephone, it seems, for every eight inhabitants in the United States, including every man, woman and child. This means that practically every one of us—if we have the not very large price—can have a talk, ear to ear if not face to face, with practically any one of our 110,000,000 fellow-citizens old enough to talk. Not all are "subscribers" or the employees or relatives thereof, but nearly anybody can be summoned to somebody's telephone in case of need.

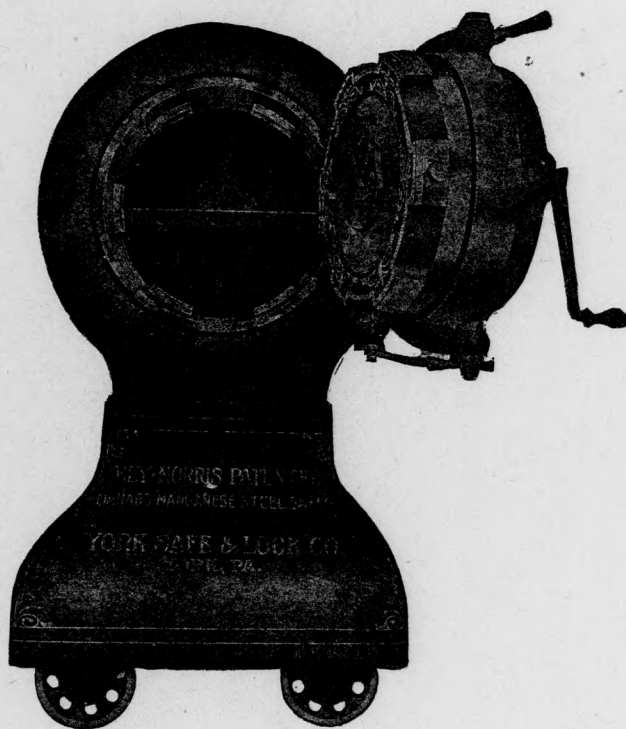
The company boasts that its service must be worth more than what it costs, because, without the slightest effort at salesmanship, it is not able to meet the ever more and more rapidly increasing demand for the facility it offers.

Spread happiness and you are more of a success than many a millionaire.

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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.

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