

I OFTEN WONDER WHY 'TIS SO

Some find work where some find rest,
And so the weary world goes on;
I sometimes wonder which is best;
The answer comes when life is gone.

Some eyes sleep when some eyes wake,
And so the dreary night-hours go;
Some hearts beat where some hearts break;
I often wonder why 'tis so.

Some wills faint where some wills fight,
Some love the tent and some the field;
I often wonder who are right—
The ones who strive or those who yield?

Some hands fold where other hands
Are lifted bravely in the strife;
And so thro' ages and thro' lands
Move on the two extremes of life..

Some feet halt where some feet tread,
In tireless march, a thorny way;
Some struggle on where some have fled;
Some seek when others shun the fray.

Some swords rust where others clash,
Some fall back where some move on;
Some flags furl where others flash
Until the battle has been won.

Some sleep on while others keep
The vigils of the true and brave;
They will not rest till roses creep
Around their name above a grave.

Father Ryan.

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GRAND RAPIDS, MICH.

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Store cards, transparency signs, window trims—grocer helps invaluable—strengthen the effect of this advertising. Often-times they are just the reminders that clinch sales.

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Fleischmann's Service

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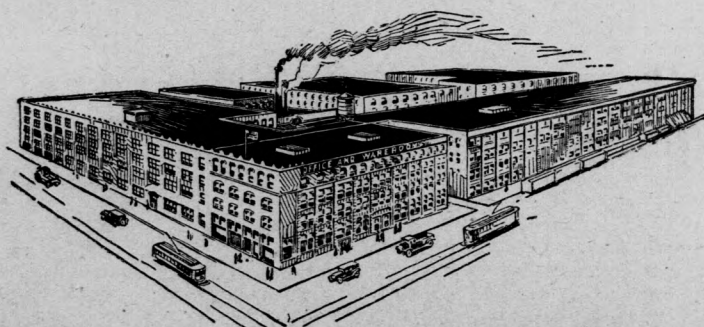
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MICHIGAN TRADESMAN

Fortieth Year

GRAND RAPIDS, WEDNESDAY, JUNE 6, 1923

Number 2072

MICHIGAN TRADESMAN

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Grand Rapids

E. A. STOWE, Editor.

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THE BUILDING CRISIS.

It is cause for congratulation that the mercantile business has passed through a period of expanding activity and rising prices without as yet developing the unhealthy conditions that characterized the post-armistice period. While production in many basic industries has recently broken all previous records, most of the characteristics of a boom have been lacking. The building industry, however, constitutes a conspicuous exception. It is travelling again over the road of 1919-20, and it has exhibited the familiar phases of feverish activity, soaring prices, pyramided orders, speculative hoarding of materials, grossly inflated wages, and increasing inefficiency of labor. In recent weeks a buyers' strike has been added as the finishing touch.

In spite of extraordinary activity and the enormous addition to the number of dwellings, rents are higher now than when the building boom began, and there is no prospect for their reduction in the near future. It is not difficult to point out the causes of this abnormal situation. Prices of building materials according to the index of the Bureau of Labor Statistics, have advanced 31 per cent. in the past twelve months, compared with an advance of only 11 per cent. for all commodities. In April the index for building materials stood at 104 per cent. above the 1913 level, while the index for all commodities stood at only 59 per cent. above that level.

Simultaneously with this rise in the cost of materials there has been an advance of about 7 per cent. in wages in the building trades. This, however, does not tell the whole story, for the increasing cost of labor is not to be measured by the rise in wages alone, but even more by the decline in the efficiency of the workers.

Conditions like these will eventually

bring their own remedy, but if left to work themselves out by a process of struggle and survival building operations will be arrested, the housing shortage will become aggravated, and there will be widespread unemployment with its attendant evils. Apparently the situation has already got too far out of hand to avoid the payment of a heavy penalty, but co-operation on the part of all the interests affected will mitigate the untoward results. Bankers have already announced a policy of withholding credit when a building enterprise is a purely speculative venture, and many projects for expensive public and commercial structures have been deferred until the tension becomes less acute. Another hopeful sign is the attitude of some labor leaders who have not been bitten by the vicious dogs of trades unionism who are urging the rank and file in the building trades to prolong their prosperity by practicing moderation.

Much more needs to be done. There are innumerable small building projects which can be postponed without inconvenience, and publicity and co-operation directed towards this end might afford material relief. Something effective also might be done by planning the shipments of building materials during the approaching dull season for the railroads, when there is least probability of freight congestion. Co-operation with this end in view on the part of buyers, shippers, and carriers would free the roads of the necessity of handling bulky building materials in the crop-moving period.

BUYING SILVER SUSPENDED.

The announcement last week by the Treasury Department that it would suspend further purchases of silver until it can be determined whether its present commitments have brought the total amount up to the limit fixed by law was not wholly unexpected, as it had previously been announced that purchases would end by July, and this had tended to stimulate selling by producers who wished to receive the benefit of the "regged" price. If it should appear that purchases so far have been sufficient to take up the whole amount authorized under the Pittman act, this would not result at once in throwing all subsequent production on the world market as some of the sales have been made for future delivery, and such deliveries will continue until some time next autumn. It now remains to be seen whether the silver producers will be willing to give up the subsidy which they have been enjoying under the Pittman act without a fight. Much will probably be heard on this subject between now and the next meeting of Congress,

BETTER HOSIERY DEMAND.

Selling agents for hosiery mills predict a substantially improved demand from the jobbing trade. Renewed buying of fall merchandise is expected to develop within the next few weeks, as the greatest number of jobbers have yet to place orders to cover the bulk of their probable requirements during the coming season. Current activity in the market is small and the buying done represents fill-in requirements. Most jobbers have completed their purchases for the present season.

Knitted outerwear mills already are working on their new lines for the next spring season, but it is not believed that the new season will be launched until July 1. It is yet too early to forecast prices. However, it appears likely that woolen and worsted goods will show slight advances in reflection of the rise in raw material costs. Mills are experiencing a usual slackening in demand for fall merchandise. Jobbers generally have placed orders covering their probable requirement and filling in orders are not expected to come in until after July.

Knitted underwear mills are closing their spring season in a relatively stronger inventory position than in several seasons. Efforts of buyers to pick up spot goods offered at reduced prices will be fruitless, because practically all the merchandise turned out by the mills so far has been to fill back orders. Duplicate orders for underwear for the coming fall season are running in small volume, due largely to price uncertainties. Mills have turned their attention to the next spring season, which will probably be opened in July.

HIT MAIL ORDER HOUSES.

A Wisconsin merchant, in offering opposition to the mail-order houses operating in his part of the country, issued a catalogue of his own, which he distributed throughout the territory he could cover reasonably well and which contained many bargains for his big competitors to shoot at. His first catalogue was sent out early in the Spring, and, in order to have the recipients keep it for reference when they wanted anything, he made a novel offer. On all orders sent in, providing the catalogue was returned at any time between Sept. 1 and Dec. 31, he gave a cash discount. This was \$1 on orders amounting to \$21, 50 cents on orders reaching \$10.50 and 25 cents on orders amounting to \$5.25. Unless the catalogue was returned within the specified period the discounts did not hold. The plan was very successful.

In another fight against the mail-order concerns a merchant in Missouri decided to give away a piano

to his most popular customer. With each purchase of a given amount the customer was allowed a vote. The contest was moving along well when he conceived another idea of how to get at his competitors, so he issued this notice: "For every catalogue of the mail-order houses which you will deliver to my store I will give you two votes on the piano." He took in over three tons of them, and made a nice profit by selling them as waste paper. In addition to this, he built up his business considerably.

CANNED FOODS MARKET.

Many conditions are favorable for a lively spot canned foods market, as supplies of most commodities are generally moderate, the coming canning season backward and late, and the prospects of a close cleanup are freely admitted, yet there is not enough demand to create excitement. Buyers are still conservative and prefer to operate as they need the goods. There is little speculative interest beyond the near future, and as one broker puts it, "If you find a jobber a line of merchandise such as he wants at his own figure, some further concession is frequently desired, such as free storage and the like." This indicates no real desire to stock ahead and it limits the daily turnover. What business occurs is purely routine and it makes the market little different from day to day. A serious aspect is that of the unfavorable growing season. Not only have the crops been backward because of a late start, but the ground in many sections is still too cold to make rapid progress toward maturity. Warm weather and rains are needed in many sections, and where replanting has been necessary, the crops are two to three weeks late. On early canned products, a week or ten days behind last year will see the first of the new pack to go into the cans.

Handy With Bad Checks.

Kalamazoo, June 5—J. F. Thompson who on May 1 passed a worthless check for \$23.50 on the Burdick House, was arrested in Detroit Saturday by Deputy Sheriff, Jerome Borden.

Thompson's home is in Grand Rapids. The police there informed Deputy Borden that on Decoration day they turned Thompson over to Detroit on a charge of passing a worthless check for \$200 on the Fort Shelby Hotel. Chief of Detectives Fox, of Detroit, has promised Deputy Borden to turn Thompson over to Kalamazoo, if he is not convicted on the charge against him there.

Besides the check which he passed at the Burdick House, it is stated that Thompson induced a friend here, J. F. Shuck, to cash a check for \$100, which also proved to be worthless.

PLEA FOR ORGANIZATION.

Why Wholesalers and Retailers Must Pull Together.

The wholesale grocery business is—or, perhaps, it should be stated, was—a respectable business, but judging from the tone of the press and the comments of many people, together with Government assistance, we seem to have fallen from the high estate that we once held, and if we listen to the fabulous tales of profits made by our friends in other lines, we sometimes wonder if we have not picked the wrong calling. Notwithstanding all of the agitation directed at us, it has been pretty well demonstrated that the wholesale grocery is a necessary part of our life. We have suffered financially perhaps more than any other line, from the after effects of the war, and at the present time there seems to be more or less demoralization in our business, but still there seems to be some silver linings in the clouds, prospects for summer and fall business are more encouraging than a year ago, and if we sit steady and have faith in ourselves and in our business, we surely will get back where we belong; that is, food distributors at a fair profit.

In connection with our business, we can do our share toward preventing the enactment of a lot of useless oppressive laws brought about by too much government in business. In the past, many worthy people would shy at the word politics, but it is gradually dawning upon us that if we are going to exist, we have got to take some interest in the affairs of our Government. Most of the present troubles in this country can be traced to the lack of understanding and the lack of interest in our Government affairs. When American business men begin to realize how closely interwoven the business and private life of each are with the Government, and realize the only solution is a more active and intelligent interest in politics, then and then only will we begin to find the solution of the greatest of our present day problems. Someone has said that we get just as good government as we deserve, and if the government we are getting to-day is not what it should be, then only you and I are to blame. It has also been said, that the penalty that wise men pay for not taking an interest in politics is to be governed by bad men.

We are living in an age of legislative blocs and class strife, and class prejudices are increasing. In the last session of the Michigan Legislature, we were able to see the effects in legislation, which you and I as wholesale grocers, were interested in. The druggists of the State were well represented in the Lower House of the Legislature and their interests were protected to the detriment of ours. The Railroads Brotherhoods have begun to realize their power and this last session saw measures introduced and enacted for the benefit of the railroad work-

ers at your expense and mine, and this is but the beginning. Flushed with their victories of this past winter, you may expect to see them enter the lists in the next election with renewed vigor and every gain they make will be made at our expense. It is not only an economic and business necessity, but a patriotic duty for every one of us to take an active and intelligent interest in so-called practical politics. When we find safe and sane men, willing to sacrifice their time in public office, especially in legislative halls, it should be our duty to see that they are encouraged. How many of you gentlemen know anything about the men who are elected to represent you in the Legislature and Congress? How many of you have ever made it your business to encourage the entry of the right kind of men in public offices? How many of you have taken the opportunity to criticize and condemn fair minded public servants, whose actions have been 75 per cent to 90 per cent right, because of some one act with which you did not agree? Public service under our form of Government is generally made at a personal sacrifice, and until we realize this and begin to encourage the right kind of public officers, our private and business affairs will continue to suffer.

How many of you personally know your Congressman? There are thirteen in the State and two Senators.

Every interest in the country is organized. Labor unions, farm blocs, etc., but business is unorganized, and when our Congressmen go to Washington, they are more interested in what pleases the labor vote, the farm vote, and the foreign vote, than they are the business vote.

Take the railroads of the country. They are in the hands of forty-eight states, several commissions and the unions and there is a strong effort being made throughout the country, to put them under Government ownership. You all know what this would mean to our interests. Restrictive legislation is constantly being passed until to-day the railroad executives are tied hand and foot. In former times it was "The public be damned." At present it is the "Railroads be damned," and they are getting it good and plenty. We want lower rates. We want better service. How can we expect to obtain this when capital will not invest in railroad stocks, and they are constantly being burdened with additional costs, preventing them from lowering rates. One bill alone, if it was passed in the last Michigan Legislature, would have cost the railroads in this State over a million dollars.

Quoting from a letter from one of the largest lumber manufacturers in the country he says, "We have tried restrictive legislation to the extent that it has been far from satisfactory. My personal idea would be to repeal it all and substitute therefore a statute forbidding the evil practices which originally induced the enactment of the existing laws, and leave it to the Interstate Commerce Commission to see that this statute is observed. The railroad industry of this



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Do they pay their claims promptly? We Do—We paid seven hundred and sixty claims in Grand Rapids last year—over two per day.

We have many other attractive advantages; our rates for Automobile Insurance are so reasonable that you cannot afford to be without protection.

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

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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.

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Grand Rapids, Mich.

Telephone—Citizens 66178—Bell Main 119

*Annual Address of Henry T. Stanton, President Michigan Wholesale Grocers' Association, at annual convention held at Detroit June 6.

country would then be placed on the same competitive basis as all other business, excepting that it would have the Interstate Commerce Commission as a guardian angel, instead of being under the Federal Trade Commission."

Take the Federal Trade Commission. It has cost this country over \$8,000,000 and prices are going up as they find jobs for more men. They have come into our State, and accused us as an Association, and individually, of a crime that we never committed, forcing us to hire an attorney and go to considerable expense, and the end is not yet.

We have not thought it our duty as individuals to take an active interest in public affairs. When you hear well-to-do intelligent people stating they will have nothing to do with politics, you wonder what is going to improve them and who is going to do it.

The wholesale grocers of the country should be a powerful factor in bettering conditions, and a few minutes on Saturday mornings with your traveling men, impressing upon them the necessity of good government, would be a start in the right direction. Traveling men are spreaders of propaganda, both good and bad, and it is just as well to show them that good propaganda is a necessity. The wholesale grocers, their traveling men and the retail grocers would be a strong organization in itself, and we could do a world of good.

In a large city in this State, with a population of 150,000 and 60,000 registered voters, last fall there were 26,000 ballots cast, a little over 40 per cent. Important National and State officers were up for election, but it did not seem to interest the people. This spring, in the same place, there were 13,000 votes cast. What is the answer? How long can a country, governed as we are, exist with such indifference of the people towards the Government?

There is no class of men more vitally interested in good government than the wholesale grocers and it is to be hoped that they can find the time to give a little attention to this important matter.

I want to thank the members of the Association for the support given me in the past two years, and especially do I want to thank the members of the Advisory Board, Mr. Frick, Mr. Campbell and Mr. Symons. They have been of great assistance to me.

Not Worn to Frazzle by Reading Tradesman.

Grand Rapids, June 2—I find in the Michigan Tradesman many things that are of great help to me in writing fire insurance. It has helped me in securing many applications. Editor Stowe has a method of exposing all fraudulent promotions, so that any concern which tries to do business in this State that is not true blue he uses the axe and chops them to pieces, instead of using his hand and giving them a light slap. This has been a great help to many merchants as well as myself. I certainly receive doublefold for what it costs. Have read the Tradesman for the last thirty years and look forward to receiving it each week.

G. K. Coffey.

Most Striking Boomerang Yet Produced.

It is very regrettable that, in referring to the reopened hearings of the National Biscuit Company case before an examiner of the Federal Trade Commission, the daily press has seriously misled the public into a misunderstanding of the case. Most of the reporters, in writing of the hearing referred to the 15 per cent. discount granted chain stores (under the \$200 a month allowance to all buyers) as the element of unfairness complained of, as though retailers had no allowance whatever. The reports wholly failed to state that any retailer could, and thousands do, receive exactly the same discount if they buy in a month the same amount—a fact not at all in controversy. How can public opinion think straight in the face of such misleading premises?

The grocery trade have been trying to discover just what the Trade Commission is seeking to accomplish as against its original complaint, in reopening it on an amended complaint. So far as the hearings have disclosed, it could only make a little clearer the alleged discrimination between the individual chain store and its neighboring individual independent. It would tend to obscure the issue as the biscuit company draws it, of selling "buyers," irrespective of the number of stores each operates.

The biscuit company claims that competition should be between "buyers" and not between "stores." The retailers (for whom the Commission is acting) claim that the single store should be the competitive unit. Right there is a rather nice legal issue, which is perhaps worth settling if chain stores are to continue to flourish.

But to a well informed observer, it looks very much as though the Commission's counsel, in his zeal to prove that, may completely undermine his own primary position, which was to compel recognition by manufacturers of the retail pool of grocers as a single "buyer." If he succeeds in establishing the individual store of a chain as the legal "buyer"—for the Biscuit discounts are to "buyers" and not to stores—the same logic will apply to a buying exchange with equal force and the rights of the pool manager will vanish along with the advantages the chain store manager now has.

In fact, it might operate, if one chose to apply it deeply enough, to upset the legal groundwork on which all co-operative buying rests and thus result in the most striking boomerang yet produced in that funny factory—the Federal Trade Commission office.

For Golden Rule Day.

Monroe, June 5—Some papers ask for suggestions, others accept them. I am offering this: The annual tribute to mothers is so beautiful and wonderfully inspiring, that it has come to me a Golden Rule Day would be well worth observing and celebrating, giving every one a chance to be honored and a special opportunity to see the viewpoint of others.

Edith Davies.

Food Dealers Show Their True Character

The people who are interested in the industry of producing, preparing and distributing food in the United States may well take pride in the economies of their operations and the faithfulness of their service to the consuming public.

The Index of the Bureau of Labor Statistics shows that during the year ending April, 1923, prices of all commodities rose 11 per cent.—metals, 37 per cent., clothes and clothing 30 per cent. and building 30 per cent. As contrasted with these advances, PRICES OF FOODS ROSE ONLY 5 per cent.

Also, while farm products showed an increase of 8 per cent., food prices advanced only 5 per cent., showing that those interested in distribution of foods did not take their full share of the advance.

In other words, the distributors of foods by their economies of operation absorbed only 40 per cent. of the advance in the cost of farm products.

Certainly this is an evidence of the continued growth in scientific merchandising and fair dealing.

WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers.

MOVEMENT OF MERCHANTS.

Somerset Center—Bernard Phillips has engaged in the shoe business.

Saginaw—Brady & Savage have changed their name to Brady, Savage & Judd.

Kalamazoo—Jack Heavey succeeds William Reifsnnyder in the boot and shoe business.

Chelsea—Vogel & Wurster succeed Hindelang & Fahrner in the boot and shoe business.

Detroit—Fuller & Smith have decreased their capital stock from \$300,000 to \$176,000.

Jackson—The Jacobson Store, Inc., has increased its capital stock from \$375,000 to \$425,000.

New Baltimore—August C. Dagner, boot and shoe dealer has filed a petition in bankruptcy.

Marne—E. Ernest Jensen, of Edwardsville, has purchased the grocery stock of Oscar Haklass.

Detroit—C. W. Dixon, boot and shoe dealer, is reported to have filed a petition in bankruptcy.

Eaton Rapids—Stirling & Stirling, grocers, are remodeling and redecorating their store building.

Dighton—George Gray, undertaker at Marion, has opened a branch here under the management of Lloyd Gibson.

Detroit—William F. Dettling, boots and shoes, has filed a petition in bankruptcy. A receiver has been appointed.

Trout Lake—Earl Martin is erecting a modern store building which he will occupy with his grocery stock about June 30.

Quincy—The Quincy Co-Operative Elevator Association has changed its name to the Quincy Co-Operative Co. and increased its capitalization to \$30,000.

Ashton—Henry Owen, who was engaged in general trade here for many years, has decided to re-engage in the same line of business here in the near future.

Lansing—J. Archer has sold his interest in the Giles & Archer tire and accessories shop to his partner, G. A. Giles, who will continue the business under his own name.

Eaton Rapids—Clark L. Belknap has sold his store building and clothing stock to John Alt, who conducted a similar business at West Branch for a number of years.

Standish—The Standish Lumber & Coal Co. has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Kalamazoo—The Roamer Motor Car Co. has decreased its capital stock from \$1,000,000 and 1,000,000 shares no par value to \$1,000,000 and 300,000 shares no par value.

Alma—Mrs. Frank Rudick has leased the east store in the Bahlke block and will occupy it about June 15 with a stock of women's ready-to-wear garments, furnishings, etc.

Battle Creek—The Kellogg Sales Co., Stiles and Porter streets, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Detroit—The Steel Materials Co., Medbury and G. T. R. R., has been

incorporated with an authorized capital stock of \$50,000, all of which has been subscribed and \$25,000 paid in in property.

Saginaw—Circuit Judge Brown has set June 15 for the auction sale of the property and merchandise of Frank C. Marshall, Genesee avenue jeweler, on petition of Lawrence B. Bach, assignee.

Detroit—The Motor Machining Co., 1725 Hastings street, has been incorporated with an authorized capital stock of \$15,000, of which amount \$5,000 has been subscribed and paid in in cash.

Marquette—Paul Wood has purchased the restaurant and cigar stand of A. Peterson and will continue the business at the same location, 113 South Front street under the style of the Superior Restaurant.

Muskegon—The Oscar M. Olsen Coal & Supply Co., 410 Union Bank building, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash.

St. Johns—A. J. Byerly, of Owosso, who recently purchased the Eddy & Ferguson grocery stock, has taken possession and will continue the business under the style of Byerly Store No. 11, with Adrian Ahern as manager.

Grand Rapids—York Motor Co., 300 4th National Bank building, has been incorporated to deal in autos, auto supplies, etc., with an authorized capital stock of \$2,000, \$500 of which has been subscribed and paid in in cash.

Battle Creek—The Central Sheet Metal & Roofing Co., 238 Winter street, has been incorporated with an authorized capital stock of \$7,500, all of which has been subscribed and paid in, \$4,000 in cash and \$3,500 in property.

Centreville—The Centreville Lumber & Coal Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash. The business offices of the company will be at Three Rivers.

Detroit—The Community Motor Sales, Ltd., 10234 12th st., has been incorporated to deal in automobiles, accessories, parts and supplies, with an authorized capital stock of \$5,000, all of which has been subscribed and \$3,000 paid in in cash.

Sherwood—Dr. Charles E. Neilthorpe has sold his stock of drugs, books, stationery, etc., to H. Moreland, recently of Detroit, who has taken possession. Dr. Neilthorpe will devote his entire attention to his rapidly increasing practice.

Detroit—The Advance Bolt & Screw Co., 227-37 West Woodbridge street, has been incorporated with an authorized capital stock of \$1,000 and 2,400 shares at \$1 per share, of which amount \$1,000 has been subscribed and paid in in cash.

Muskegon—The Harmony Oil Co. has been incorporated with an authorized capital stock of \$25,000 preferred and 75,000 shares no par value, of which amount \$335,280 has been subscribed and paid in, \$35,280 in cash and \$300,000 in property.

Detroit—The Kuehne Electric Co.,

205 Kresge building, has been incorporated to deal in all kinds of mechanical and electrical machinery, with an authorized capital stock of \$100,000 and 900 shares at \$1 per share, \$1,000 of which has been subscribed and paid in in cash.

Detroit—The Detroit Celery & Produce Co., 838 Abbott street, has merged its business into a stock company under the style of the Detroit Celery Products Co., with an authorized capital stock of \$50,000, of which amount \$40,000 has been subscribed and \$15,000 paid in in property.

Detroit—The H. D. Edwards Co., 175 East Larned street, rubber goods, supplies for factories, mills, ships, etc., has merged its business into a stock company under the same style with a authorized capital stock of \$300,000 all of which has been subscribed and paid in in property.

Kalamazoo—Harris Meyer, recently of Holland, has opened a music and musical instruments store at 314 West Main street, under the style of the Meyer Music Co. Mrs. Meyer will occupy the mezzanine floor with a complete stock of infant garments, toys, etc., under the style of the Tot Shop.

Detroit—The H. W. Himelhoch Co., Liggett building, dealer in jewelers', watchmakers' and engravers' supplies, has merged its business into a stock company under the same style with an authorized capital stock of \$75,000, \$19,000 of which has been subscribed and paid in, \$1,000 in cash and \$18,000 in property.

Detroit—A. Krolik & Co., 310 East Jefferson, has merged its wholesale dry goods business into a stock company under the style of A. Krolik & Co., Inc., with an authorized capital stock of \$750,000 preferred and 67,000 shares common, of which amount \$426,600 has been paid in in cash and \$323,400 in property.

Pontiac—The Briscoe Devices Corporation, 212 Osmun street, has merged its business into a stock company under the style of the General Accessories Co., with an authorized capital stock of \$100,000 common and 50,000 shares at \$10 per share, of which amount \$69,000 and 2,660 shares has been subscribed, \$1,000 paid in in cash and \$90,650 in property.

Detroit—A large shoe store for men and women will soon be opened at 25 East Grand River avenue, in the heart of Detroit's shopping district. J. Wilson, for a number of years interested in the Wilson & Whitlock shoe department in the Browning Kink store, is associated with W. Robinson, formerly with the R. H. Lane Shoe Co., in this venture.

Detroit—In addition to the Bay City store and the establishment at 11318 Woodward avenue, Detroit, conducted by H. G. Burkhardt, another Burkhardt store has been opened at 2106 Woodward avenue, two doors north of Elizabeth street. W. G. Burkhardt, for six years with Fyfes store, is in charge of the new location. Men's shoes are carried exclusively at popular prices of \$5 to \$8. Settees and chairs are so arranged as to impart a decidedly

"clubby" and masculine atmosphere to the interior.

Manufacturing Matters.

Benton Harbor—The Sodas Humus Co. has increased its capital stock from \$60,000 to \$100,000.

Zeeland—The Michigan Star Furniture Co. has changed its name to the Herman Miller Furniture Co.

Jackson—The Night Commander Lighting Co. has increased its capital stock from \$50,000 to \$150,000.

Zeeland—The Art Products Co. has increased its capital stock from \$15,000 to \$25,000 and 20,000 shares no par value.

Detroit—The Truscon Steel Co., 316 East Jefferson avenue, has increased its capital stock from \$6,500,000 to \$8,000,000.

Lansing—The Lansing Commercial Body Co., a recently organized company, has opened for business at 114-116 East Franklin avenue.

Alpha—The McCord Spring Wheel Co. has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash.

Detroit—The A. Harvey's Sons Manufacturing Co., First & Woodbridge streets, plumber's, steamfitters' and engineer's supplies, has increased its capital stock from \$320,000 to \$410,000.

Royal Oak—The Murphy Piston Co., 91 Symes street, has been incorporated with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed, \$500 paid in in cash and \$2,500 in property.

Greenville—The National Stores Manufacturing Co. has been incorporated to manufacture and sell motor propelled vehicles, accessories, parts, etc., with an authorized capital stock of \$500,000, \$5,000 of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Reliance Alarm Co., 6411 Mack avenue, has been incorporated to manufacture and deal in electrical signal equipment, with an authorized capital stock of \$10,000, of which amount \$7,010, has been subscribed and paid in, \$1,010 in cash and \$6,000 in property.

Grand Rapids—The Hall-Mark Shops, Inc., has been incorporated to manufacture and sell at wholesale and retail, composition seats, tanks and kindred articles, with an authorized capital stock of \$25,000, of which amount \$6,000 has been subscribed and \$3,000 paid in in cash.

Detroit—The Brandau Shoe Co. will remove its Detroit headquarters from 1365 Sherman street to 250 West Jefferson avenue, occupying the third floor over the Marion Baby Shoe Co. Messrs. O. J. and E. A. Freiwald recently obtained full control of all stock in the Brandau organization.

Detroit—The Trippensee Manufacturing Co., 5685 12th street, has merged its business into a stock company under the style of the Trippensee Closed Body Corporation, with an authorized capital stock of \$2,500,000, of which amount \$1,452,751.28 has been subscribed and paid in in property.

Essential Features of the Grocery Staples.

Are you selling your customers your reasonable share of groceries other than staples? Are they purchasing their coffee, their tea, their spices and extracts, their canned fruits and other longer profit lines from you or are you merely selling them the short margin staples and permitting the retail mail order house, the itinerant vendor or some other agency to corral their business on the lines which really pay a living profit?

Have you ever taken a survey of your trade territory with reference to such an item as coffee and compared the possibilities with your actual sales? Have you ever checked up on the kind of goods which you sell your regular day by day and week by week trade to see just what type of merchandise they are buying? Either or both moves might prove to be eye openers, it being a well known fact that many a customer who supplies the bulk of her requirements at a local store gives her business on teas, coffees, extracts and similar lines to the chap who drives up in front of her door in one of the vehicles which has helped to make Detroit famous, the rear part of said vehicle being fashioned in such a manner as to hold for immediate delivery a wide variety of these sweet profit lines of groceries.

There is a wonderful opportunity for any grocer to study his trade possibilities and compare the result with his trade actualities. Many have done so with highly profitable results, what they learned acting as a stimulant which sent them forth determined to garner a larger share of the trade of their present customers as well as adding new names to their buying list.

The season of possibly the largest leaks and losses is at hand and in every grocery store and department steps should be taken right now to inculcate in every member of the staff from the boss to the newest member of the delivery staff the oft forgotten fact that little leaks while in themselves seemingly negligible are in the aggregate serious drains upon profits.

Push seasonable wares now. The public is in a receptive mood. The touch of hot weather makes the housewife very amenable to suggestions which will relieve her of the need of spending so much time over a hot stove in a hot kitchen preparing hot food. Foods in your stock which will lend themselves to the preparation of a meal sans the tribulations inherent in the heated kitchen will find a ready sale if properly presented. Word of mouth suggestions, informative advertising and attractive window displays will be found producers of much added business.

Picnic parties, auto trips, outings of various characters are all with us again as summer opens, bringing possibilities for the grocer to be of real service in a larger way than during cooler months of the year and in a way which will rebound to his profit financially. The same suggestions offered in the preceding paragraph will be found equally resultful

when applied to the merchandising of foods for these events.

Business volume continues to grow according to reports. Some grocers are profiting from this more largely than are others. If the start has not been made in your store on a really aggressive merchandising campaign, don't delay longer. To-day is a most excellent time to make the start toward a bigger, better, more profitable business.

Sugar—The market is $\frac{1}{4}$ c lower than a week ago. Local jobbers hold cane granulated at $10\frac{1}{4}$ c and beet granulated at 10.5c. As consumers, not only in this country, but also abroad, for the last few months, have been maintaining a conservative policy of buying and using wherever possible, invisible supplies, it is the general impression that retailers and consumers are carrying little, if any, surplus stocks. Stocks at present are carried almost entirely by refiners, and, to a small extent, by wholesalers. When the consuming trade commences to buy, it is reasonable to expect that retailers immediately will absorb from the wholesalers—and in turn the wholesalers from the refiners—a large percentage of the stock of refined sugar which wholesalers and refiners are now carrying. This absorption of stocks easily could take place in a single week and the distributing and consuming tradet could again meet with delay in shipments which has so often been a serious factor during the heavy consumptive period. While for sometime past, we have laid particular stress on the strength of the statistical position and the strong underlying factors in sugar, it appears most advisable that these facts be continually given consideration. A most careful survey of the statistical position indicates, without a doubt, that consumption must be curtailed materially in this country and that foreign purchases from Cuba and of refined sugar from this country cannot be of any large volume during the remainder of this year without further intensifying the already strong position.

Tea—The better grades in the foreign primary markets are well sustained as to prices. There are some offerings of low grade teas in the London market at slightly reduced prices, but they are teas that would not be admitted under United States inspection, and, are therefore, of no interest to our buyers, though they may eventually have some influence on other markets, and the general market, if offered in important quantities, which is not likely. The market for new crop of India teas opened recently at Calcutta at about 10c per pound higher than last year, and about 3c higher than the present spot price for the same kind and grade of teas. Congou teas seem to be well maintained at the opening price which was a heavy advance over the opening for 1922.

Canned Fruits—Standard peaches are doing somewhat better and are developing a better tone. There are too many ready sellers to allow for a marked improvement or to lead to heavy Coast buying, but it is noticeable that jobbing lots are taken more

freely. Other grades are unchanged. Futures have not been placed on a definite enough price basis to create much interest. Brokers are combing the market for pineapple of all grades but find very little as all re-sale blocks are being held by their owners for their own use. All grades and sizes favor the seller. There is a quiet market on apples.

Canned Vegetables—More strength has developed in tomatoes. No. 2s are coming to the front and, while not on a straight dollar level, there is talk of that price in the near future. The factory price is 95c, with $97\frac{1}{2}$ c often quoted. The trade is switching to 2s as 3s are getting out and California No. 2 $\frac{1}{2}$ s are working upward, making the price differential on No. 2s more attractive. Threes of all kinds are scarce. The same is true of No. 10s, only their scarcity is even greater. There is more of a withdrawal of futures by canners, but the peas are one of the strongest items on the list. The country has been cleaned up and jobbing holdings are not freely offered. A premium has to be paid for any sieve, and even then large lots are not available. Other grades are moving more readily to fill in the gap. The delay in canning in all sections this season tends to add firmness to old packs, as they will have to be spread over a longer period and the early deliveries of new peas will be absorbed to fill the hole in jobbing and retail stocks. Standard corn is active in a moderate way but for immediate use. It is not a speculative item, either spots or futures. Fancy corn is hard to obtain, particularly Maine packs, which can only be had in straggling blocks. Spinach rules steady. Beans of all kinds are readily taken.

Canned Fish—Maine sardines are not being canned in sufficient volume to make a surplus at the factory and the scarcity of old goods makes the market firm in tone, even though business on the spot is light. Jobbers are not buying ahead in a large way when an increased pack is probable in the near future. California and imported sardines are steady and are rather routine sellers. Salmon is not a feature, as there is too much buying of pinks and reds against actual needs to make an excited market. Reds are merely steady but pinks are doing better. Chinook salmon is scarce. Shrimp is wanted for factory shipment but little is offered for prompt movement. Spot stocks are often of undesirable grades and move slowly. Tuna fish is firm and scarce. Spot lobster is very hard to locate.

Dried Fruits—Conservatism is the outstanding feature of the dried fruit market. Jobbers have evidently made up their minds that the 1923 line should be much lower priced than it has been during the past few years, in view of the liberal crops in sight and the demand of the consumer for cheaper foods. For that reason the distributor has not taken hold of futures and the carryover of old packs has not created a demand for them in the face of present conditions. The demand for all lines is spotty and for small lots for immediate jobbing

requirements, with local offerings preferred to those on the Coast or in other nearby markets. There is no speculative demand, partly because stocks here and on the Coast are apt to be estimated as excessive and priced at figures which do not make them attractive. The movement from the jobber to the retailer is not any more than normal for the season, as the presence of increased offerings of fresh fruits is curtailing the demand for dried offerings. The trade is getting anxious to know how the apricot market will work out, as this crop will soon be moving. Opening prices by independent packers so far have not been accepted as a trading basis, but it is thought that the association will soon announce its basis. What this will be no one knows, but the radical change in the association management may lead to an equally marked change in its manner of quoting futures. Old crop apricots are weak and are slow sellers. Peaches are also offered at firm prices, but new crop is not selling readily. A big peach crop also is expected. Old packs are rather neglected. Pears are dull. Currants drag heavily and are salable only in a narrow way. Prunes are no more than holding their own. There is no large block trading but mostly in jobbing parcels, which prevents any improvement on the spot. Raisins are also quiet. Local and inferior dealers are buying but not in a big way. There is a desire to keep stocks down until revised prices on old packs are announced. Figs are offered by California and Texas packers, but, like other fruits, are not in extensive demand for later delivery.

Free Deal on Cough Drops—The manufacturers of Smith Brothers cough drops have announced a special deal for August shipment. In order to place one-half box of menthol drops on the retailer's counter prior to the fall advertising campaign they are offering one-half box of menthol cough drops free with orders received in June for August shipment for at least three boxes of S. B. cough drops, provided the retailers will agree to display the half box on their counters.

Tobacco Deal—On orders totalling 36 dozen of their goods P. Lorillard & Company are allowing retailers full freight to their towns together with a 3 per cent. trade discount. Allowance is made under this drop shipment deal on one or more brands of their plug, smoking, fine cuts, cigarets and little cigars. Five pounds of plug counts as four dozen; 200 cigarets count as one dozen, etc., in making up the required 36 dozen.

Standish—Sol Marks, drygoods merchant, of this city, was recently married to Miss Sophia Titlebeaum of Newark, N. J. The wedding took place at the residence of Mr. and Mrs. Joseph Sempliner, Bay City, Rabbi M. Starman officiating.

Detroit—The Newark Shoe Co. recently opened, at 1240 Randolph street, its tenth shoe store in this city. According to the manager, George Klein, the company is planning several more openings in the near future.

Gabby Gleanings From Grand Rapids

Grand Rapids, June 5—Cornelius Crawford, who has traveled for the Hazeltine & Perkins Drug Co. about thirty-five years, suffered a slight stroke of apoplexy at the Michigan Central depot at Kalamazoo last Thursday morning. He had been well up to the time of the attack and had no warning of the blood clot which caused the trouble. He was immediately conveyed to the Bronson emergency hospital, where he remained a day before his identity was determined. He was then removed to Old Borgess hospital, where he was visited by his son and his life-long business associate, Lee M. Hutchins. He recovered so rapidly and yearned so longingly to be in his own home that his son removed him to Grand Rapids on Monday, conveying him on a cot in an automobile. Every indication points to the early recovery of Mr. Crawford, who is anything but an amiable patient, due to the necessity of repressing his tremendous energy. Pending the complete recovery of Mr. Crawford, Manager Hutchins has divided his territory among O. B. Gladding, George D. Van Vranken and W. H. Reiley. No man living has ever put in more time on the road than Mr. Crawford has during the past thirty-five years and he richly deserves the enforced rest which this admonition by Dame Nature will necessarily afford him.

J. Harvey Mann (Foster, Stevens & Co.) has returned from Rochester, Minn., where he submitted to an operation for goiter. The growth weighed a pound and five ounces. Although the operation consumed nearly two hours, a local anesthetic only was employed. No outward scar was left by the operation. Mr. Mann certainly looks ten years younger than he did two months ago. He says he feels twenty years younger. His only regret is that he did not resort to an operation fifteen years sooner.

Guy W. Rouse (Worden Grocer Company) leaves Saturday for New York where he will remain two or three days posting up on market conditions.

Wilson Hutchins (Hazeltine & Perkins Drug Co.) went to Manistee Monday to devote a few days to the branch house of that corporation.

E. C. Greiner, who has conducted the Casnovia Hotel, at Casnovia, for the past twelve years, has sold the property to Harry Tucker, of Muskegon, who took possession on Monday of this week. Mr. Greiner will remove to his farm, adjoining Casnovia on the East.

The wife of a local traveling salesman dislikes to write letters. She insists however, that it is the duty of friend husband to post a letter for her enjoyment every day of his absences, and husband meekly complies. Some time ago wifey went to Detroit to visit with her sister. Hubby dutifully mailed his daily msive, but at the end of two weeks no responses had reached him. Hubby then wrote a letter, addressed to himself, recounting the experiences of wifey while staying in Detroit—the usual experiences of a woman visiting friend or relatives and inclosed with the usual womanly request for \$10. Wifey changed the amount from \$10 to \$50 and returned the letter, written by hubby, in the addressed and stamped envelope kindly supplied for the purpose. When hubby received the letter he mumbled words that sounded like "Well, by g—um" and proceeded to write his usual daily message for the entertainment of wifey. A devoted old dog, eh?

Nothing to Worry Us if People Sing.

Detroit, June 5—I wonder how many people realize the importance of songs in our National life. Take for instance, prior to the last war, when the aggravation of the Mexican

situations and conditions in Europe made us feel that war was inevitable, the song "I Didn't Raise My Boy to Be a Soldier" undoubtedly kept us out of the war until the German atrocities compelled us to enter the conflict. Then came the great loyalty song, "America I Love You and There's a Hundred Million Others Like Me." Then when the United States was turned into a great army camp the mothers, sisters, wives and sweethearts bade their boys good-bye with the song "When You Come Back and You Will Come Back." During the midst of the war came the great home song, "Keep the Home Fires Burning." Then came the song of determination, "Over There, Over There" and "They Won't Come Back Till Its Over, Over There."

Going back to the dark war days of the Civil War when Abraham Lincoln called for a song to stir the Nation and there was born the great Battle Hymn of the Republic. "Mine Eyes Have Seen the Glory of the Coming of the Lord." The War of 1812 brought out the immortal "Star-Spangled Banner," and the Revolutionary War, "Yankee Doodle."

Through the ages the Greeks had their song writers and the ancient

Average Accuracy of the Daily Press.

As an instance of the slovenly methods of the daily papers, the following telegraphic item in the Detroit Free Press is submitted:

Kalamazoo, May 31—Cornelius Cochran, 60 years old, whose home is in Grand Rapids, was recovering Thursday at the Old Borgess hospital, where he was taken Wednesday night after he was stricken with apoplexy while waiting for a train at the Michigan Central station. He is a traveler for the Healy, Dean and Perkins Drug company of Grand Rapids.

The proper name is Crawford and not Cochran.

The age is incorrectly stated.

The stroke did not occur Wednesday evening, but Thursday morning.

The patient was not taken to Old Borgess hospital, but to the Bronson emergency hospital, where he remained a day, until his identity was determined.

The name of the house is the Hazeltine & Perkins Drug Co.

Yet there are people who think

BUSINESS IS GOOD.

The Farmer sells a load of wheat,
And all the world grows fair and sweet;
He hums a couple of cheerful tunes,
And pays the Grocer for his prunes.
The Grocer, who had the blues,
Now buys his wife a pair of shoes.
That ten the Shoeman thinks God-sent,
And runs and pays it on the rent.
Next day the Rent Man hands the bill
To Dr. Carver for a pill.
And Doctor Carver tells his Frau
That business is improving now.
And cheers her up and says: 'My Dear,
You've been quite feeble for a year.
I'm thinking you should have a rest,
You'd better take a trip out West.'
And in a couple days the Frau
Is on the farm of Joshua Howe.
She pays her board to Farmer Howe,
Who takes the bill and says, "I swow,
Here's something that just can't be beat
This bill's the one I got for wheat."
He hums a couple of cheerful tunes,
And goes and buys a lot more prunes.

Jews had their song writers, for who of us at one time or other have not heard or sung the psalms of David? "The Lord Is My Shepherd, I Shall Not Want" has come down to us through thousands of years and has been translated into almost every known language and tongue, and so we can begin by David, the first song writer, up to the present writers of popular music; they have had a great deal to do with National life. As long as we can keep our Nation singing we have nothing to worry us. For the grouch and the miser never sing. Philip R. Besserman.

Better Sales of Haberdashery.

An improvement in sales of men's furnishings has taken place lately as the result of the warmer weather. Stocks of most items continue fairly complete, however, and, according to a wholesale authority, the retailers are inclined to defer the delivery of some of their booked orders until later on. This is said to be particularly true of shirts. Payments of retailers to wholesalers are described as of a satisfactory nature. Some slowness is reported in certain sections, but the number of claims placed for collection with the leading credit body in the trade is said to be showing no substantial increase.

they can get all the reliable mercantile information they need from the daily press.

Begin Thinking.

Here are some unusual thoughts about world necessities. Sir William Bell offers through the British Institute of Patentees twelve suggestions as to inventions needed by the world. The public need not be cautioned not to speak all at once:

Glass that will bend.

A smooth road surface that will not be slippery in wet weather.

A furnace that will conserve 95 per cent. of its heat.

A process to make flannel unshrinkable.

A noiseless airplane and an airplane that can be managed safely and easily by a boy or girl.

A motor engine of one pound weight per horse-power.

Methods to reduce friction.

Practical ways of utilizing the tides.

A process to extract phosphorus from vulcanized india rubber so that it can be boiled up and used again.

A pipe that can be cleaned easily and effectively.

A temperance drink that will keep and yet not pall on the palate.

Talking moving pictures.

Corporations Wound Up.

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

Northwestern Printing Co., Detroit.

Detroit Princess Manufacturing Co., Detroit.

Hudson Overland Co., Hudson.

Louis Boehling Threshing Co., Mt. Clemens.

Fremont Regent Co., Detroit.

Pinewoods Camp Association, Bay City.

Pine Grove Fuel Co., Ltd., Battle Creek.

Southern Leasing Corporation, Grand Rapids.

Robins Pharmacy Co., Ltd., Detroit.

Hallock, Lauppe & Co., Detroit.

Laurium Park Association, Laurium.

Strand Amusement Co., Muskegon.

Petoskey Canning & Preserving Co., Petoskey.

Fountain Hotel & Bath House Co., Mt. Clemens.

Austin Machinery Corp., Chicago.

Muskegon, 200 shares non-par.

Michigan Karakul Sheep Breeder's Co., Bay City.

Adrian Lumber & Supply Co., Adrian.

Direct Stores, Inc., Kalamazoo.

Republic Motor Truck Co., Alma.

Are Returning to Favor.

One of the conspicuous things about the Fall buying of men's clothing by retailers is the enlarged percentage of double-breasted models that are wanted. For a number of seasons past these types have been "out of the running," but according to the tabulated figures of both Rochester and Chicago houses the retailers sense their return to consumer favor. One of the Chicago houses estimates that the double-breasted models form about 10 per cent. of its total clothing volume. This is the largest in some time. It is, however, small by comparison with the demand for semi-fitting models. This house says that in these kinds the three-button style figures out to about 25 per cent. of the total and the two-button to 12 per cent. "Loose" models accounted for 10 per cent. It is thought that the double-breasted trend this Fall will be the forerunner of a still more defined one in the Spring.

Protests on Honking of Autos.

Detroit, June 5—I am appealing to public opinion to rise in the defense of suffering Detroiters who are likely to have their nerves torn to shreds and patches during the coming Summer by the unnecessary noise that is allowed to go unchecked in our streets. I refer to the habitually careless honking of cars and trucks at places where there is no use for the turning on of the danger signal. Careful and expert drivers I notice use the horn very seldom. Reckless and speedy drivers protect themselves by touching the warning almost constantly. Were it not for the screeching of horns and the discordant voices of men and women, particularly in the evenings, Detroit would not be a bad place to be in the Summer. Cannot something be done to lessen the nerve-racking pandemonium?

Sufferer in Silence.

Turn your worries into thoughts and your liabilities will become assets.

NEW ISSUE

Tax Exempt in Michigan

\$1,500,000

Newaygo Portland Cement Company

First Mortgage and First Mortgage Collateral
15-Year Sinking Fund 6½% Gold Bonds

Dated June 1, 1923

Due June 1, 1938

Coupon bonds in interchangeable denominations of \$1,000, \$500 and \$100 registerable as to principal. Interest payable semi-annually (June 1 and December 1) at office of First Trust and Savings Bank, Chicago, Trustee, or Grand Rapids Trust Company, Grand Rapids, Mich., Co-trustee, without deduction for Federal income taxes not exceeding 2%. Redeemable at the option of the Company on any interest date on 30 days' notice at 105 for the first five years from date and thereafter at a premium of ½% for each unexpired year or fraction thereof prior to maturity.

SINKING FUND

The mortgage provides that the company shall annually, beginning with 1924, devote 30% of its net earnings as therein defined to the redemption of these bonds by purchase at not exceeding the call price or by call. This Sinking Fund is estimated to retire the whole issue prior to maturity.

From the letter of Clay H. Hollister, President of the Company, the following facts are condensed:

PROPERTY: Newaygo Portland Cement Company owns and operates a Portland cement plant completed in 1901, at Newaygo, Mich., recently enlarged to a rated production capacity of 3,000 barrels per day. It has its own stone quarries at Charlevoix and Ellsworth, Mich.

PURPOSE OF ISSUE: The present bond issue and sale of stock finances another plant of 3,000 barrels rated daily capacity to be built at once at Manitowoc, Wisc., by a subsidiary—Manitowoc Portland Cement Company—the only cement plant in Wisconsin. Strong Wisconsin interests have joined in this enterprise.

SECURITY: This closed bond issue of \$1,500,000 will be secured by direct first mortgage upon the Newaygo plant and by pledge of all the first mortgage bond issue of \$1,500,000 of the Manitowoc Portland Cement Company, the Wisconsin subsidiary of the company, together with all the capital stock (other than directors' qualifying shares) and other securities of that company.

VALUATION: The present Newaygo properties are appraised at a net sound value of \$1,324,189.25. Carefully estimated cost of the Manitowoc plant is \$2,010,000, giving total physical assets of \$3,334,189.25, or over twice this issue, in addition to which minimum net quick assets will bring the combined tangible assets after completion to approximately \$4,000,000.

EARNINGS: Average annual net earnings of the combined properties are conservatively estimated in excess of \$600,000, or over six times maximum interest charges on this issue. Net

profits from operation of the Newaygo plant before enlargement, without taking into account profits from sale of assets and extraordinary income, for the past six years have averaged \$152,771.90 available for interest, depreciation, income taxes and dividends, or over 1½ times interest on this issue. In the past ten years the Newaygo Company has paid \$772,271 in cash and \$54,416 in stock dividends from earnings and \$500,000 stock dividends from capital surplus.

INDUSTRY: Portland cement production in the United States in 1900 was 8,500,000 barrels, valued at \$9,300,000, and in 1922, 114,800,000 barrels valued at \$207,000,000. About one-fourth is used on farms, one-fourth in road improvement and the balance finds a widely diversified use by railroads, in building construction, sidewalks, etc. The Newaygo plant enjoys, and the Manitowoc plant will enjoy, the benefits of modern equipment and of locations giving great shipping advantages.

MANAGEMENT: The same management which has successfully directed the Company heretofore, continues, supplemented by strong new Wisconsin interests.

The ownership and management of this Company is exceptionally strong and includes the following:—

Mr. Clay H. Hollister, President of the Old National Bank of Grand Rapids; Mr. J. B. John, one of the distinguished leaders in the development of the modern Portland Cement industry; Fred Vogel, Jr., Chairman of the First Wisconsin National Bank, Milwaukee; H. D. Higginbotham, Joliet, Ill.; Mr. W. D. Stevens, Mrs. D. McCool, and P. H. Travis, Grand Rapids, Mich., Messrs. E. Gunnell, Charles C. West and L. E. Geer of the Manitowoc Ship Building Corporation, Manitowoc, Wis.; Mr. George Vits, President, and Dr. A. J. Vits, Vice-President of the Aluminum Goods Manufacturing Co.; Mr. Louis Schuette, President and Edwin Schuette, Cashier, Manitowoc Savings Bank; Mr. Peter Reiss of the C. Reiss Coal Company, Manitowoc, Wis.; J. W. Alder, President of the American Sand & Gravel Co., of Chicago; Mr. Frank W. Renwick, President, Chicago Gravel Co.; Mr. H. W. Thorp, President, Goodrich Transit Co.; Mr. Thomas J. Prindiville.

The industrial engineering report by Messrs. Welborn & Huntington, Chicago. Audits by Messrs. Lawrence Scudder & Co. Appraisals by Coats & Burchard Company. All legal work under the direction of Messrs. Butler, Lamb, Foster & Pope, Chicago representing the bankers, and Messrs. Travis, Merrick, Warner & Johnson, Grand Rapids, and A. L. Nash, Manitowoc, representing the company.

We offer the above bonds when, as and if issued and received by us and subject to approving opinion of counsel.

PRICE: 96½ AND INTEREST, YIELDING 6¾%

Wm. L. Ross & Company, Inc.
Chicago

Descriptive Circular on Request

Fenton, Davis & Boyle
Chicago Grand Rapids Detroit

A. E. Kusterer & Co.
Grand Rapids

The statements contained herein are not guaranteed, but are based upon information and advice which we believe to be accurate and reliable, and upon which we have acted in purchasing these securities.

WHOLESALE GROCERY TRADE

In its study of operating expenses in the wholesale grocery business the Harvard Bureau of Business Research presents a summary of the business in 1921 and 1922 of 227 firms whose statements for these two years are fully comparable. The showing made in 1922 is much better than that of the previous year, when conditions were far from normal. There was an increase in the gross margin for these identical firms from \$96 of each \$1,000 of net sales in 1921, to \$117 in 1922. In 1921 there was a net loss by these firms of \$20 for each \$1,000 of net sales. In 1922, this was changed to a net profit of \$5. In the meantime, total expenses, gauged on the same sales basis, declined from \$116 to \$112. During the twelve months ending with December 31, 1922, there was an increase of 11 per cent. in inventories, which the bureau attributes partly to rising prices and partly to greater confidence concerning the future. Losses from bad debts showed an increase from \$3 to \$4 per \$1,000 and this is attributed to the great increase in business failures which attended the recovery of trade and the increasing intensity of competition during 1922.

Of especial significance are the findings of the bureau with regard to the relation of stock-turn to expenses and profit. In 1921 the common figure for the stock-turn of all firms reporting was 5.0 times; in 1922 it was 5.7 times. In the latter year it was found that in the case of firms with a stock-turn of less than 4.5 times a year the total expenses amounted to 12.2 per cent of net sales. In the case of firms turning their stock 7 or more times a year, however, the expenses amounted to 10.1 per cent. of net sales. In like manner net profits of firms with a stock-turn of 4.5 times or less amounted to only 0.1 per cent. compared with 1.0 per cent. for firms with a stock-turn of 7 or more times. Each item of expense, expressed in percentages of net sales, was highest for the groups with the smallest turnover. This was found to be true even in the case of items not directly affected by the rate of turnover, and the bureau concludes that a high rate of stockturn, in addition to its direct effects, appears to be "a reliable index of good management and efficient operation."

AFTER BUSINESS FRAUDS.

In considering the number of business failures which still continue relatively high, disclosures would seem to indicate that not all of them are due to misfortune or bad judgment. In quite a fair proportion of instances, bankruptcy proceedings appear to be used as a cover for fraud. There would be fewer cases of the kind if a greater resort were had to the criminal courts and the punishment of the swindler were regarded as at least of equal consequence as the collection of part of his debts. This was done in a recent proceeding where a man had secured goods on the strength of a false statement regarding his assets. In another case a bankrupt was con-

victed for concealment of assets, his attempted explanation being worse than none. Instances of the kind have been only too few as yet to impress such would-be malefactors. But a real beginning has been made and this is encouraging to merchants and credit men. Of value, also, in connection with this matter is the enactment of a law making it easier to reach those who give checks on banks in which they have no funds. Losses due to commercial frauds of one kind or another make up a considerable percentage of the cost of doing business and have to be reckoned with in the prices to be charged for goods. They constitute in that way a tax on the entire community, which is entitled to all the protection that legal safeguards may afford. Losses of the kind are not as spectacular as the burglaries and holdups which claim so large a share of public attention from time to time, but they probably amount to much more in the aggregate. There never was a better time to stop them than now.

WOOLS AND WOOLEN GOODS.

Sales at the auctions of wool held in Australia and New Zealand during the past week were marked by about the same features as were the recent previous ones. American bidders help to sustain the prices at these sales. In this country, marketing of wool has been slackening because buyers have not been willing to pay the prices asked. The growers profess to believe that values will be higher later on in the season. Asking prices range from 45 cents a pound upward. For much of the better grades 50 cents and upward is demanded. Consumption of wool in domestic mills, as reported by the Census Bureau, was 8,400,000 pounds less, grease equivalent, in April than in March. In both instances, however, no figures were given for a number of large concerns such as the American Woollen Company and the Amoskeag Manufacturing Company. About two-thirds of the wool used was foreign. Reorders for Fall fabrics have not materialized except with regard to overcoatings. There is still time, however, for betterment in this respect should Spring business by retail clothiers mend and so induce more suit orders for the Fall. The next fortnight ought to show something in this respect. In women's wear there has been a fair amount of business despite the weather handicap, and the preparations for Fall are under way on a moderately liberal scale.

FAITH AND PRACTICE.

The controversies over matters of faith and practice now disturbing so many minds must fill all truly devout souls with sadness. What a revelation it all is of the shallowness of so much of professed religion. So many men seem to think you must be able to answer their questions with a categorical yes or no. The most profound problems of philosophy and religion never can be answered that way. Christianity reduced to its simplest form is following Christ—accepting His teaching, cultivating His spirit, liv-

ing His life of sacrifice, service and love among men. Surely that means a spirit of brotherliness toward those with whom we do not intellectually agree!

Some of the most Christlike men we have known have held views of the Incarnation, the atonement and the resurrection utterly incompatible with modern thought; while some of the most "unorthodox" and "scientific" minds of to-day belong to men and women of Christlike life and character! Isn't this the supreme test? Shouldn't Churches jealously guard their pulpits and their professorates from all men of un-Christlike conduct and temper and freely open them to those whose genuine Christian character is obvious? Christ offered men neither a set of beliefs nor a system of ethics, but a life to be lived! When men accept that, neither will "fools rush in where angels fear to tread," with their denunciations of beliefs simply because they are old; nor will those whose convictions owe something to the past fear any honest effort to interpret "the faith once delivered to the saints" simply because that interpretation is new. What all denominations, sects and creeds need to-day as always, is simply to be more Christlike.

BETTER THAN EXPECTED.

Anticipation of the first Government report on this year's cotton crop held up a good deal of trading during the past week. This report, giving conditions as it appeared on May 25, was issued on Friday and proved much better than what was inferred from a number of private estimates. No statement was issued as to the probable acreage planted, but this is believed to be not far from 37,500,000. The average yield last year was 141.3 pounds lint to the acre, according to the calculation of the Department of Agriculture. This year all observers agree that more fertilizer is being used, and the increase in acreage planted is figured all the way from 7 to 11 per cent. What the probable yield will be is anybody's guess. No one at this period can do more than that. Little trouble is expected from the boll weevil. Whether the crop will be 10,000,000 of 13,000,000 bales will depend on the weather conditions. These will afford good betting chances during the next three months. The carry-over of domestic cotton is variously estimated from 1,500,000 to 2,500,000 bales. Goods markets are more than seasonably quiet and curtailment of production is extending. During the past week there was a little more activity in unfinished than in finished fabrics. Even gingham fail to attract attention. With warmer weather a brisker business is expected in retail channels. There is little call for hosiery and Fall knit underwear moves slowly. Within a month the Spring lines will be opened. More trading is evident in bathing suits.

Every day we see men of only average talent passing their brothers on the road to success, simply because they are possessed of that blessed trait of application.

PROBLEM OF THE PRODUCER.

Drifting is, perhaps, as good a term as any to apply to the present condition in mercantile business, and it appears to suit the mood of many producers and distributors. At any rate, with the exception of certain seasonal products, there is no urge toward pushing matters. The general disposition is to allow things to take their natural course. This is not to imply that there is indifference as to results, but, rather, to the belief that it is better, for the time being, to watch the course of events so as to be able to take advantage of whatever developments may come when they do. A number of factors in the future business situation are not yet clear. Crop prospects, for example, are still undefined and a number of labor and unemployment problems are in abeyance. Nor has the reaction of the general public to the matter of advanced prices been put to the test. It is going to take a little time before these matters are resolved in a way to outline proper policies to pursue. There is an irreducible minimum of goods and other supplies that has to be forthcoming, no matter what the conditions. About these there is never any question. If only so much is to be called for, however, it means restriction of production with its attendant evils. As demand goes above that point, more prosperous times are indicated. Which set of circumstances to prepare for is always the problem of the producer.

Tryouts of conditions, however, inevitably are the province of the retailer and get to him sooner or later. Being in close touch with the ultimate consumer, he is in a position to sense out the latter's inclination or disposition and from this to determine his own course of conduct. Latterly, over a great portion of the country, the conditions have not been good for coming to a satisfactory conclusion in this respect, mainly because of weather influences. As against this, however, it must also be added that causes for discouragement are few. One of the latter, which is the source of some disquiet on the part of those dealing in articles of wear, is the allure for the purchase, on instalments, of automobiles by persons not able to afford them. Those who yield to the temptation will be hard put to it to buy other things. Still, taking into account the large number of motor cars already in use, the saturation point cannot be far off. Meanwhile, store patronage follows the course of the weather in large measure. A little more warmth in the air and some bright sunshine when they come stir up the shoppers into activity. The appeals of the stores often stress price as an inducement to purchase, but there has been a noticeable demand for the more expensive articles. With the approach of the vacation season there has been a marked revival of the demand for luggage and travel accessories of one kind or another as well as for articles of sports wear. Sales of such articles show a constant increase from year to year.

99

Out of Every Hundred Businesses

require additional working capital at some time in their history. This is especially true of a business that grows so rapidly that capital cannot keep pace with its development.

In such instances bank credit is sometimes relied upon where permanent capital should be provided.

We desire to show manufacturers how vitally important it is to make their financial structure sound by means of supplying permanent capital.

You are invited to discuss your problems with our Executives in confidence at any time. It places you under no obligation and may determine your future success.

CORRIGAN, HILLIKER & CORRIGAN
Investment Bankers and Brokers

CITIZ. GROUND FLOOR MICHIGAN TRUST BLDG. BELL
4480-4653 GRAND RAPIDS, MICHIGAN M-4900-M-653



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

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.

Help Yourself

Every time you show a woman that Royal Baking Powder is the best for her to buy you have helped to make her a buyer of quality products. And you have helped yourself. For every woman who buys quality products helps to raise the class of your trade.

The grocer who builds for the future is constantly striving to better his trade by recommending such quality products as

ROYAL
Baking Powder
Absolutely Pure

The best known—the best liked—sells itself
Contains No Alum—Leaves No Bitter Taste

8th year

SAVE THE FRUIT CROP

The SAVE THE FRUIT CROP idea has been, for seven years, one of the most successful and beneficial campaigns ever promoted in the interest of retail grocers and their customers.

It was originated by the American Sugar Refining Company as a part of the broad, educational advertising on the better way to buy and sell sugar—Domino Package Sugars.

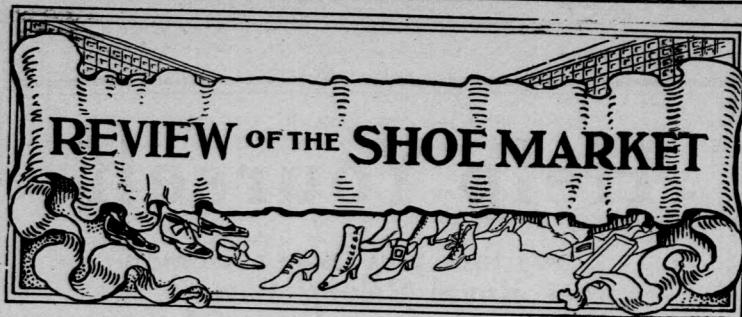
It not only has helped increase the sales on Domino Package Sugars, but has also helped grocers sell preserving materials of all kinds.

In keeping with our policy of the past, we are again supporting this campaign with national advertising. Beginning with the June issue of The Ladies' Home Journal and Good Housekeeping Magazine, it will continue regularly throughout the main fruit season. Cooperate with this campaign and reap the largest benefit from an idea that has now become a national institution.

American Sugar Refining Company

"Sweeten it with Domino"

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



Merchandising for Sales and Profits.

Careful enquiry and investigation show that a great many merchants have seen the light and are playing the markup game entirely different than they formerly did and that they are distributing their percentage of markup more in keeping with the times and the character of the stability of the merchandise in question.

Good merchants have learned that price is practically no object to certain classes of customers who want the newest fad to appear. There are many who marked their fancy colors at 50 per cent markup when the fad begun and their price did not stop this class of customers from buying. This is not only legitimate as a markup but is in fact imperative as the cost of the clean-up must be borne by the consumer if the merchant is to continue to play a fast novelty game with its odds and ends to be closed out at prices far below the cost of the shoes.

So we have finally gone from the low markup of shoes from 20 per cent. in the 80's and 90's through the years and periods when 25 per cent., 30 per cent and 35 per cent. and finally 40 per cent. was considered the goal to aim for and make a final net profit. In reaching a markup of 50 per cent. on dangerous novelties the shoe business has only reached the point of markup long enjoyed by millinery, where it has been customary to double the price over cost to absorb the losses from bad guesses.

It is easy to get high profits from high novelties when they are new and in popular favor. But not all the novelties bought enjoy ready sale. There are disappointments that have to be sold at less than cost and sometimes less than half the price intended. This lowers the percentage of net profit and the merchant who plays the novelty game must build a reserve in profits to absorb these losses.

Then there are other classes of customers to whom price is an object and who buy staple and semi-staple shoes. This trade represents a good volume in sales and a well-balanced business requires that the merchant cater to this class of trade. There is some evidence that merchants are losing their perspective in marking the prices on their shoes and that they are marking the prices of such merchandise too high. They are blinded by the ease with which they sell novelty shoes at high profits and seemingly believe that they can get the same percentage on the plainer and less dangerous styles of shoes. Almost imperceptibly

they are driving good trade away from their stores that would be profitable at a lesser asking price.

Such customers are being driven to the basement and bargain stores of which there are thousands. These stores absorb the bad guesses and trade distress merchandise and it is rapidly assuming proportions that seriously menace the legitimate sales volume of the legitimate merchant.

It is strictly legitimate to mark high novelty merchandise at a high price and profit to pay the retailer for the risk of loss involved. It is unfair to charge the buyers of the less risky staples the same high profits. There is room for merchants to bring to bear a real trading instinct in the discrimination in which they analyze their trade and the consequent pricing of their shoes.

The day is gone when a merchant can mark his goods at a fixed per cent markup and be fair to all his trade and to himself. He must play the game according to the merchandise itself and the ability of the customer to pay. No one can question the price of a colored kid sandal if it shows a markup of 50 per cent. or more. But a merchant is standing in his own light who prices a year round and size up staple at a higher price than will attract and satisfy the customers who buy this class of goods, and keep them away from the bargain stores.—Shoe Retailer.

Charge Violation of Clayton Act.

The Federal Trade Commission has issued formal complaint against the International Shoe Co., St. Louis, charging violation of the Clayton Act by acquiring capital stock of a competing concern when the effect of such action may be to lessen competition. The commission charges the company with having acquired substantially all the stock of W. H. McElwain Co., competing concern, the effect of such acquisition being to substantially lessen competition between McElwain and International companies, to restrain commerce in shoe business in those communities in which both companies are engaged in business and to tend to create in the International Company a monopoly in interstate commerce in the shoe business. Thirty days has been allowed in which answer is to be filed with the commission.

When a merchant uses a book-keeping method so unwieldy that he cannot tell a customer how much his indebtedness is without keeping him waiting, or asking him to call again, he has a system that is going to prove expensive.

Children's and Misses Playmate Shoes And Growing Girls Ruth Shoes

ASK FOR

31860-3286; 31820-3282; 32850-3285

3231	3331	3431	Smoke Plug Ox
3202	3302	3402	Pat Cut Out
3209	3309	3409	Pat 1 Strap
3531	3515	3532	

The above Low Cuts are on the floor for at once delivery and they are very good sellers. Get the descriptions from our recent flyers.



HIRTH-KRAUSE CO.

From Hide to you.

Shoe Mfgs. and Tanners Grand Rapids, Mich.

Herold-Bertsch Shoes

Michigan  Made



Scout!
Light weight

Here's a Summer service shoe with plenty of wear for little money. Cool and roomy for hot weather. Made of good leather throughout. Boys' sizes also. You can retail at \$3 to \$3.50 with a good profit. Order your Summer stock Now.

HEROLD-BERTSCH SHOE COMPANY
GRAND RAPIDS

The Ways of Politics are Past Finding Out.

Grandville, June 5—What an enjoyable lot is that of the politician. Every office holder is a politician in a way and just now the lot of said office holder is very warm since the political barometer is in such a precarious condition.

President Harding is not traveling the primrose path just now. There is a schism in his own party that bodes ill for his presidential aspirations for next year. Presumably much of this is, however, of his own making, since he allowed unwise leaders to lead him into the league of nations imbroglio.

The sixteen million voters who sat down on that proposition two years ago have hardly changed their minds considering the bleak and dismal outlook in Europe at the present time.

If the time ever was when it would have been advisable to enter the league, that time has long since gone by, and now our own domestic affairs occupy our fullest attention. We have enough to do at home to keep the wisest statesmen busy for the next decade. Let us look to our own backyard and let the European family rows alone.

Randolph Hearst, the most unscrupulous newspaper man of America, has set his heart on choosing the next American President, and in his search he has shrewdly settled upon one Henry Ford, of Detroit, as the one who will fill the bill, so far as chances of election go.

There is such a thing as jumping out of the skillet into the fire, and yet the name of the automobile maker has a magic popularity that is half the victory at the outset of the campaign.

Hearst has no idea of seeing his man at the head of one of the old parties, but is booming him as a sort of peoples' candidate against Wall street and big business. Of course, the Detroit man is engaged in what might be termed big business, yet he seems to "take" with the ignorant and non-thinking classes and when one cinches them, there is usually a considerable following of the more thoughtful element who prize success above principles and seem willing to sacrifice anything for the sake of political success.

A straightforward course is usually the safest, even in politics. A straight-from-the-shoulder policy with regard to the league is what should be the course of President Harding. It seems a pity that a man who has been right on so many questions should, in a moment of aberration, get off on the wrong track at the last moment.

If the President were as emphatic in denouncing the league of nations—or the league court, which is practically the same thing—as he is in his sledge-hammer blows in favor of the enforcement of the Volstead act, he would be ace high in his prospect of winning the next election.

The prohibition question has been forced into politics in a somewhat dramatic manner down in York State, and this fact is causing much uneasiness among the Democrats of high degree.

Tammany is decidedly wet, but Tammany is not the United States, and there are a lot of dry Democrats of anti-Tammany antecedents who will not stand for either a wet candidate or a wet platform. To go before the country as opposing Volsteadism would be the ruin of any candidate or party and the wisest among even the wet forces know this to be a fact, hence so much uneasiness among the men of the Democratic party over Governor Smith's act.

One half the laws now on the statute book, rigidly enforced, would bring about a revolution in social conditions. There are too many laws, we all admit that. Senator Ferris had it right when he intimated that once in ten years was quite often

enough for state legislatures to come together.

There is altogether too much law making, too slack enforcement of the laws most necessary for the well being of the community.

There is a State enactment against speeding. How often is any heed paid to that law?

Right here in Grandville is supposed to be a law forbidding any higher speed than 15 miles an hour within the village limits, and yet not a day passes when this righteous provision is not overridden with impunity. No single arrest has been made, even though it is a common sight to see speeders flying through the main streets at lightning speed. With village officers and a State police station here this seems strange.

A law not enforced is worse than no law. Potential murderers seem to have full swing and nothing is done about it. The ways of politics are past finding out. Old Timer.

Why Some Clerks Don't Get On.

They talk a great deal, but say very little, because they do no thinking or studying.

They look into everything, but see nothing, because their brains are not developed.

They have a hundred irons in the fire, but none of them are hot enough to be welded.

When told to do anything, they stand around and ask questions instead of going to work and using their intelligence.

If called upon in an emergency, they tell you that this or that is the work of some one else—that it is not their work.

They are half-hearted and lacking in energy, originality, push and perseverance.

They are not reliable.

Their minds are not on their work.

They are careless and make mistakes.

They think only of their salaries.

They are superficial and do nothing well or thoroughly.

They are lazy and will not take pains or put themselves out if they can possibly help it.

They are not careful about their personal appearance, their dress or their manner.

They are uncertain in their action because they are subject to outside influence.

A man is like a steel blade. The minute he loses his temper he ceases to be of value to anyone.



Only as our candies excel for the price asked do we hope to obtain your interest and merit your continued patronage

A. R. WALKER CANDY CORPORATION
MUSKEGON MICHIGAN



Dependence of Business on Weather and Crop Conditions.

There is one difficulty about business forecasting which can never be eliminated. To illustrate: The volume of trade during the second half of 1923 is going to depend to a large degree on this year's crops. Too much rain or too little, the extent of the ravages of black rust in the wheat belt, of smut in the corn belt, and of the boll weevil in the cotton belt are things of the future, which cannot be gauged just now with any refinement of statistics. It is anybody's guess whether the United States will produce this year a 10,000,000 bale or a 7,000,000 bale cotton crop. Certainly if the crop approaches the latter figure the business situation will be very different in the producing area and in the textile centres from what it will be if the yield is 40 or 50 per cent. larger than the figure. A decline or an increase in crop yields affects not only the agricultural industry, but many others that are dependent upon it directly or indirectly. Poor crops or low prices for large crops mean a light demand for farm implements, fertilizers, tractors, and cheap automobiles, and this in turn is reflected in the demand for steel, rubber, for transportation service, and so forth. Since forecasters cannot tell what the weather will be or how active bacteria and insects are going to be during this summer their predictions of the state of business about the time of the next harvest are necessarily subject to a considerable margin of error.

Bankers are being urged to withhold credit wherever there is reason to believe that it is being misused to engineer a speculative boom. How far banking power has actually been employed to curb unhealthy conditions it is impossible to say at this time. There are reports, however, that something at once dignified and effective has been done to check further building of a purely speculative character.

The erection of buildings falls into two categories that are just as distinct as the two fields of dealing in securities. Some buildings are erected as investments, with a view to deriving a steady income from the sum expended in their construction. Others are erected not for the income which they will yield, but to be sold as quickly as possible at a maximum profit. Obviously a building erected only to be sold will not receive as much care in construction as one that its owner plans to hold for many years.

In the former case mere cheapness is a big consideration and much

shoddy work can be hidden under a coat of paint. It may be argued that the speculative builder has aided in relieving the housing shortage. He has undoubtedly helped to increase the number of houses erected in a given time, but he supplies quantity at the expense of quality, tends to inflate the costs of those who would build for permanence and in the end makes cheap and flimsy buildings cost just as much as those of a better type would have cost without his invasion of the field. It is this sort of operator whom bankers are planning to deny credit.

Wholesale trade in the Federal Reserve district of New York during April, as indicated by reports received from representative dealers in ten different lines of goods, was 19 per cent. greater than in April a year ago, but was about 4 per cent. less than in March, when corrections are made for seasonal changes. The greatest gains over April, 1922, were reported in such widely dissociated lines as machine tools, diamonds, and women's clothing, for which the rates of increase were respectively 244, 91, and 53 per cent. There were also substantial gains in sales of hardware and jewelry. Evidently the large sales of machine tools and hardware reflect the high rate of industrial activity and the building boom, while increasing sales of diamonds and women's clothing point to higher purchasing power and consequent gain in luxurious expenditure. The gains in other lines, such as groceries, drugs, and shoes, ranging from 13 to 15 per cent., are due more to advances in wholesale prices during the past year than to an increase in actual volume of merchandise turnover.

The only line in the foregoing list which failed to show any increase in sales last month, as compared with April, 1922, was men's clothing. In this there was a decrease of 1 per cent., which may be trivial in itself, but when it is compared with a 53 per cent. increase in sales of women's clothing there is food for thought for the business man—and perhaps also for the sociologist. The increase of 91 per cent. in sales of diamonds and of 45 per cent. in sales of jewelry also represents larger expenditures on account of the women folk. But the men have been receiving larger incomes, and one is puzzled that there should not be heavier sales of their clothing reported. One partial explanation is that the advance in prices has been less pronounced in the case of men's than in that of women's wear, but it still appears from such statistics as are available that the male is at

Grand Rapids National Bank

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

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

Combined Capital, Surplus and Undivided Profits over

\$1,450,000

GRAND RAPIDS NATIONAL BANK
GRAND RAPIDS, MICH.

COMPETENT HANDS

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

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

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

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

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

Ottawa at Fountain

Both Phones 4391

Merchants Life Insurance Company

WILLIAM A. WATTS
President



RANSOM E. OLDS
Chairman of Board

Offices: 4th floor Michigan Trust Bldg.—Grand Rapids, Mich.
GREEN & MORRISON—Michigan State Agents

least economizing on clothing, while the women are spending considerably more even than in the flush times of 1920.

William O. Scroggs.

After the Sowing There Shall be Reaping.

Grandville, June 5—Whom the gods would destroy they first make mad.

No truer saying was ever penned. The American people are in the hands of the gods, and fast verging on madness, judged by the rate they are going over the precipice of extravagance, trampling ruthlessly on all the finer feelings of the human heart, tearing into shreds our immortal institutions guaranteed us by the constitution of the fathers.

The Kaiser's war ended five years ago, yet we are making more mad investments, bending our energies to seeing who can spend the most lucre in the shortest possible time than ever before in our history.

Bonding the state for countless millions of dollars is a mere pastime. We keep up the interest, whistle and puff out our cheeks in rude defiance of consequences. And yet for all our reckless hilarity of the now, there is a day of settlement coming. A few years from now, when the principal has to be liquidated, who will pity the sons of the debt contractors?

There is always a day of reckoning.

What do we see in the building line in different parts of the country? Great constructive works, entered upon only to be held up midway by a strike which, of course, stops all work and throws thousands out of employment; all because a few carpenters, bricklayers and the like demand \$1.50 an hour where they were getting \$1.25, which at eight hours a day seems \$10 and \$12. Such idiocy was never before known on the American continent.

No workman living can earn a \$10 wage, say nothing of an increase, and it is such consummate foolishness as these demands on the part of union labor that is killing the goose that lays the golden eggs.

Unjust demands are never right, and too long persisted in will lead to a violent reaction, which will sweep the malcontents into the whirlpool of panic and disaster.

What the country needs is sober, thoughtful work at reasonable rates, and unless the dogs of discontent are speedily muzzled, labor will find itself in the mire, completely submerged in the elements which lead to poverty and despair.

A laboring man told the writer that he realized how badly the employer to-day was up against it and that something was sure to collapse before many months unless a halt was called to the reckless extravagance of the masses in their deal with business.

The country is in a more unsettled condition to-day than it was at the close of the Kaisers war. Strange, isn't it, that this should be so after these years of peace and opportunity such as no other people on the footstool have enjoyed. Americans are ungrateful. The labor

unions strive to dominate every avenue of work and trade. They are doing things that would put to blush the monarchical tyrannies of the old countries of ancient Europe.

Thousands of men have struck in order to drive out other men who have committed the sole crime of daring to work outside a labor union.

Furthermore, other men strike in sympathy, thus holding building work by the throat till the misguided non-union men are driven out to seek work elsewhere. Nowhere in all America is there a place for the non-union laborer. Join the union or go starve in the gutter. Such is the ultimatum of this inhuman organization which undertakes to dictate to the honest workingman of these United States.

When the guns of war thundered in the distance, and men were in demand to take up the cause of the country, to join the army for battle with its enemies, the question of do you belong to a union was not asked. A man was a man then, whatever his social standing. Many men who never bowed the neck to the yoke of labor unionism went across under the flag of our country. Many of those who sleep the last long sleep beneath foreign soil were American men, unfettered by the bonds of labor unionism. Were they not as patriotic as any who wore the badge of the union? And shall we now cast them out, and say their living brothers shall have no place to work, no place to live, breathe and care for their families beneath the immortal banner of stripes and stars?

Who runs America anyhow?

Is it the labor unions, with their high and mighty domineering ways, or has the common, every day American man a show-down in the case? We feel that society and good citizenship have stood about all it should of having every avenue of employment shut to everyone but members of labor unions.

It is time to call a halt to this outrageous and tyrannical prostitution of American citizenship to the ways of a foreign-born organization which has for long stifled free speech, free men and a free press.

Let us untangle ourselves from the meshes of this pest and declare our freedom from a thralldom which has held sway for so long and which has curtailed the liberties of the American working man to the detriment of everything held dear by those who feel that the right to put a ban upon free labor shall no longer exist in America.

Conditions are such as to point to a collapse before long.

Next year Henry Ford will be nominated and elected President of the United States. This seems to be a foregone conclusion. Foolish and extravagant idea you say, yet it will come to pass.

Result?

The greatest panic since that of 1893. Millions of men will walk the streets seeking work and finding none. Terrible, you say, and yet it is what we Americans have been inviting, and who shall say that such a panic is not necessary to bring America back into the path of rectitude and honor? Old Timer.

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Cash Discount is Banking, Not Merchandising.

The magnitude of the victory which wholesale grocers have won—thanks to the efforts of the National Wholesale Grocers' Association committee in persuading the Quaker Oats Co. to grant a cash discount of 2 per cent. on its entire line of goods, bulk and package alike—is difficult to estimate but it is likely to pass the mark of a million dollars—clear gain to the grocer who knows enough to keep it as profit and not fritter it away in the mistaken idea that it is an element in the net cost of his goods.

Every day adds to the greatness of the concession; the Quaker seems to have been the key to the whole cereal trade and when it granted the concession at a cost to itself of about a quarter of a million dollars every other cereal concern which had not already given the discount—though several already had done so on their package goods—felt obliged to do the same. Since then the wholesalers' association has been announcing one after another company coming into line till a dozen or more have lined up.

But when one considers what the permanent effect may be the fruits of the victory fade away in large measure. What good will it do the wholesale grocer or the consumer in a practical way? If grocers immediately imagine that it lowers the price of a dollar's worth of goods to 98c and thereupon use it in competition, it will only lower the price of cereals so slightly as to be inappreciable to the consumer who buys very few cereals in his dollar purchase. In a few weeks no one will be any better off.

It is this sort of thing that makes the wholesale grocer a "piker" instead of a large merchant to the mind of so many manufacturers. It is this sort of thing which made the net conclusion of the last Harvard investigation show an average jobber's net profit of only one-half of 1 per cent. last year, as shown in the figures printed in another column. It is this that makes the wholesale grocer poor and mean in his own eyes; some of them so mean that they complain about paying dues to the association that produces for them such a golden nest egg, or refuse to join at all or pay their part of the burden. But if the grocer is a "piker" no one is to blame for it but the grocer himself.

No investigation yet made has failed to show the wholesale grocery trade up—and the retailer, too, for that matter—as one of small niggardly profits. If the grocer did not occasionally make a lucky turn in speculation—either deliberately or by accident—he would hardly make both ends meet. Too often he trails along with the market instead of being a real merchant and dominating it. As someone said at the St. Louis convention, "he doesn't dare to stand up for his rights and defend honest profits as a rightful reward for services."

The cash discount matter offers a good ground for the wholesaler, either to take a stand for wiser

policies or to prove his own incompetence.

The cash discount is not a merchandising matter at all. It is unlike a concession for buying a quantity for any special service. It is wholly a banking proposition; the man with ready money or who can borrow it pays within the discount period and makes money on his financial resources, just like bank interest, and in no wise on buying or selling.

In sales transactions he makes money only when he sells; in this case he has only bought. Why then should he not keep the refund just as he does his interest on unemployed bank balances? In fact, some wise merchants borrow money to pay bills promptly, realizing that they are paying 5 or 6 per cent. for money which returns them an equivalent of 36 per cent. if paid on a 2 per cent ten days basis.

But when the discount is regarded as an element in determining the net cost of goods the benefit is all wasted, the grocer is no better off, the consumer is less favored than she is in an ordinary day's fluctuations of the market price and the grocery trade remains poor and small when measured and compared with other mercantile lines.

Easy Money Conditions Have Not Encouraged Speculation.

Reports from all sections of the country indicate increasing ease in the money market. In the financial centers bankers are planning to avail themselves of this situation to do some more financing, and the volume of new flotations is expected to increase in the near future. A number of sizable issues by municipalities and other public bodies are reported to be pending. That money should remain so plentiful is a most

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

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

DIVIDEND FOR 1923

50%

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unusual feature in the expansionist phase of the business cycle. Production and consumption have both been making "new highs," while bank deposits have been steadily increasing, and at times investment funds have had to hunt for a borrower. Not any less remarkable is the fact that this plethora of ready money has not unduly encouraged speculative ventures. Lending institutions are not taking chances just because money is plentiful, and perhaps there has never been a time when the Wallingfords and other get-rich-quick fakery were having to tread so carefully to avoid running afoul of the law as they are to-day.

Another anomalous situation is the continued inflow of gold from abroad inspite of the turn of the trade balance against the United States. During the first four months of 1923 the importation of goods has exceeded exports at the average rate of \$750,000 per day. In addition, foreign countries have continued to furnish shipping services and entertain American tourists, thus creating the usual "invisible imports" by the United States. When it was announced a short time ago that imports in March had exceeded exports, this was hailed in financial circles as probably the beginning of a movement that would result in the flow of some of our surplus gold to Europe, but subsequent developments have indicated that the time for this is not ripe. April trade figures have likewise shown an unfavorable balance, but the bulk of the newly mined Transvaal gold has resumed its movement to this country, after being temporarily diverted to India. With the recent weakness in the exchanges of the leading European countries, there has been little likelihood of gold moving from the United States in their direction. In fact, when our trade balance for the current year was reported as unfavorable it caused some little concern in financial London for fear that a movement of gold, accompanied by a sharp upturn in sterling and a decline in prices in Great Britain, might follow. London has troubles enough just now without the added one of a so-called "hard money depression."

The Female Element in Fire Losses.

In connection with the analysis of the fire losses of 1922, the National Board of Fire Underwriters issued a statement to the newspapers in which the question was raised as to whether the increased use of tobacco by women might explain, in part, the record total of destruction (\$25,992,033) attributed to Matches-Smoking.

The suggestion received wide publicity in the Trade papers through-

out the country and much editorial mention, which comment has been decidedly interesting. In some cases, the editorials expressed skepticism, the New York Telegram voicing the opinion that the comparison with the 1918 figure of \$16,453,562 was not fair, because, in the earlier year, "four millions of American men, ninety-odd per cent. of them smokers were either overseas or in camps and cantonments, where the statistics of the underwriters show no figures."

This criticism is not valid, however, because in 1919, when most of the troops had been demobilized, the total for the year was but \$17,054,506. There was then a sudden jump in these losses during 1920 and a still further increase in 1921, when the new high record was reached.

There can be no question as to the increase in the number of women and girls who now exercise their "rights" by indulging in the masculine habit of burning tobacco. Whether they are careless as men in disposing of their matches and cigarettes is a point raised by some of the papers, who say: "In handling fire women are at least twice as careful as men. You never see a woman toss a match into a waste basket after using it. Ma runs around the house 'picking up' after careless pa. But how often do you see a pa 'picking up' after careless ma?"

Unfortunately, the number of blazes that occur in homes because of women who carelessly handle kerosene, gasoline, electric flatirons and other fire hazards raises doubt as to the merit of the above conclusion, and the Waterbury, Conn., Democrat, in commenting upon the suggestion that women had something to do with the increase in fire losses from Matches-Making, declares: "This is easy to believe, if women toss their burning matches about as carelessly as they do their jewelry."

On the heels of this discussion appeared an account of a fire in a New York hotel, from which is quoted the following extract: "Mrs. Scott admitted, Marshall Brophy said, that she was responsible for the fire, having fallen asleep while in bed smoking a cigarette."

Last Summer there was a serious hotel fire in an up-state resort, which was traced to a cigarette stub discarded by a waitress.

And so it goes.

Explained.

"Have you any more cake with that nice, nutty flavor?"

"No. You see we got it from the insane asylum bakery across the way, and that burned down last week."

The Michigan Retail Dry Goods Association

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Other merchants equally welcome.

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If interested, write for further particulars.

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IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

The Federal Government's earnest intentions regarding the National oil frauds is evidenced by the fact that during the week of May 7 to 12, hearings were held in Washington, before Acting Solicitor of the Post Office Department, H. J. Donnelly, with the result that fraud orders were issued against the following oil promotion companies and individuals:

General Lee Development Interests, General Robert A. Lee; General Robert A. Lee, Geologist; Robert A. Lee; Robert Lee and Charles Sherwin, promoter.

Pilgrim Oil Company; Pilgrim Oil Company of Texas; W. H. Hollister, Trustee; W. H. Hollister; G. M. Richardson, Trustee; G. M. Richardson; H. E. Robinson, Trustee; H. E. Robinson, Secretary; and H. E. Robinson.

The Petroleum Producers Association; Doctor Frederick A. Cook.

The evidence adduced shows that in the case of the General Lee Development Interests, Mr. Lee, who is about 65 years old, was induced to assume the nickname of "General" in order to lend color to the company's stock-selling enterprise. Before Mr. Lee advanced to the rank of "General" so-called, he was engaged in various occupations, working as a carpenter, brick mason, in mills and in other manual employment, in addition to being employed as a janitor in the Capitol building at Boise, Idaho, at a salary of \$90 a month. Mr. Lee also conceived the idea that he was able to locate oil wells by the so-called "doodle bug" (a wand or divining rod.) It was also claimed that Mr. Lee is a descendant of the Confederate General, Robert E. Lee, which statement, according to the evidence produced is without foundation. Mr. Lee received a salary of 12.50 per week as "miracle man" or geologist for the Lee Development interests.

The Pilgrim Oil Co. conducted the "merger" scheme which has become prevalent in the Southwest during the past year. This scheme is nothing more than a reloading project whereby stockholders in defunct or practically worthless companies are urged to exchange their stock for shares in the Pilgrim Oil Co., provided, of course, they purchase stock usually amounting to 25 per cent of their present holdings.

The Petroleum Producers Association, of which Doctor Frederick A. Cook, the discredited North Pole explorer, is sole trustee, was another so-called "merger" concern, but operating on a very much larger scale. This association, it is said, merged more than 200 practically defunct oil companies, in which the public sustained a loss of millions of dollars.

The promoters of all of the above companies, were indicted at Fort Worth recently, and the Government's action in denying these promoters further use of the mails to carry on their nefarious schemes, is commendable.

S. C. Pandolfo, convicted in 1919 before Judge Landis in Federal Court at Chicago, has, according to advices received by the National Vigilance Committee, begun serving his 10-year term of imprisonment. The sentence also included a fine of \$4,000.

The last appeal taken by Pandolfo, was denied and his conviction affirmed by the higher court.

Coincident with his departure for the Federal prison at Leavenworth, Kan., it was rumored that a pardon for Pandolfo was to be sought.

Scores of protests reached New York headquarters of the National Vigilance Committee. A letter was sent by the Committee to every advertising club in this country, suggesting that the proper representations be made to their congressional representatives and to President Harding. The appeal for co-operation on the part of the organized advertising movement brought prompt and hearty response. The constituted authorities have, before this, a well-defined impression that the misuse of advertising and the defrauding of millions of small investors is not such a crime as will be condoned by legitimate business or by those connected with the right arm of business—advertising itself.

Preparing a Bank for Battle.

A new bank out in Cleveland makes proud announcement of the unprecedented size and strength of the vault in which its money and securities are to be placed, and of the facilities which have been provided for the convenience and safety of guards with rifles and machine guns who are to be on duty day and night.

All this will be reassuring to depositors in the bank and its customers, but it should not make Americans very proud to see that now more than ever before, it is necessary in this country to take precautions against armed bandits and organized mobs of trade unionists.

Of course there is nothing new in protecting banks from robbers, but until very recently the bank robber trusted to secret plottings and midnight burrowing, rather than to weapons, and, except in the wilder parts of the country, if he could not do his work in the dark he did not work at all. Now, at least occasionally, and even in the long settled East, he seems to be ready for open battle with the guardians of other people's property, and has introduced Wild West methods where formerly they were supposed and assumed to be so hopeless that nobody would try them.

This change, if it be real, is disquieting.

Who pays the taxes may be a question difficult to answer, but everybody knows that the man or woman who is careless about fire hazards is the one who greatly increases the amount of taxes and adds to the high cost of living which the entire community is called upon to pay.



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SIZE—

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Original 10¢ Cigar

VAN DAM

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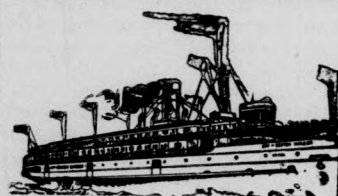
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Motor-driven Vandals Who Despoil Wild Flowers.

Grand Rapids, June 5—I have been interested in reading the several protests against the wild flower plunderers which have been printed upon your editorial page recently. As a lover of wild flowers I have frequently compared the scarcity of all but the commonest of our flora—such flowers as the daisy and the buttercup—in our suburbs to-day, with the richness which existed up to fifteen years or so ago. Species have disappeared. Others once fairly common are now represented by scattered survivors hidden away in the more inaccessible places. Only those plants of extraordinary reproductive power have been able to keep up the fight. Unfortunately many of the most beautiful of our wild flowers are betrayed by their own beauty and lacking the fertility which is where near thickly settled communities are necessary to insure survival any-thing are soon as extinct as the dodo.

The motor car is not only the greatest enemy of our fish and game since it has made access to streams and covers easy, but it is also the greatest cause of destruction of our wild flowers. When the horse and carriage and the railroad train furnished the main means of transportation into the country, city visitors were comparatively rare. To-day the country roads for a distance of seventy and eighty miles from the big cities are crowded with city cars from morning until night on Sundays and holidays; and the city-ward bound procession in the afternoon and evening tells of the ravished countryside. Branches of wilted dogwood, the most beautiful of our flowering trees long sprays of apple and cherry blossoms, bunches of azalea, of bloodroot that does not bear picking; handfuls of the frail anemone, of every sort of flower that our woods and fields produce, are carted back to the city to be thrown out within a few hours. Persons with gardens take up flowering plants by the roots, forgetful that it is extremely difficult to successfully move a plant when it is in flower; and that the change from the rich leaf-mold of the forest, full of humus, to the stiff clay of the garden is usually disastrous.

While trout-fishing in Northern Michigan over the week end, I got into conversation with a farmer at a little cross-roads general store. He spoke feelingly of the hogishness, ignorance and predatory instinct of many city automobilists. He complained that he found it difficult to keep for his own use any fruit growing near the road. He said that frequently he had caught persons who looked as though they should have known better, breaking branches loaded with half-ripe cherries from his trees, and when he had protested the usual answer was "Well, why don't you pick them yourself? They are just going to waste!" He said that motor tourists will even fill suit cases with apples that have been picked and piled beneath the trees ready for barreling, and when caught and ordered off the alibi usually is "Well, you're letting them rot here on the ground, aren't you?"

Is it strange that many farmers have felt compelled to put up the "No trespass" sign, thus barring from their property the just with the unjust? The decent sportsman who respects property rights, wishes to catch a few fish and is grateful for the privilege, is excluded as well as the man who never knows when he has caught enough, leaves down the bars and thus lets the cattle escape to the road, and who tears down the fences. They bar also the nature-lover who gets as much enjoyment from the sight of a rarely beautiful wild flower as the musician does from hearing a great opera superbly done.

Most persons with country places

where there is a profusion of flowering trees and plants have learned from bitter experience that it does not pay to permit unrestricted entrance to their grounds. Few are the visitors who will not abuse the privilege. When they think they are undetected they will load themselves down with all the blossoms they can carry. What would John Ball Park be without constant police protection! Within three days all that would be left would be the lakes and the trees which were too large to pull up or dig up.

Visit some spot that is particularly lovely—a mossy bank by a little water-fall, a high ridge with a splendid view and what do you find? A mass of crumpled greasy paper, wooden plates, ground covered with egg shells and other refuse, inevitable reminders of picnickers who have lacked the decency and consideration for others which would prompt the burning of the refuse and the burying of all that was not combustible.

Children should be taught in school the sublimity of Nature; crime of defacement; the nobility of trees and the recklessness of their destruction. They should be taught that flowers reflect the beauty of God and that senseless picking means less beauty, less joy in the world. We have managed to stay the destruction of our songbirds, but it was not due to the thought and desire of the multitude; rather was it done by the earnest efforts of unselfish men and women who labored long to educate the public to the economic value of these pest destroyers. The next step will be to educate all to the knowledge that indiscriminate picking of our wild flowers is pernicious and means the eventual extermination of many of the most beautiful. Otherwise we shall eventually have to have our wild flower reservations just as we now have fish and game refuges and timber reservations, owned, governed and guarded by the Government. It is a pity that most persons seem to have an instinct for destruction.

S. L. F.

Hitch Your Wagon to a Star.

Don't go through life meaning nothing in particular. Stand for something. Hitch your wagon to a star, and try to be somebody in particular, to be known for some one thing which you do superbly, something that you can be proud of. In whatever way you decide to get your living, resolve that you are going to be first-class; that you will not be a second-rater, an "also-ran." Resolve to lift yourself above mediocrity, to be a professional at living, an artist and not a mere artisan.

A lot of foolish birds might pass for wise owls if they would only refrain from talking.

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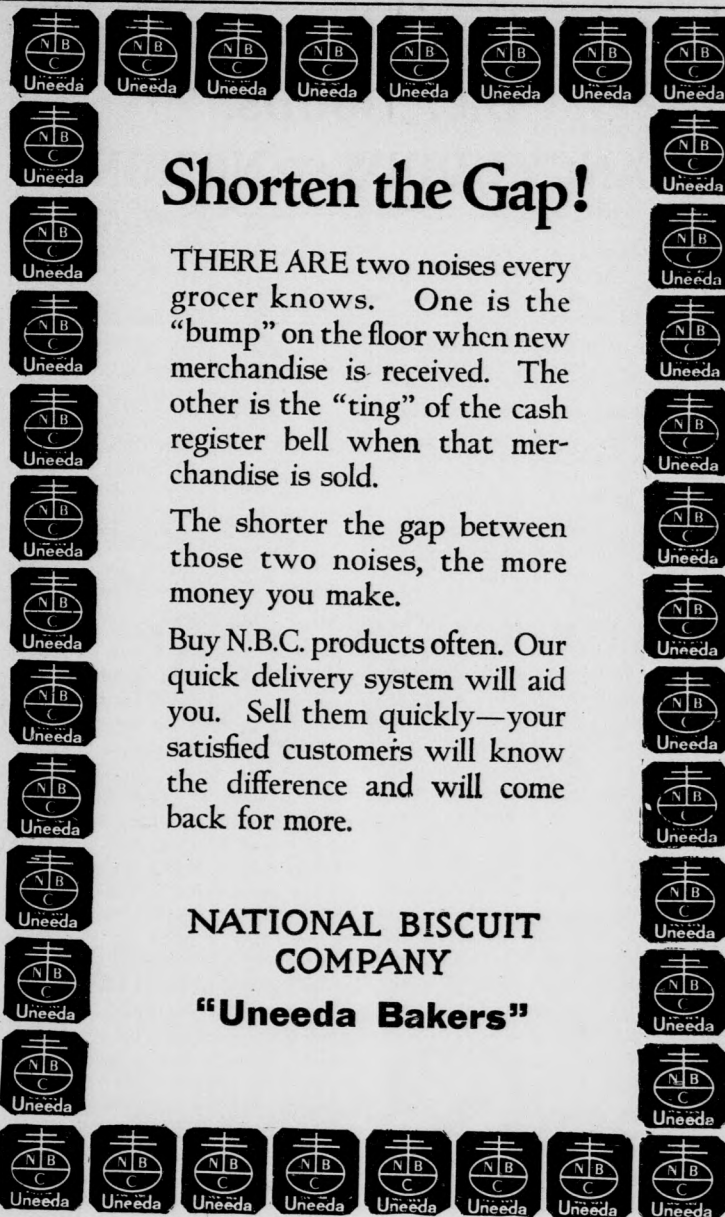
to investigate today.

F. A. Sawall Company

313-14-15 Murray Bldg.

Grand Rapids,

Michigan



Shorten the Gap!

THERE ARE two noises every grocer knows. One is the "bump" on the floor when new merchandise is received. The other is the "ting" of the cash register bell when that merchandise is sold.

The shorter the gap between those two noises, the more money you make.

Buy N.B.C. products often. Our quick delivery system will aid you. Sell them quickly—your satisfied customers will know the difference and will come back for more.

NATIONAL BISCUIT COMPANY

"Uneeda Bakers"

GLENN-ROCK GINGER ALE

The Masterpiece
of the Entire Group of Beverages.

Made with Glenn-Rock
Pure Spring Health-Giving Water.

Mild—Delicious—Sparkling

"Sell It by the Case to Your Customers"

JUDSON GROCER COMPANY

DISTRIBUTORS

GRAND RAPIDS,

MICHIGAN



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

Recent Millinery Tendencies.

The current popularity of the various silks for millinery purposes exceeds all previous records in this respect, according to the bulletin of the Retail Millinery Association of America. The favored weaves include the various crepes, taffetas, shot silks, faillies, satins, gros de londres, moires, &c.

"Satin is already appearing," the bulletin continues, "and so is silk duvetyn. They are not only displayed, made up, in various showrooms, but the buyers are ordering them. Some have already made their way to the consumer. Though the prolonged cold weather is the excuse for this, it is not a healthy or a wise move. There is plenty of time for these materials to play their parts without invading Summer's stage."

"Up to date the sports models have not been seen much in the streets of this city. They will soon make up for this delay, however, with the appearance of pleated skirts, jacquettes, sweaters and the tailored linen and silk frocks. Body hats, except for the 'dressy' hair braids, have not been worn to any extent, but the local stores are making a wonderful showing of them in the most beautiful colors and the simplest of flower, ribbon, scarf and velvet trims."

"Bangkok, leghorn (natural and in colors), hanoki and timbo straws in the medium-sized shapes are very active. They are more often seen bound than with plain edges. Felts are doing a land office business, thought rather more 'dressy' in their inclinations than in past seasons."

Has Raw Wool Reached Top?

The opinion seems to be growing stronger in the goods trade that raw wool has about reached its top. Recent operations of both dealers and consuming mills have been of such a slow nature as to indicate that these buyers were not inclined to take on any large quantities at the present levels. Despite this, the new clip in the West, it is pointed out, has brought prices that are about 25 per cent. higher than were current at this time last year. This has contributed to the strong market in the East. The chief demand has been for the better grades. But the current situation in the goods trade is not of the brightest: and with the tremendous pressure against

higher fabric costs for Spring, it is not thought that raw wool can work to much higher levels. Some in the market look for a recession, saying that it has been one commodity which has advanced during a general recession and that it is technically due for a break, similar to that which occurred in cotton. The market in worsted yarns reflects the raw wool situation, having been dull now for quite a long period.

How Returns Come About.

A rather unusual example of the way returns of goods come about was cited recently by the dress manufacturer who was the victim of the thing. The buyer for a chain of stores came to this manufacturer and asked him to put a special price on a lot of dresses that they might be retailed at \$19.75, at which they were a good value for the consumer. Despite the fact that the manufacturer named a price on the dresses that would have meant an excellent profit for the stores if they had been sold at the price stated, the buyer marked the garments up 80 per cent., which brought them considerably above that figure. At the higher price they were not a good value, and they did not sell well. The result was that the manufacturer had most of them thrown back on him.

Camel's Hair Fabrics in Demand.

Mills making camel's hair fabrics have booked a large business for Fall. A representative of one of the largest New York firms making these cloths said recently that capacity orders had been received, with cancellations practically negligible. The bulk of the business has come from women's coat manufacturers, he said, with some from those making suits. No orders have yet been received by this concern from the skirt trade, which is quite in contrast with the strong demand from this source late last Fall and this Spring. The cloths with the long, shaggy nap are those wanted, with the stripe patterns far and away in the lead.

Position of Zebra Stripes.

Prediction is made that the demand for zebra stripes will yet be a feature of the later business in Fall men's wear fabrics. Despite the current dullness in the trade, the buying of these cloths is said to be slowly on the increase. The falling off in demand for them was noted before the general slowness developed, and it is thought that they will be among the first to be favored if buying picks up later. It is asserted that their vogue has not had enough time to run its course, so that, despite their comparative high price, they ought to have further favor.

Summer Underwear, Furnishings and Ready-to-wear

WITH THE ADVENT OF HOT WEATHER MERCHANTS ARE LOOKING FOR BARGAINS TO USE IN BUILDING UP THEIR BUSINESS. TRY SOME OF THE FOLLOWING TO STIMULATE YOUR TRADE.

UNDERWEAR

LADIES KNIT VESTS—All styles, several numbers, which we are closing out at special prices. Come and see us.

LADIES KNIT UNION SUITS—Nos. 309 and 310—To sell at 49c. Cost \$3.50, Regulars; \$3.90 Extras.

MEN'S ATHLETIC UNION SUITS—No. 486—64x60 Nainsook—Cost \$4.85; sell cheap at 59c. No. 644—72x80 Nainsook—cost \$6; sell at 69¢/75c. This is a standard cut garment—not skimpy. Nos. 487—488—497—Three fancy madras patterns—cost \$8—sell at \$1. No. 610—Tucso permanent finish soisette—cost \$12.50; sell at \$1.50—a wonderful value.

BATHING SUITS AND CAPS

BATHING SUITS AND CAPS—A full line of Men's, Ladies', and Children's; Cotton and Worsted; all colors, plain and fancy chest stripes; all styles—closing out our stock at prices which will pay you good profit—much below similar branded merchandise—Come and see for yourself.

MEN'S FURNISHINGS

MEN'S LOWELL PAJAMAS—Fine white muslin, frog trim—cost \$16.50—sell at \$2. Best Lowell standard make.

MEN'S DRESS SHIRTS—Any kind or style, 64x60, 72x80, 80x80 percale, dimity cords, staple madras, Oxfords, Repps, Silk Stripes, English Jacquard Madras; in neck-band or collar attached—ranging from \$8 to \$48 per dozen. Especially note newest English Briarcliff Broadcloth and other plain fast colors in celebrated Hall-mark line.

MEN'S WORK SHIRTS—Nos. 202—256—Blue summer weight Chambray, Wolverine and O. K.—No. 202 costs \$7.75; No. 256 costs \$8.75—Sizes 14½ to 17—Big demand for these NOW.

BOYS' WASH SUITS—In crash, rep, pongee, Lonsdale Jeans, suitings, etc., in middy or Oliver Twist styles—cost \$11 to \$24 dozen. See our salesmen for samples.

MEN'S AND BOYS' SUMMER CAPS—In Scotch Tweed, Softings, Suitings Sackings, Serges. In one-piece top styles, Gulf, plain or plaited backs—cotton or silk lined—Boxed ½ dozen assorted sizes, from \$7.50 to \$17.50 per dozen. Send for what you want.

LADIES READY-TO-WEAR

GINGHAM DRESSES—The celebrated North Shore line—various numbers costing \$31.50 to \$48 per dozen—for street especially—fine yarn gingham, trimmed with organdie, linene, pique, in newest styles. Ask to see them.

WASH SKIRTS—Closing this month our stock of 227 dozen—worth from \$2 to \$10 each—at prices from \$7.50 to \$21 per dozen—basket weaves, highly lustered satinette, cotton and silk Gaberdine, Beachcloths, Pique, etc. Trimmed with ocean pearl buttons, fancy slash pockets, etc. Tell us how many you want—we know you will clean up BIG on these.

BANDEAUX AND BRASSIERES—Front or Back Hook, in meshes, brocaded satins, imitation filet laces, white batiste, wide embroideries, repps, silk and cotton mixtures; Seco silks, etc.—Cost from \$2 to \$9 per dozen. Trimmed with Torchon laces, boned elastic back, etc. Biggest part of season ahead—get in NOW.

LOWELL APRONS AND DRESSES—We are selling the entire Lowell line—ask for what you want.

INFANTS AND MISSES GINGHAM DRESSES—Stripes, Checks or Plaids, or plain white and blue middy dresses, all styles and sizes. We are dumping the remainder of stock of 250 dozen at ridiculous prices—some as low as \$6 dozen to \$16.50 dozen. Get your share before your competitor beats you to it.

GRAND RAPIDS DRY GOODS CO.

Wholesale Only

MAIL ORDERS OUR SPECIALTY

Roth Body Co.

BUILDERS OF SPECIAL

Motor Truck BODIES

"Any style body for any make truck"

2048 DIVISION AVENUE, S.

Citizens 31072



"WAGS"

A popular all season 25c seller

Size: 4½ in. by 14 in.

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

We are manufacturers of

Trimmed & Untrimmed HATS

for Ladies, Misses and Children, especially adapted to the general store trade. Trial order solicited.

CORL-KNOTT COMPANY,

Corner Commerce Ave. and Island St.

Grand Rapids, Mich.

CYRUS W. RICE PATENT ATTORNEY

1208-1210 Grand Rapids Savings Bldg.
 GRAND RAPIDS, MICHIGAN

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

Have Had More Activity Lately.

Regarding the reported improvement in men's wear fabrics, dealers say that despite the reports of bad business because of the weather they have some requests to hurry along orders during the last week. One well-known dealer said that he had more of these calls during the last week than he had had for some time past. He said that the demand for light gray mixtures was strong, indicating that these goods were not slow-moving. Another seller asserted that he had been able yesterday to dispose of a substantial amount of stock goods and could have sold more of certain cloths if he had had them. The general attitude in the trade is that the conditions as developed during the dullness may easily change for the better. Fall duplicates, however, continue slow in coming in, although it is felt that later on a considerable volume of them should materialize. It is a question, however, whether the higher prices will be paid.

To Leave Prices Unchanged.

Smewhat of a surprise has been caused in the knit goods trade, according to the current bulletin of the National Association of Hosiery and Underwear Manufacturers, by the announcement of two prominent Southern underwear manufacturers that they would accept business for October-November deliveries at the same prices which prevailed for July, August and September. Their action has been taken as an indication that they are convinced that there will be no changes in raw materials prices in the meantime sufficient to affect their quotations one way or the other. The prices at which this business will be booked are based on \$6 a dozen for 10-pound shirts and drawers and \$10.87½ a dozen for 16-pound union suits with a mercerized trim. The announcement has not been received entirely without criticism, some of which has come from representative jobbers.

Names for Knit Outerwear.

"Knitogs," "Gar-Mo-Knit" and "Gojak" are the three prize-winning suggestions in the contest held to obtain better and more descriptive names for women's knitted outer garments. It was felt that the term "sweater" did not adequately describe the fine gauged, excellently designed and tailored pure silk, fibre, mohair and mohair fibre garments which are being produced. In the contest, which was conducted by the Manhattan Knitting Mills of New York City, ninety-eight names were submitted. The first prize of \$100 was awarded to Max J. Linder, May's Department Stores, Cleveland, for his suggestion, "Knitogs." The second prize of \$50 was won by Miss B. B. Bledsoe of New York, and the third of \$25 by Miss Margaret Murphy, Miller & Paine, Lincoln, Neb. The names may be used by any one in the knitted outerwear industry.

Novel Sports Costumes Selling.

Increased popularity for sleeveless garments for sports and street wear, which require a waist or blouse to complete the costume, has become

noticeable during the week, according to a statement issued by the United Women's Wear of America. These garments, which are somewhat similar to the guimpes that reached such a high degree of popularity last year, are offered chiefly in linen in a number of the light Summer shades, with white waists or blouses. A large sale is reported by retailers of garments of this kind, which instead of having the conventional skirt, are attached to knickerbockers. In addition to linen and other materials, khaki cloth is being used to a large extent, in tan and gray, in these costumes. The "tuck-in" blouse, in dimity, organdie and voile, has also been brought into favor by the new trend of Summer sports costumes.

Has Cut Out Returns.

In order to check a practice of many buyers that is said to cost manufacturers a lot of money every year—that of making heavy returns of white dresses after June 10—a leading maker of this merchandise has notified his customers that he will accept no returns of these goods after to-day unless they are damaged or are otherwise at fault. "It has for years been the custom of certain retailers to stock up heavily on white dresses, especially graduation frocks, about this time of the year," he said yesterday, "and then to dump the bulk of them back on the manufacturers around the tenth of June. There is no reason why a retailer cannot estimate his needs reasonably and buy accordingly. I am tired of being made one of the goats of their uncertainty, and will take no goods back after to-day unless the dresses are actually faulty in some respect."

Stripes to Lead in Sports Coats.

For the early Fall, at least, sports coats are looked upon to have a continuation of the favor that was accorded them during the Spring season. Later in the Fall those of the pile fabrics will come into their own, but this will not, it is believed, serve as any check upon the preliminary business in the sports models. Wholesalers are going ahead with their production on this basis. Quite a wide variety of fabrics is being used for these coats, those having a soft shaggy nap being foremost. Camel's hair cloths are being featured. Stripes, from present indications, will be the leading patterns, superseding plaids to a very large extent. Solid colors are even rated higher in popularity than the latter. The set-in sleeves with drop armholes are the main feature of the designs, with no belts being used.

Ex-Employee Cannot Take Customers

Customers whom an employee may develop in his regular operations are the property of his employer and cannot be taken away by the employee and given some one else, according to a decision handed down in the Los Angeles courts. While growing out of the operations of a wholesale coffee salesman, the case has considerable general application.

In the case in question, the Puritas Coffee and Tea Co. brought suit against William Haulk, a former em-

ployee, to restrain him from efforts to secure the business of certain of his former customers for his present employer, a competitor of the Puritas concern.

An interesting feature of the case was that Haulk did not leave his former employer under harmonious circumstances, which made the case somewhat different from others covering the same point. In a suit brought some years ago by a local laundry against a former employee, he left without cause or warning and his efforts to take his customers to a competing laundry were declared by the court to be illegal. Haulk, on the contrary, at least had provocation for severing his connections with the Puritas people, although technically, he was not discharged.

Even under these conditions, however, the court granted an injunction restraining him from efforts to secure for his new employers the business of his former customers.

It does not necessarily follow that a clerk or other employee of a retailer can be enjoined from going over to a competitor in the same neighborhood and endeavoring to take his "trade" along with him, but this decision points in that direction.

Gifted.

"I'm afraid, doctor," said Mrs. Jones, "that my husband has some terrible affliction. Sometimes I talk to him for hours, and then find he hasn't heard a word."

"That isn't an affliction, madam," was the weary reply. "That's a gift."

Get in the **GAME** and your customers will get into the **WATER**



Bathing Suits

will do the business

Tom Wye's are strictly *all wool* fine yarns and perfectly made.

TWO GRADES

Medium Weight with fancy stripes... **\$28.50** || **\$36.00** Heavy Ribbed in plain colors

Daniel T. Patton & Company

Grand Rapids, Michigan - 59-63 Market Ave. N.W.
The Men's Furnishing Goods House of Michigan

Duro Belle

Human Hair Nets

A Product of Unsurpassed Quality—with Greater Profit for You

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

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

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

Buy Duro Belle Human Hair Nets from your jobber.

NATIONAL TRADING COMPANY

630 SO. WABASH AVE.

CHICAGO, ILL.

HOT WEATHER SPECIALS

Bathing Suits—Men's, Boy's, Women's, Misses.

Bathing Caps of all kinds. Turkish Towels.

Straw Hats for the whole family.

A Splendid Assortment of Warm Weather Wash Goods.

Cretonnes, Blankets, Pillows, etc., for the Cottage.

Write or call for prices.

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Quality Merchandise—Right Prices—Prompt Service



Crusade for Infertile Eggs.

The campaign conducted by the Missouri State Marketing Commission to encourage the production of infertile eggs during the summer as a chief means of raising the quality of the egg product is highly commendable and worthy of emulation in all sections. There is no question that infertile eggs will stand more heat without the more serious effects of high temperatures than will fertile eggs. But it is to be doubted that it is safe to measure the improved value to be gained by infertility. The commissioner says that "in Missouri the producer of infertile eggs will be able to realize five cents more per dozen than for the ordinary run of fertile eggs during hot weather."

We have never seen any considerable quantities of infertile eggs offered as such under any manner of guaranty on the larger distributing markets. It is probable that their increased value would depend chiefly if not solely upon the actual improvement in the visible effects of infertility, rather than upon any branding as infertile. Infertile eggs, while free from any progress of hatch, are not immune to other defects of high temperature, such as shrinkage and weak body or even to some forms of decay. Important as infertility undoubtedly is in lessening the bad effects of heat it can never do away with the necessity for guarding the product from long exposure to high temperatures and for prompt marketing.

We think the Missouri commissioner is right in declaring that infertility would raise the value of summer egg production, because it would raise the average quality; but it is questionable, we believe, that a car of infertile eggs would command a higher price in a large distributing market than a car of fertile eggs that, having been properly cared for, showed the same quality characteristics.

It is a good deal like the effects of pasteurization on milk or cream which, while adding nothing to the quality of the product produced and handled under the best of conditions, adds to the keeping properties under adverse conditions.—Produce Trade Review.

Got Your Reindeer Steak Sign Ready?

Is the time coming when the butchers will display signs reading: "Choice Reindeer Steaks" or "Corned Reindeer Meat?" According to Carl J. Lomen, president of the Lomen Reindeer and Trading Corporation, that time is drawing nearer and near-

er, but perhaps he is too sanguine. Many a well-laid plan has "blown up." However, let's give him a hearing. What he has to say is interesting, anyway, and there is the possibility that his dream will come true.

The reindeer industry in Alaska, he says, was initiated by the Federal Government, and Congress now makes annual appropriations of more than \$40,000 to further the industry. Explaining what he considers the vast possibilities of the industry, he points out that 1,280 animals were brought over from Siberia during the decade 1892 to 1902, and by 1905 the herds in Alaska had increased to 10,000 reindeer. To-day there are from 200,000 to 260,000 reindeer there. In addition, more than 125,000 have been butchered for food and clothing.

Approximately one-third of Alaska, area of more than 120,000,000 acres, is suitable for the grazing of reindeer, sufficient to permanently support from four to five million animals. Doubling in number every three years, as the herds do, the country should be fully stocked within twenty years, by which time annual shipments of meat to the United States should approximate one million carcasses.

An adult reindeer stands about four and one-half feet high and is about seven feet long, from its nose to its tail. In cattle units it is classed as one-half horned cattle or two sheep.

Wherein lies the value of this industry to the country as a whole? First, in the ability of the reindeer to graze and thrive on our northern prairies and so convert the lichens and grasses of that region into a valuable and much desired food. Second, the consequent enlargement and extension of national grazing areas. Third, it will introduce variety into the meat side of our menus, and, fourth, when the industry is fully developed it will give to the American public a superior meat product at a reduced cost, for reindeer can graze the year round and require no shelter, the production costs being less than with beef or mutton.

If opportunity came in cans, there would still be a shortage of can openers.

TAKING INVENTORY

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

SPECIAL Lipton's Coffee

1 lb. free with 10

Distributed by

LEWELLYN & CO.
WHOLESALE GROCERS

GRAND RAPIDS

DETROIT

Multigraphing, Addressing, Form Letters, Mailing Lists

WATKINS LETTER SHOP

Citz. 64989

112 Pearl St., N. W.

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

MOZART



Steadily Build
Your

**CANNED
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VOLUME**

By
Specializing on



Mozart Canned Vegetables

KENT STORAGE COMPANY

GRAND RAPIDS - BATTLE CREEK
Wholesale Distributors

MCCRAY REFRIGERATORS for ALL PURPOSES

Send for Catalogue

- No. 95 for Residences
- No. 53 for Hotels, Clubs, Hospitals, Etc.
- No. 72 for Grocery Stores
- No. 64 for Meat Markets
- No. 75 for Florist Shops

MCCRAY REFRIGERATOR CO.

2344 Lake St., Kendallville, Ind.



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.

Henry Smith FLORIST

139-141 Market St.
Roth Phone
GRAND RAPIDS, MICH.

The General Outlook.

Grandville, June 6—This life is one blamed thing after another.

No sooner does one iconoclast tear down an old time historical fact than another hand goes out and reaches with a big shears to cut off the flag.

This must be started for the purpose of aiding the bunting and flag makers. Shall we assent to the desecration? If we do we aren't fit to have a flag or a national government.

There are bits of war all along the horizon even now. How would Old Glory look going into battle with the end nipped off? Not pleasant to contemplate is it?

Next thing they'll be making different arrangements for the stars; perhaps putting them on the off end. Wouldn't that be a fine idea? Washington did not cut down his father's cherry tree. At any rate if he did, he lied about it and thus escaped a strapping.

Such grave mistakes as our former historians made in writing the story of the past. We old fellows feel humble enough when we come to consider what fools our ancestors were. The farther we get from the scene of history the more we know about it if we care to take our young intellectuals for it. Modern knowledge is growing to such proportions we do not know what a day may bring forth.

It is reported that Mexico and the United States are about to come to such terms of settlement as will assure a long lease of years of peace and prosperity along the Rio Grande.

Over in China the yellow dogs are barking. The bandits of that country have defied the world, and made prisoners of some of our peaceful citizens, holding them for a large ransom. Later news lends to the fear that these yellow villains may slay all their prisoners. Something will have to be done at once to maintain the supremacy of American manhood. It should be a sorry day for certain hordes in China if they destroy American lives out of pure ferocity.

We remember the Boxer troubles and how the white nations brought the malcontents to law. Shall we have something of the sort now? The British lion is howling his teeth, while the Yankee eagle flaps his wings and screams.

It means something to insult the American flag.

To murder our citizens in cold blood means reparation and punishment to the very last letter of the law. We can have no parley or compromise with such rats, and the sooner the army and navy squares itself for business the sooner will justice be done.

Who discovered America?

Why, any schoolboy knows it was Columbus. That is possible, but the first inhabitants of the human species came from China. America was one vast wilderness, inhabited by wild animals alone, till the chink-eyed Chinamen bethought themselves to go on an exploring expedition. They fitted out canoes along in the summer time and paddled across that narrow neck of water separating America from Asia, and thus did the red Indian first start living under the shadow of American forests.

Thus it will be seen that those Indians found here when America was discovered by white men, descended from the slant-eyed Chinamen. I trust no later school historian will dispute this fact, since it is the only way to account for the red Indians of America.

We see that little Switzerland has flung defiance at the Muscovite, and dares the Bolshevik to come over and be chewed up.

Russia'll not accept that challenge. Big and blustering as she is the mountaineers of the smaller state do not fear. Should Russia bulge across the frontier, she would find half the world in arms against her. Uncivilized; dense in regard to intellectual attainments, the once Muscovite empire (now a pseudo republic) has no chance to win in any struggle she might force upon a disgusted and unwilling world.

Turkey and Greece are bristling. Does this mean war? Not likely, although there are firebrands enough scattered among both peoples to start something. Our boyhood ears still ring with the story of Marco Bozaris, when the Turk lay dreaming of the hour when Greece, her knee in supppliance bent, should tremble at his power. Of course that song would be out of date now, since there are many people who incline to sympathize with the unspeakable Turk in the quarrels that disturb the two peoples.

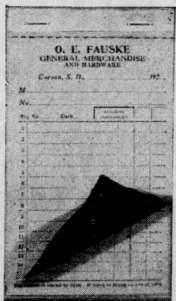
Moscow boiled over at the insult from England, but all the indignation was wasted on the desert air. Without a stable form of government, with her best citizens robbed, murdered or thrown into prison to make a Bolshevik holiday, what can those mongrels expect? Certainly no sympathy from any part of the civilized world, and we say be sure there'll be no war between the Russ and the Briton.

And then we come to the Ruhr, where France and Belgium are up to their eyes in trouble. Germany grunts and groans, yet the French stand firm. Other nations, members of the allied forces, protest in vain.

England thinks France has gone too far. A new ministry in Britain may start something, but it is not likely. Nobody is aching for renewal of war, not even the British crown, with its numerous labor troubles and puzzles.

We in America are prosperous but not so Britain and the European clan. And yet someone suggests, nay demands, that we take over a part of the troubles afflicting the old countries, and try to alleviate them by accepting a big chunk of their burdens. Not yet, however, not yet. Old Timer.

Life is like a circus parade—the loudest noise is made by the fellows at the tail-end of the procession.

**Why Risk Loss**

by being without sales books? Without sales books you will lose time making and transferring memoranda of charges. And errors or omissions are quite likely to occur—which means actual loss of money.

Look and see how your supply is now and order today. Write for samples on our 50 books for \$3.75 printed with your name and ad.

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

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables**STRAWBERRIES**

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

PINEAPPLES

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

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

The Vinkemulder Company

GRAND RAPIDS, MICH.

We are making a special offer on
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in less than car lots.

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Jobbers of Farm Produce.

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Grand Rapids, Michigan**TOP PRICES—CORRECT WEIGHT—PROMPT RETURNS****POST & DE VRIES**

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Satisfied Customers

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"SUNSHINE" FLOUR

Blended For Family Use

The Quality is Standard and the
Price Reasonable

Genuine Buckwheat Flour
Graham and Corn Meal

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The Sunshine Mills
PLAINWELL, MICHIGAN

THE PROOF OF**QUALITY**

is measured by

NUCOA SALES

Nucoa, by far, out-sells all others

I. VAN WESTENBRUGGE
DISTRIBUTOR

Grand Rapids Muskegon

Order a bunch of **GOLDEN KING BANANAS** of**ABE SCHEFMAN & CO.****Wholesale Fruits and Vegetables**

22-24-26 Ottawa Ave.

Grand Rapids, Mich.

WHEN YOU THINK OF FRUIT—THINK OF ABE.



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

Remember That June Weddings Mean New Homes.

Written for the Tradesman.

While the hardware dealer in June is primarily interested in catering to the wedding gift trade, there is another aspect of the matter which no wide awake hardware dealer will overlook.

Where Mr. and Mrs. Newlywed after their marriage make their home in your town, that home represents an opportunity for new business day in and day out, month after month, and year after year.

Particularly in a small community, it is the steady customer who ensures the success of a retail business. Transient trade from buyers who "just happen" to drop in may contribute to the year's total; but what gives the hardware dealer a steady living is the patronage of people who keep on coming with their business.

So the hardware dealer should direct his policy to holding the customers he has, and to converting the transient customers into steady customers. To this end, systematic plans should be worked out and followed up, season after season; and thoroughgoing effort should be put forth to interest new customers and prospects in your store.

It may be taken for granted that the hardware dealer as a rule keeps an attractive store with well-selected stock; tries to find out and to sell what people want; makes courtesy and service the rule with his salespeople; uses newspaper space and window display to advertise his business systematically; and relies upon the favorable impression his store creates to convert the casual purchasers thus attracted into regular customers.

All these factors are important to retail hardware business. They represent the vital essentials without which no hardware business can succeed to any great extent. But a great deal more than this can be done toward securing new customers.

There are three main ways in which the hardware dealer can secure new customers. He can induce patrons of other stores to deal with him, if he hustles after their trade with sufficient energy.

He can watch for newcomers to the community and can carry on a systematic follow-up campaign to induce them to trade with him.

Finally, he can plan and carry out a similar campaign to secure the business of the newly weds.

The methods in each case will be pretty much the same; but the newly weds will be, as a rule, the most easy to influence. The average newly married couple are breaking away from their old ties, not merely home ties but business ties. There is a disposition—I have observed it in many newly married couples—to deal almost anywhere except where their parents dealt. The first few months are the "psychological moment" for the hardware dealer's follow-up to effectively reach them.

Here is how one experienced hardware dealer sizes up the situation:

"Most people travel in a rut. When young folks get married, they're breaking out of the old rut. They're readjusting themselves to new conditions. As a result, it's the psychological period to induce them to patronize me. It's up to me to get acquainted and to persuade them I'm their best friend."

His first step in the program of "getting acquainted" is to work out a more or less efficient system for "getting a line on" newly-married couples making their homes in the community. For this purpose he did not rely on his general advertising. He kept in touch with ministers, watched the marriage license lists, and had his salespeople keep him posted regarding approaching weddings, or newly-weds coming to town from other places. In a large city it would be difficult to cover the field; but out in a small place, with a sales staff pretty generally acquainted with young people, this hardware dealer found it not at all difficult to get this information, or at least 90 per cent of it.

With the names of the contracting parties, the next step was to get acquainted personally with one or both of them. This hardware dealer never relied on the fact that the parents always dealt with him. He had found by hard experience that young people were apt to be revolutionary in establishing new trade connections and to go almost anywhere except where their parents dealt.

This dealer made a practice of sending a greeting card to the newly married couple, timed to reach them immediately on their return from their wedding trip. Incidentally, the card included an invitation to consult Blank's Hardware Store in reference to any household needs. Meanwhile the newly weds were included in a special prospect list; and every month for an entire year circulars and advertising matter of a timely

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Foster, Stevens & Co. Wholesale Hardware



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Grand Rapids, Mich.

Michigan Hardware Company

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GRAND RAPIDS, MICH.

Exclusive Jobbers of Shelf Hardware,
Sporting Goods and
FISHING TACKLE

Yes, We'll
Take Your Old Cash Register
As Part Payment

ON A

New, Modern Cash Register

Grand Rapids Store Fixture Co.

Show Cases, Desks, Coffee Mills, Cash Registers, Etc.

7 Ionia Ave., N. W.

::: Grand Rapids, Michigan

nature were mailed to them. The results of this follow-up campaign were pretty good.

However, the hardware dealer did not rely solely upon his mailing list campaign. It was merely supplementary to personal solicitation. At periodical staff conferences the newly weds were discussed, in common with other prospects. If the senior salesman knew either bride or groom personally, he was deputized to "drum them up." If the junior knew their parents he was instructed to "work around" through them. The book-keeper, a bright and wide-awake girl, was especially useful in this class of work. In a good many cases the dealer himself went out and either got acquainted by "happy chance" or putting all pretence aside made a personal call and placed his store service at the disposal of the prospects. Whichever member of the staff landed the first order from a new customer got a small bonus; which did something to stimulate competition, not merely in landing the business, but in getting the names of new prospects.

This represents an outline of one dealer's carefully planned methods for interesting the newly weds. Another dealer goes further and invariably makes a personal call, as a pretext leaving some little article—a match box or a nutmeg grater or something of that sort—as a token of good will. Before he gets through his call, he is pretty well acquainted.

Where the retailer feels that he can't afford the time himself and it is impractical to send one of his salespeople, a personal letter of congratulation and good wishes is often a good stunt. With most retailers, advance information of approaching weddings is valuable as a help to securing a share of the gift trade; and some retailers who secure this information make a practice of sending little gifts of their own—some small but useful article, with a letter of congratulation, which paves the way to later efforts to secure business.

One retailer has an arrangement with hackmen, draymen and taxi-drivers in his town, whereby he supplies them with free business cards, and in return they give him prompt information as to the names and addresses of new residents moving into the city. Immediately some member of the staff calls upon the new arrival, extends a cordial welcome to the town, gets acquainted, and invites the new arrival to telephone or call whenever he needs anything in the hardware line. The "welcome" takes the form of a friendly personal talk rather than an out-and-out solicitation of business; and for this reason it is usually all the more effective. Newcomers to a community appreciate friendliness.

New households, whether new comers to town or newly married couples represent excellent opportunities for the development of new business and the addition of regular customers to your list; and time and effort spent in interesting these people in your store will usually produce better results than where

it is devoted to trying to wean a regular customer away from a competitor. To whatever class the prospect belongs, however, this fact must be borne in mind; that personal acquaintance is a powerful factor in deflecting business. A man will usually buy from the dealer he knows and likes personally in preference to, any other.

Victor Lauriston.

Some Startling Economic Changes.

The kaiser's war brought about many startling economic changes. Perhaps the most interesting one affecting transportation is the shortage of camels in the Sahara Desert, which has occurred since the war. Few of us realize to what an extent the camel is still used as means of transportation over great sections of the earth's surface.

A French Expedition recently crossed the Sahara from Tuggort, in Southern Algeria, to Timbuctoo. The trip was made in Citroen automobiles with caterpillar wheels. It is said that the French plan to connect these two points in their African colonial dominions with a railroad which will tap the Valley of the Niger River, and develop and quicken the large Trans-Sahara freight traffic in cotton, ivory and rubber. This will be one of the greatest triumphs of man over nature, and is a continuation of the excellent work the French have been doing in Morocco—aided by Baldwin engines and Philadelphia hardware.

Some day the wreck of Decatur's old flagship, the Philadelphia, will look out from Tripoli Harbor and see the Baldwin locomotives bringing in the Trans-Sahara Special, since the Italians are also developing caravan and railway routes to the South of their colony of Tripoli.

The world must have its cotton. In another ten years we shall have very little raw cotton for export, and Africa will have to provide increasing supplies of this essential commodity. The French deserve great credit for their intensive development of the African colonies, which has been accomplished under great difficulties. The many African troops which the French brought to Europe in the World War are said to have returned with their desires for articles of European manufacture considerably increased, just as after the Russo-Japanese War the Japanese consumption of meat grew greatly, because so many soldiers had been fed on canned meat from the United States.

Don't wait for inspiration—try preparation and perspiration.

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HEKMAN'S

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Every Meal
Eat
HEKMAN'S
Crackers and
Cookie-Cakes

GROCERS—Anticipation is often too high. But not with Hekman's Crackers and Cookie Cakes—they always make good.

Hekman Biscuit Co.
Grand Rapids, Mich.

THE RESORTERS ARE COMING

Remember And Everybody Likes
CANDY

ESPECIALLY

Putnam's

AND

LOWNEY'S

GET READY FOR THE RUSH

NATIONAL CANDY CO. IS

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THE TOLEDO PLATE & WINDOW GLASS COMPANY

Mirrors—Art Glass—Dresser Tops—Automobile
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All kinds of Glass for Building Purposes

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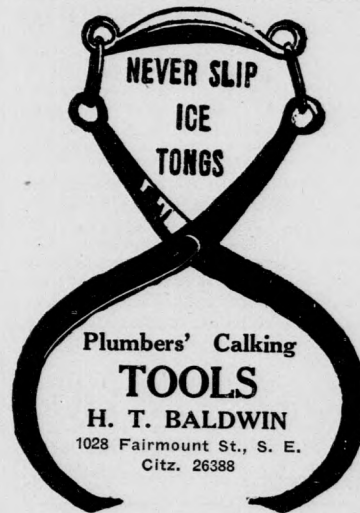
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WRITE US FOR SAMPLES

The Dudley Paper Co.
LANSING, MICH.





Meeting of U. C. T. Grand Council at Flint.

Grand Rapids, June 5—In April, 1893, Saginaw Council, No. 43, United Commercial Travelers, was organized with a charter list of about thirty-five members, this making the third council in Michigan, the first ones instituted being Detroit, No. 9, and Flint, No. 29. Saginaw, No. 43 gave a total membership in the State of Michigan of about 150, when a charter was granted by the Supreme Council at Columbus for the Grand Council of Michigan. The first Grand Council meeting was called to convene in Flint. During the intervening years twenty councils have been organized. Two of these councils failed to succeed and the membership was transferred to other nearby councils, making a grand total of twenty-one councils in the Michigan Grand jurisdiction, with a membership of approximately 4500 members. It was very fitting that the thirtieth anniversary of the Grand Council of Michigan should be held in Flint, which town was the birth place of the Grand Council.

Promptly at 9:30 a. m., Friday morning, June 1, Grand councilor, H. D. Bullen, of Jackson, called the council to order with an open session. The beautiful ball room of the Durant Hotel was filled to overflowing with members and their wives. An address of welcome was made by Lloyd S. Drake, secretary of the Flint Chamber of Commerce. Mr. Drake is a fine speaker, as well as a good story teller. The Grand Councilor called to his station Past Grand Councilor, Mark S. Brown, of Saginaw, who gave a response to Mr. Drake's address of welcome. With the retiring of Mr. Drake the ladies also retired and the Grand Council of Michigan opened up in executive session, with ninety-seven delegates and Grand officers in their respective stations and a good big number of Past Grand Councilors of Michigan.

At the opening of the meeting the Grand Councilor called to his station D. P. McCarthey, member of the Supreme Executive Committee, Columbus, and it was again the pleasure of the Michigan boys to listen to our good old friend Dan.

Grand Councilor Bullen then appointed the following convention committees:

Press Committee: John D. Martin, Grand Rapids.

Credentials Committee: H. D. Ranney, Saginaw; John Himelsberger, Lansing; M. J. Howarn, Detroit.

Mileage and Per Diem Committee: Harry O. Miller, Jackson; A. F. Rockwell, Grand Rapids; E. E. Van Dyne, Owosso.

State of Good of the Order: A. G. McEacheron, Detroit; Frank E. Saville, Kalamazoo; L. E. Eckels, Coldwater.

Committee on Resolutions: W. S. Burns, Grand Rapids; Joseph Ranney, Marquette; E. F. Valentine, Port Huron.

Necrology Committee: Geo. Van Tuyle, Battle Creek; Adrian Oole, Traverse City; Harvard Frost, Muskegon.

Low J. Burch, of Detroit, suggested that delegates declare themselves when elected to the Supreme

Council that they could and would be in attendance at that meeting.

The report of Grand Secretary, Morris Heuman, was accepted without being read, as it was in printed form on the tables of the delegates.

The Grand Councilor then gave his annual report, which in outline showed that he had been on the job pretty steady during his year in office.

The reading of the Grand Treasurer's report and the Grand Executive Committee's report also supplemented the printed report of the Grand Secretary. It showed at the close of the fiscal year, March 1, 1923, 4,615 members in Michigan with a total balance in all funds of \$4,926.29. This brought the time up for the noon luncheon, when the announcement was made that a special menu had been prepared by the combined You-See-Tee clubs of Michigan. The only thing regrettable was that the room was not large enough to seat all who wanted to attend.

Several good talks were given at this club, as well as some community singing. To the fellows who know nothing of the nature of the You-See-Tee clubs it opened their eyes and it goes without saying that during the next year there will be more You-See-Tee clubs organized in the State of Michigan.

After recess the meeting was called as an open meeting and John D. Martin retired for a moment and brought in C. H. Montgomery, of Battle Creek, who is President of the Michigan State Hotel Association. Mr. Montgomery was given a very cordial reception and the talk he gave on the floor was the first wedge which culminated later on in the afternoon in the convention deciding that the 1924 meeting would be in Battle Creek.

The following committees then made their annual report, each one of them being in typewritten form and turned over to the Grand Secretary after action had been taken thereon.

The State of the Order Committee, the Credential Committee, the Committee on Resolutions, the Legislative Committee and the Hotel Bus and Baggage Committee.

The different amendments to the constitution were reported on favorably or rejected and the same turned over to the delegates going to the Supreme Council at Columbus, June 26, 27, 28, 29 and 30.

By virtue of having served six years on the Grand Executive Committee, Homer R. Brandfield, Grand Rapids and W. M. Kelly, Jackson, had conferred upon them the titles of Past Grand Councilor and presented with Past Grand Councilor badges and jewels. Mr. A. W. Stevenson, of Muskegon, having passed through all the chairs of the Grand Council in conjunction with Past Grand Councilor, Homer R. Brandfield and Past Grand Councilor Kelly was also called to the Grand Councilor's station. The presentation of the badges and caps was made by Past Grand Councilor Mark S. Brown, of Saginaw.

The detailed business of the convention being concluded, the Grand Councilor then announced the election of officers. As is usual in these elections each officer is elected to one office higher up and the only

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Cafe Service Par Excellence.

Popular Priced Lunch and Grill Room.

Club Breakfast and Luncheons 35c to 75c.

Grand Rapids' Newest Hotel.

350 Rooms - - - 350 Servitors - - - 250 Baths

Circulating Iced Water.

Rates \$2 with Lavatory and Toilet.

\$2.50 with Private Bath.

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The center of Social and Business Activities.

Strictly modern and fire-proof. Dining, Cafeteria and Buffet Lunch Rooms in connection.

550 rooms—Rates \$2.50 and up with bath.



New Hotel Mertens

GRAND RAPIDS

Union Station

Rooms without bath, \$1.50-\$2.00; with shower or tub, \$2.50.
Club Breakfast 20c to 75c or a la Carte.
Luncheon 50c.
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75 Steps East

Fire Proof

CODY HOTEL



IN THE HEART OF THE CITY
Division and Fulton

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

CODY CAFETERIA IN CONNECTION

contest that comes is either on the Grand Executive Committee or Grand Sentinel, but it seemed to be pretty well decided that the Grand Sentinel this year should go to Saginaw Council and H. R. Rutherford, who was in the race last year, was unanimously elected Grand Sentinel for 1923-24.

The Grand Councilor appointed as tellers, John D. Martin, of Grand Rapids; Stanley J. Hutchins, of Detroit and Mark S. Brown, of Saginaw, and the result of the ballots as cast, the vote standing at 97 votes with the following results:

Grand Councilor—Geo. E. Kelly, of Kalamazoo.

Grand Junior Councilor—C. C. Carlyle, Marquette.

Grand Past Councilor—H. D. Bullen, Jackson.

Grand Secretary—M. Heuman, of Jackson.

Grand Treasurer—B. N. Mercer, Saginaw.

Grand Conductor—Fred J. Finskey, Bay City.

Grand Page—L. V. Pilkington, Grand Rapids.

Grand Sentinel—H. L. Rutherford, Saginaw.

Rodney W. Eaton, of Flint and E. P. Monroe, of Muskegon, were elected on the Grand Executive Committee.

Grand Councilor, Grand Secretary and Grand Treasurer were then elected for one year from the members of the Grand Executive Committee.

We must not forget to mention the very good showing made by A. H. Bower, of Jackson, for the office of Grand Sentinel, but, as is usually the case, the losing candidate at a previous election, if still in the race, is given the office for which he runs for, and this being the fact with H. L. Rutherford, of Saginaw, making a very good run in 1922, it was but natural that he should win the election this year. There is no question but if Mr. Brower is a candidate next year for Grand Sentinel he will win.

The election of delegates to the Supreme Council at Columbus, resulted with the following names being elected in succession as they appear:

George E. Kelly, Kalamazoo; H. D. Bullen, Jackson; H. D. Bradfield, Grand Rapids; W. M. Kelly, Jackson; Walter S. Lawton, Grand Rapids; M. G. Howarn, Detroit; John D. Martin, Grand Rapids; Morris Heuman, Jackson; John Q. Adams, Battle Creek.

Alternates: John Murray, Detroit; E. A. Dibble, Hillsdale; John A. Hach, Battle Creek; H. B. Ranney, Saginaw; O. D. Gilbert, Saginaw; Mark S. Brown, Saginaw; W. J. Deveraux, Port Huron; J. E. Bertles, Marquette; Frank L. Day, Jackson.

The official registration of Grand officers, members and delegates was between 500 and 550.

Before the installation of officers a rising vote was given to the city of Flint, Flint Council No. 29, and to the Hotel Durant for the very cordial hospitality and good feeling that was extended.

Several good talks were made on the floor that it was about time for Michigan to work again for representatives in the Supreme Council. Several names were offered on the floor by the different members and a motion was made that the meeting proceed to an informal ballot. On the first ballot several names appeared, but with each succeeding ballot some were dropped out until the final ballot taken resulted in Walter S. Lawton of Grand Rapids, being the unanimous choice of the Michigan delegates for the office of Supreme Sentinel. This is a matter that generally takes about three years to work out at Supreme Council meeting.

The different elected officers and members of the Grand Executive Committee were called to the Grand

Councilor's station and duly installed into their respective offices by Supreme Executive Committeeman, Dan P. McCarthy.

Grand Councilor George E. Kelly then appointed the following committees for the ensuing year: The re-appointment of John D. Martin, Grand Rapids; E. C. Spaulding, of Flint, and D. J. Riordan, Lansing, on Hotel Bus and Baggage Committee, seemed to meet with hearty approval by every one, this being the third year this committee has been consecutively appointed.

Grand Legislative Committee: Archie Dorman, Saginaw; Elmer S. Cheney, Detroit; Fred G. McCoy, Bay City.

Railroad and Transportation: Stanley Hutchins, Detroit; D. L. G. Reed, Kalamazoo; Norman Williams, Battle Creek.

Grand Chaplin: W. E. Pray, Coldwater.

This being the conclusion of the thirteenth annual meeting of the Grand Council of Michigan and nothing further to come before the convention, Grand Councilor, George Kelley pronounced the meeting duly closed until the next regular session, to be called in Battle Creek, June 1924.

The wind up of Friday was a grand ball in the ball room of the Durant Hotel. Dinner was served in the main dining room.

The grand march was lead by Mr. and Mrs. John D. Martin, of Grand Rapids.

Promptly at 9:30 Saturday morning a parade was put on which was a credit to the organization, admitting, however, that the day was beastly hot and quite a number of the old war horse members of the past thirty years did not enter in the parade. There was also considerable interest manifested after the parade in ball games and horse shoe pitching contests and then began the grand exodus of the crowd returning home. It is estimated that at least 80 per cent. of the delegates and visitors this year traveled in automobiles.

Items From the Cloverland of Michigan.

Sault Ste. Marie, June 5—The P. T. A. convention, held here last week, was a decided success. The weather was ideal and visitors were shown the many points of interest, including the locks and side trips, leaving a lasting impression on the delegates, especially those visiting here for the first time. Many favorable comments were heard of the Soo being the best summer place to hold conventions in the State.

Charles Haas, the well-known Uneda biscuit salesman, has tendered his resignation and bought an interest in the A. H. Eddy store. Charles will have charge of the meat department and supervision of the entire floor. This is no new experience for Charles, who is an experienced meat cutter, having been employed by Cudahy Bros. for a number of years prior to accepting the position of traveling salesman for the National Biscuit Co., which he has successfully followed for a number of years. With his knowledge of the business and being a live wire as a salesman he will be a big asset to the new firm, and his many friends wish him every success in the new venture.

The man who used to spend his Saturday evenings with his foot on a brass rail now keeps it on the gas.

John H. Rhodes, of St. Ignace, last Monday received a telegram from the State Administrative Board, confirming the newspaper reports that the Board had approved the recommendation of the highway department for the purchase of Chambers dock and that payment would soon follow. This will result in beautifying the water front at St. Ignace and make an ideal State ferry landing.

William Walker, the well-known merchant of Wilwalk, was a business visitor here last week on his return from a trip to Chicago.

Our Canadian friends are going to have another chance on June 25 to vote for light wine and beer. If they carry there will be a big rush in the business, especially from the stricken friends on this side of the river, who will be more than ready to contribute to the new cause.

H. E. Fletcher, popular cashier of the Sault Savings Bank, has purchased a summer home on the banks of the St. Mary's river and has a large force of men at work remodeling the house and beautifying the water front.

The Soo lost one of her best men in the death of James H. McDonald last Thursday. He was a prominent pioneer and at one time sheriff of Chippewa county. He was proprietor of the Hotel Belvidere and at one time county treasurer. He was known by his many friends as Smiling Jim. He leaves a widow and one son, Leroy, two daughters and one brother, Lew McDonald, of Detroit.

Julius Peterson, the popular grocer, who recently installed a meat market in his grocery store, has just added a new Hussman dry air system showcase to his fixtures. The new showcase is the only one of that kind in the city and adds much to the appearance of the up-to-date place.

Trading in a used car is about the hardest test of a man's religious training.

One of the finest garages in this section of the country will be that which will be erected this summer by Fred Taylor. The new building will extend from Spruce street through to Arlington street, where the Dixie garage stands at present. Ground for the new building was broken last week.

The work is pretty well divided into early birds and early worms. It is up to you whether you will be the bird or the worm.

Napoleon Beaudet, the pioneer lumberman of Manistique, passed away at his home last Tuesday at the age of 64 years. He was born in Quebec and for many years was engaged in lumbering at Northland. William G. Tapert.

Lansing—Representatives of the Lansing Hotel Co., who have taken the field for work preliminary to the sale of \$300,000 worth of preferred stock in the new Lincoln hotel, report that many Lansing business men have declared their willingness to invest in the project. The hotel is to be one of the finest structures of the kind in the State and is to cost a million and a half dollars. The original plan of the building was drafted about a year ago, but the plans and the financing have been revised so that the present issue of stock is an entirely new offering and is being well received in all quarters, it is claimed.

Detroit—McFadden Motors, Inc., 5800 Woodward avenue, has been incorporated to deal at wholesale and retail in motor vehicles, parts, supplies, and accessories, with an authorized capital stock of \$100,000, of which amount \$60,000 has been subscribed and \$15,000 paid in in cash.

Western Hotel

BIG RAPIDS, MICH.

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

A good place to stop.

American plan. Rates reasonable.

WILL F. JENKINS, Manager.

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PETOSKEY, MICHIGAN

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

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St. Joseph, Mich.
European Plan

Headquarters for Commercial Men making the Twin Cities of

ST. JOSEPH AND BENTON HARBOR

Remodeled, refurbished and redecorated throughout.

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

J. T. TOWNSEND, Manager.

OCCIDENTAL HOTEL

FIRE PROOF
CENTRALLY LOCATED

Rates \$1.50 and up
EDWARD R. SWETT, Mgr.
Muskegon :: Michigan

Lansing's New Fire Proof HOTEL ROOSEVELT

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

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Stop and see George, HOTEL MUSKEGON

Muskegon, Mich.

Rates \$1.50 and up.

GEO. W. WOODCOCK, Prop.

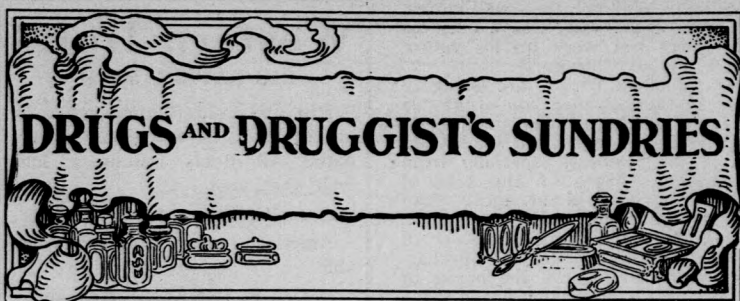
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Corner Sheldon and Oakes;
Facing Union Depot;
Three Blocks Away

150 Fireproof Rooms

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



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 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.

Readjust Conflicting Elements Sane and Safe Way.

Written for the Tradesman.

In fulfillment of my recent promise to you I contribute the third item of interest which particularly attracted my attention during the meeting of the U. S. Chamber of Commerce in New York. I am, of course, particularly interested upon what are generally called economic lines, believing that intelligent action and reasonable conservativeness are the important factors in safeguarding commercial undertakings.

During an address which Herbert Hoover delivered he made the following statement: "We have no need to go into a period of inflation. We are, undoubtedly, on a plane of prosperity, and we wish to hang on to the prosperity. I am not one of those who believe that hard times have any special advantage in disciplining our souls. We ought to be able to discipline ourselves in prosperity when we have time to do it, and having achieved prosperity we should be able to hold on to it."

In the address and certain discussions which occurred in connection therewith, the following points were brought distinctly to the attention of the listeners.

I realize that some of this is threshing old straw, but there are very few things which we can safely say are fundamentally new, and it is positively true that many of the greatest achievements to-day are in throwing new light upon old fundamentals and achieving results where many of us believed there could be nothing obtained.

In the first place, the most fundamental and the safest way to continue prosperity is to save. I am well aware the word "Save" has been in continuous use longer than any other common word. The fact yet remains that the saving citizen and the family and the community in which they live is safest and surest through sunshine and storm, and we are only obliged to review history for fifty years to establish

this fact. When, during the European war, the business institutions of the United States forged to the front very rapidly, and in fact men in whatever business they were engaged became rich almost over night, it seemed to be an incentive to every man in our country, from the ditch digger to the banker, to spend all or more than the extra amount earned. All of this was accompanied with the feeling and even with the belief that those conditions would continue for all time. If the business institutions of the country during that period had saved a goodly portion of their extra earnings and profits, there would not have been a shadow of a depression in 1921. In fact, as we look about us, we find that inflation, stimulated by extravagance, produced the majority of the conditions in which we find ourselves and also produced the necessity of refinancing many individuals and many institutions which could have been financed out of their own profits if these had been conserved.

The second safeguard is that in such instances as depression and inflation during the war and the present conditions of prosperity which prevail now in our country, we should have business men who have the courage and who are capable from a financial standpoint and trade standpoint to resist inflation and over expansion. We should have men, not only in the Federal offices who are supposed to be in close touch with all the operations of our country, but in the industrial life and in the

mercantile life whose minds are so trained that they can act practically as a safeguard against the great multitude who are in the undertakings of life without training and who disregard the results that may be obtained without careful consideration.

The third safeguard or item of interest was the position taken in regard to the credit man and the banker. It is generally understood that the banker is in closer touch with the general affairs of commerce than any other class of men. The facts are, however, that the credit men of industrial institutions, wholesale houses and large retail institutions throughout the country know more of the average man and his disposition to be extravagant than any banker. And if the credit man in the first place, and the banker in the second place, could have the courage under conditions which indicate inflation, to throw out words of caution to those inclined to extravagance many of our troubles could be obviated.

The fourth safeguard, and one which was very thoroughly discussed was handled under the title "Commercial Strategy." There was a time in our country when our exports were not of any great value. During the last thirty-five years, especially, there has been an enormous increase as to business between the United States and other countries. At the present time, it is not only true, but we have actually assumed a position through our financial right, and we are almost bankers of the world. It is contended and rightfully so that the business man and the banker to-day must be a man of very wide vision, and that individually and collectively they must be men of not only vision, but of thorough reasoning powers, and that instead of working apart, as is quite the disposition in industry and commerce, all of these institutions should be so associated so that not only harmony shall prevail, but based upon a reasonable profit, they should seek through their associations to

avoid the catastrophes which otherwise would certainly occur.

As the leading nations of the world progress in thought and action, they realize they must stand individually and collectively closer to each other or they must fall apart and every few years some one or more of them must have a depression or what is ordinarily called a "panic." Considerable time was spent considering the question of producing and consuming. It is gen-

No Smoker
Can Be
Satisfied
Before
He Has
Smoked
A

Charles
the
Eighth
10c
Cigar

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Of Real
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The
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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.

TANGLEFOOT **TANGLEFOOT** **TANGLEFOOT**

erally supposed that there are a great many less farmers in our country than there were ten or fifteen years ago. This belief needs just a little comment. As you go through our country districts there can be seen many houses upon farms that seem to be abandoned, but the facts are that in many of these cases one of those thrifty farmers has bought out two or three of his neighbors. By actual figures of the Commerce Department at Washington, there are more farm products brought to market at the present time than ever was before in the history of our country.

Right along beside this statement is also the statement that we are consuming more of the products of the soil than we ever did before, and this is due to the fact that during the years of prosperity the average person in our country has added to, or more properly speaking, increased the standards of living. This applies, not only to food, but to clothing and the general privileges of every day life. We realize that if this statement is true, that our increase in products can be consumed from the fact that there are better standards of living and that the average working man receives much better pay for a day's work. All of these things must go hand in hand, or in other words, they are interdependent.

We often hear people say that if we could only go back to old fashioned times, we would very soon be out of debt and that all of our people could live more comfortably and with less effort. By actual figures if we could go back to our ways of living previous to 1913, the employers of the country could dismiss two million workers, and when they have dismissed two million workers, they

have put this number of people out of employment.

Another surprising thing was mentioned, and in a sense should not be surprising, but is generally not thought of to any great extent. The facts are that the production in our country from the farmer and the industrial institution and all of the manufacturing and trade institutions is accomplished with less physical effort and with better pay than ever before in this country or in any country in the world. It is very often stated that the worker is overworked, but the truth is that through improvement of conditions and the bettering of machinery, from the industrial institution down and including the farmer himself, the actual physical effort has been decreased and production has been increased.

Therefore, if we would safeguard we must save. If we would be safe in our undertakings as against our tendencies toward inflation, we must have the influence of trained men. If we are to define these men outside of the actual men engaged in commercial and industrial life, we must say that first the credit men and then the bankers must be diligent, intelligent and on their job all of the time. The magnitude of the undertakings must demand that individually and collectively they must generally agree as to the proper way to conduct business, and finally we must realize that we are never going back to the old standards of living, and it is just a question of readjusting all of these elements in a sane and safe way.

Lee M. Hutchins.

Are you positive that every store department, every line of goods you carry, pays you a profit. Investigation in this direction may offer a surprise.

A New Soda Fountain AND

Up-to-date Store Fixtures

Help Build Up Your

Tourist and Resort Trade



WE are state agents for the GUARANTEED ICELESS SODA FOUNTAINS of Grand Haven, and for the WILMARTH SHOW CASE CO. of Grand Rapids. They are the leaders, and their products will bear the closest scrutiny of your most exacting tourist and resort customers and friends.

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

WHOLESALE DRUG PRICE CURRENT

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

Acids		Almonds, Sweet,		Tinctures	
Boric (Powd.)	15 @ 25	Amber, crude	60 @ 1 00	Aconite	1 80
Boric (Xtal)	15 @ 25	Amber, rectified	2 00 @ 2 25	Aloes	1 45
Carbolic	78 @ 83	Anise	1 00 @ 1 25	Arnica	1 19
Citric	62 @ 70	Bergamont	5 00 @ 5 25	Asafoetida	2 40
Muriatic	3 1/4 @ 3	Cajeput	1 50 @ 1 75	Belladonna	1 35
Nitric	9 @ 15	Cassia	4 25 @ 4 50	Benzoin	2 10
Oxalic	20 1/4 @ 30	Castor	1 60 @ 1 80	Benzoin Comp'd	2 65
Sulphuric	3 1/4 @ 3	Cedar Leaf	1 75 @ 2 00	Buchu	2 55
Tartaric	42 @ 52	Citronella	1 20 @ 1 45	Cantharides	2 85
Ammonia		Cloves	3 25 @ 3 50	Capicum	2 20
Water, 26 deg.	10 @ 13	Cocunut	25 @ 35	Catechu	2 15
Water, 18 deg.	8 1/4 @ 13	Cod Liver	1 30 @ 1 40	Cinchona	1 80
Water, 14 deg.	6 1/4 @ 12	Croton	2 00 @ 2 25	Colchicum	3 00
Carbonate	20 @ 25	Cotton Seed	1 35 @ 1 50	Cubebs	2 15
Chloride (Gran.)	10 @ 20	Cubeb	8 50 @ 8 75	Digitalis	1 80
Balsams		Eigerson	3 00 @ 3 25	Gentian	2 35
Copaiba	60 @ 1 00	Eucalyptus	3 00 @ 3 25	Ginger, D. S.	1 80
Flr (Canada)	2 50 @ 2 75	Hemlock, pure	2 00 @ 2 25	Gualac	2 20
Flr (Oregon)	80 @ 1 00	Juniper Berries	2 00 @ 2 25	Gualac, Ammon.	2 00
Peru	3 00 @ 3 25	Juniper Wood	1 50 @ 1 75	Iodine	95
Tolu	1 60 @ 1 80	Lard, extra	1 35 @ 1 45	Iodine, Colorless	2 10
Barks		Lard, No. 1	1 25 @ 1 35	Iron, clo.	1 35
Cassia (ordinary)	25 @ 30	Lavender Flow	4 50 @ 4 75	Kino	2 10
Cassia (Saigon)	50 @ 60	Lavender Gar'n	1 75 @ 2 00	Myrrh	2 50
Sassafras (pw. 40c)	40 @ 40	Lemon	1 50 @ 1 75	Nux Vomica	2 50
Soap Cut (powd.)	15 @ 20	Linseed Boiled bbl.	1 22 @ 1 22	Opium	85
Berries		Linseed bld. less	1 29 @ 1 37	Opium, Camp.	85
Cubeb	1 50 @ 1 75	Linseed, raw, bbl.	1 20 @ 1 20	Opium, Deodor'd	50
Fish	25 @ 30	Linseed, ra., less	1 27 @ 1 35	Rhubarb	1 70
Juniper	7 @ 15	Mustard, artifil. oz.	60 @ 60	Paints.	
Pricky Ash	40 @ 30	Neatsfoot	1 35 @ 1 50	Lead, red dry	14 1/2 @ 15
Extracts		Olive, pure	3 75 @ 4 50	Lead, white dry	14 1/2 @ 15
Licorice	60 @ 65	Olive, Malaga,	2 75 @ 3 00	Lead, white oil	14 1/2 @ 15
Licorice powd.	70 @ 80	Olive, green	2 75 @ 3 00	Ochre, yellow bbl.	2
Flowers		Orange, Sweet	4 50 @ 4 75	Ochre, yellow less	2 1/2 @ 3
Arnica	25 @ 30	Origanum, pure	2 50 @ 2 75	Putty	5 @ 8
Chamomile (Ger.)	40 @ 50	Origanum, com'l	1 00 @ 1 20	Red Venet'n Am.	3 1/2 @ 7
Chamomile Rom	1 75 @ 2 00	Pennyroyal	2 75 @ 3 00	Red Venet'n Eng.	4 @ 7
Gums		Peppermint	4 25 @ 4 60	Whiting, bbl.	4 @ 4 1/2
Acacia, 1st	50 @ 55	Rose, pure	9 00 @ 10 00	Whiting	5 1/2 @ 10
Acacia, 2nd	45 @ 50	Rosemary Flows	1 25 @ 1 50	L. H. P. Prep.	2 80 @ 3 00
Acacia, Sorts	22 @ 30	Sandalwood, E.	11 00 @ 11 25	Rogers Prep.	2 80 @ 3 00
Acacia, powdered	35 @ 40	I.	1 50 @ 1 80	Miscellaneous	
Aloes (Barb Pow)	25 @ 35	Sassafras, true	1 50 @ 1 80	Acetanalid	47 1/2 @ 53
Aloes (Cape Pow)	25 @ 35	Sassafras, arti'l	1 00 @ 1 25	Alum	08 @ 12
Aloes (Soc. Pow.)	65 @ 70	Sassafras, true	1 00 @ 1 25	Alum, powd. and	09 @ 11
Asafoetida	65 @ 75	Sperm	1 80 @ 2 05	ground	09 @ 11
Pow.	1 00 @ 1 25	Tansy	10 00 @ 10 25	Bismuth, Subni-	3 85 @ 4 00
Camphor	1 20 @ 1 30	Tar, USP	50 @ 55	trate	3 85 @ 4 00
Guaiaac	70 @ 80	Turpentine, bbl.	1 17 1/2 @ 1 17 1/2	Borax xtal or	07 @ 12
Guaiaac, pow'd	70 @ 80	Turpentine, less	1 24 @ 1 32	powdered	07 @ 12
Kino	75 @ 85	Wintergreen,	6 75 @ 7 00	Cantharides, po.	2 00 @ 2 50
Kino, powdered	75 @ 85	leaf	6 75 @ 7 00	Calomel	1 78 @ 1 99
Myrrh	80 @ 85	Wintergreen, sweet	3 75 @ 4 00	Capicum, pow'd	43 @ 55
Myrrh, powdered	80 @ 85	birch	3 75 @ 4 00	Carmine	6 00 @ 6 60
Opium, powd.	12 15 @ 12 60	Wintergreen, art	1 00 @ 1 25	Cassia Buds	25 @ 30
Opium, gran.	12 15 @ 12 60	Wormseed	10 00 @ 10 25	Cloves	47 @ 50
Shellac	1 05 @ 1 20	Wormwood	10 00 @ 10 25	Chalk Prepared	14 @ 14
Shellac Bleached	1 10 @ 1 25	Potassium		Chloroform	57 @ 61
Tragacanth, pw.	2 25 @ 2 50	Bicarbonate	35 @ 40	Chloral Hydrate	1 35 @ 1 81
Tragacanth	2 50 @ 3 00	Bichromate	15 @ 25	Cocaine	11 60 @ 12 25
Turpentine	25 @ 30	Bromide	45 @ 50	Cocoa Butter	55 @ 55
Insecticides		Carbonate	30 @ 35	Corks, list, less	40 @ 75
Arsenic	18 1/4 @ 30	Chlorate, gran'r	23 @ 30	Copperas	2 1/2 @ 10
Blue Vitriol, bbl.	7 1/2 @ 15	Chlorate, powd.	16 @ 25	Copperas, Powd.	4 @ 10
Blue Vitriol, less	8 1/4 @ 15	or xtal	35 @ 50	Corrosive Sublim	1 48 @ 1 63
Bordeaux Mix Dry	14 @ 29	iodide	4 61 @ 4 84	Cream Tartar	35 @ 45
Hellebore, White	20 @ 30	Permanaganate	30 @ 40	Cuttle bone	55 @ 75
powdered	20 @ 30	Prussiate, yellow	65 @ 75	Dextrine	4 1/2 @ 15
Insect Powder	70 @ 1 00	Prussiate, red	1 45 @ 1 50	Dover's Powder	3 50 @ 4 00
Lead Arsenate Po.	28 @ 41	Sulphate	35 @ 40	Emery, Ali Nos.	10 @ 15
Lime and Sulphur	10 @ 25	Roots		Emery, Powdered	8 @ 10
Dry	10 @ 25	Alkanet	25 @ 30	Epsom Salts, bbls.	3 @ 3
Paris Green	38 @ 52	Blood, powdered	30 @ 40	Epsom Salts, less	3 1/2 @ 10
Leaves		Calamus	35 @ 75	Ergot, powdered	1 50 @ 1 50
Buchu	1 75 @ 1 90	Elecampane, pwd	25 @ 30	Flake, White	15 @ 20
Buchu, powdered	2 @ 20	Gentian, powd.	20 @ 30	Formaldehyde, lb.	19 @ 30
Sage, Bulk	25 @ 30	Ginger, African,	25 @ 30	Gelatine	1 25 @ 1 50
Sage, 1/4 loose	4 @ 45	powdered	25 @ 30	Glassware, less 55%.	
Sage, powdered	35 @ 45	Ginger, Jamaica,	60 @ 65	Glassware, full case	60%.
Senna, Alex.	75 @ 80	powdered	42 @ 50	Glauber Salts, bbl.	03 1/2 @ 7
Senna, Tinn.	30 @ 35	Goldenseal, pow	5 50 @ 6 00	Glauber Salts less	04 @ 10
Senna, Tinn. pow.	25 @ 35	Ipecac, powd.	3 @ 30	Glue, Brown	21 @ 20
Uva Ursi	20 @ 25	Licorice	40 @ 45	Glue, Brown Grd	15 @ 20
Oils		Licorice, powd.	20 @ 30	Glue, White	27 1/2 @ 35
Almonds, Bitter,		Orris, powdered	30 @ 40	Glue, White Grd.	25 @ 35
true	7 50 @ 7 75	Poke, powdered	30 @ 35	Glycerine	24 @ 32
Almonds, Bitter,		Rhubarb, powd.	85 @ 1 00	Hops	65 @ 75
artificial	4 00 @ 4 25	Rosinwood, powd.	30 @ 35	Iodine	6 30 @ 6 75
Almonds, Sweet,		Sarsaparilla, Hond.	30 @ 35	Iodoform	7 60 @ 7 85
true	80 @ 1 20	ground	1 @ 1 00	Lead Acetate	18 @ 25
Seeds		Sarsaparilla Mexican,	1 @ 1 00	Lycopodium	75 @ 1 00
Anise	35 @ 40	ground	1 @ 1 00	Mace	75 @ 80
Anise, powdered	38 @ 45	Squills	35 @ 40	Mace, powdered	95 @ 1 00
Bird, is	13 @ 15	Squills, powdered	60 @ 70	Menthol	11 00 @ 11 25
Canary	10 @ 15	Tumeric, powd.	17 @ 25	Morphine	8 70 @ 9 60
Caraway, Po.	42 @ 45	Valeran, powd.	40 @ 50	Nux Vomica	30 @ 30
Cardamon	2 00 @ 2 25	Leaves		Nux Vomica, pow.	17 @ 25
Celery, powd.	45 @ 50	Buchu	1 75 @ 1 90	Pepper black pow.	32 @ 35
Coriander pow.	30 @ 35	Buchu, powdered	2 @ 20	Pepper, White	40 @ 45
Dill	10 @ 20	Sage, Bulk	25 @ 30	Pitch, Burgundry	10 @ 15
Fennell	25 @ 30	Sage, 1/4 loose	4 @ 45	Quassia	12 @ 15
Flax	08 1/4 @ 13	Sage, powdered	35 @ 45	Quinine	72 @ 1 33
Flax, ground	08 1/4 @ 13	Senna, Alex.	75 @ 80	Rochelle Salts	30 @ 40
Foenugreek pow.	15 @ 25	Senna, Tinn.	30 @ 35	Saccharine	30 @ 30
Hemp	8 @ 15	Senna, Tinn. pow.	25 @ 35	Salt Peter	11 @ 22
Lobelia, powd.	1 @ 1 25	Uva Ursi	20 @ 25	Selditz Mixture	80 @ 40
Mustard, yellow	15 @ 25	Oils		Soap, green	20 @ 25
Mustard, black	15 @ 20	Almonds, Bitter,		Soap mott cast.	22 1/2 @ 25
Poppy	22 @ 25	true	7 50 @ 7 75	Soap, white castle	11 @ 50
Quince	2 00 @ 2 25	Almonds, Bitter,		Soap, white castle	11 @ 50
Rape	15 @ 20	artificial	4 00 @ 4 25	less, per bar	1 @ 25
Sabadilla	23 @ 30	Almonds, Sweet,		Soda Ash	3 1/2 @ 10
Sunflower	11 1/2 @ 15	true	80 @ 1 20	Soda Bicarbonate	3 1/2 @ 10
Worm, American	30 @ 40	Seeds		Soda, Sal	03 @ 08
Worm Levant	4 @ 50	Anise	35 @ 40	Spirits Camphor	21 @ 35

GROCERY PRICE CURRENT

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

ADVANCED

Evap. Apples
Vinegar—White Wine
Horse Radish

DECLINED

Head Rice
Evap. Apricots
Raisins
Scotch Peas
Prunes

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. ----- 32 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 35
K. C., 10 lb. doz. ----- 13 50
Queen Flake, 6 oz. ----- 1 25
Queen Flake, 16 oz. ----- 2 25
Queen Flake, 100 lb. keg 11
Queen Flake, 25 lb. keg 14
Royal, 10c, doz. ----- 95
Royal, 6 oz., doz. ----- 2 70
Royal, 12 oz., doz. ----- 5 20
Royal, 5 lb., doz. ----- 31 20
Ryzon, 4 oz., doz. ----- 1 35
Ryzon, 8 oz., doz. ----- 2 25
Ryzon, 16 oz., doz. ----- 4 05
Ryzon, 5 lb., doz. ----- 18 00
Rocket, 16 oz., doz. 1 25

BLUING

Original
condensed Pearl
Crown Capped
4 doz., 10c dz. 85
3 dz. 15c, dz. 1 25
Silver Cloud, 3 dz. sm. 3 80
Silver Cloud, 2 dz. lge. 3 80
with perforated crowns.
One case free with five.

BREAKFAST FOODS

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



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

Post's Brands.

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

BROOMS

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

Rich & France Brands

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

BRUSHES

Solid Back, 8 in. ----- 1 50
Solid Back, 1 in. ----- 1 75
Pointed Ends ----- 1 25
Stove
No. 1 ----- 1 10
No. 2 ----- 1 35

Shoe

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

BUTTER COLOR

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

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 ----- 8 75
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
Lemonberries, No. 1 ----- 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, sliced ----- 3 50
Pineapple, 2, Brk slic. ----- 3 00
Pineapple, 2 1/2, sliced ----- 4 25
Pineapple, No. 2, crus. ----- 2 50
Pineap., 10, cru. 11 50
Pears, No. 2 ----- 3 25
Pears, No. 2 1/2 ----- 4 25
Plums, No. 2 ----- 2 35
Plums, No. 2 1/2 ----- 3 00
Raspberries No. 2, blk. ----- 3 25
Raspb's, Red, No. 10 ----- 9 75
Raspb's, Black No. 10 ----- 11 00
Rhubarb, No. 10 ----- 5 25

CANNED FISH.

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 ----- 3 40
Clams, Steamed, No. 1 ----- 1 75
Clams, Minced, No. 1 ----- 2 50
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. ----- 2 50
Chicken Haddie, No. 1 ----- 2 75
Fish Flakes, small ----- 1 35
Cod Fish Cake, 10 oz. ----- 1 85
Cove Oysters, 5 oz. ----- 1 75
Lobster, No. 1, Star ----- 1 80
Shrimp, No. 1, wet ----- 1 80
Sard's 1/4 Oil, k'less ----- 4 00
Sardines, 1/4 Oil, k'less ----- 3 85
Sardines, 1/4 Smoked ----- 7 00
Salmon, Warrens, 1/2 ----- 2 75
Salmon, Red Alaska ----- 2 80
Salmon, Med. Alaska ----- 1 65
Salmon, Pink Alaska ----- 1 60
Sardines, Im. 1/4, ea. ----- 10 28
Sardines, Im. 1/2, ea. ----- 25
Sardines, Cal. ----- 1 75
Tuna, 1/2, Albacore ----- 95
Tuna, 1/2, Nekko ----- 1 65
Tuna, 1/2, Regent ----- 2 25

CANNED MEAT.

Bacon, Med. Beechnut ----- 2 40
Bacon, Lge. Beechnut ----- 4 05
Beef, No. 1, Corned ----- 2 60
Beef, No. 1, Roast ----- 2 35
Beef, No. 1/2 Rose Sil. ----- 1 75
Beef, No. 1/2, Qua. Sil. ----- 2 10

Beef, No. 1, Qua. sil. ----- 3 35
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. ----- 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 ----- 75
Potted Meat, 1/2 Libby ----- 90
Potted Meat, 1/2 Rose ----- 80
Potted Ham, Gen. ----- 1 85
Vienna Saus., No. 1 ----- 1 35
Veal Loaf, Medium ----- 2 30

Baked Beans

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

CANNED VEGETABLES.

Asparagus, ----- 4 00
No. 1, Green tips ----- 4 00
No. 2 1/2, Lge. Gr. 3 75
Wax Beans, 2s ----- 3 75
Green Beans, 2s ----- 1 60
Green Beans, No. 10 ----- 8 25
Lima Beans, No. 2 Gr. ----- 3 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 ----- 3 25
Corn, No. 10 ----- 7 25
Hominy, No. 3 ----- 1 15
Okra, No. 2, whole ----- 2 00
Okra, No. 2, cut ----- 1 90
Dehydrated Veg Soup ----- 90
Dehydrated Potatoes, lb ----- 45
Mushrooms, Hotels ----- 40
Mushrooms, Choice ----- 48
Mushrooms, Sur Extra ----- 70
Peas, No. 2, E.J. ----- 1 25
Peas, No. 2, Sift. ----- 1 60
Peas, No. 2, Ex. Sift. ----- 1 90
Pean. Ex. Fine, French ----- 28
Pumpkin, No. 3 ----- 1 45
Pumpkin, No. 10 ----- 4 00
Pimentos, 1/4, each ----- 15 18
Pimentos, 1/2, each ----- 27
Sw't Potatoes, No. 2 ----- 1 35
Sauerkraut, No. 3 ----- 1 50
Succotash, No. 2 ----- 1 60
Succotash, No. 2, glass ----- 3 45
Spinach, No. 1 ----- 1 35
Spinach, No. 2 ----- 1 45
Spinach, No. 3 ----- 1 50
Spinach, No. 10 ----- 7 25
Tomatoes, No. 2 ----- 1 30
Tomatoes, No. 3 ----- 1 90
Tomatoes, No. 2 glass ----- 2 85
Tomatoes, No. 10 ----- 6 50

CATSUP.

B-nut, Small ----- 1 80
Lilly Valley, 14 oz. ----- 2 25
Libby, 14 oz. ----- 2 25
Libby, 8 oz. ----- 1 60
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
Camenbert, small tins ----- 2 50
Brick ----- 28
Wisconsin Flats ----- 28
Wisconsin Daisy ----- 28
Longhorn ----- 28
Michigan Full Cream ----- 27
New York Full Cream ----- 33
Sap Sago ----- 32

CHEWING GUM

Adams Black Jack ----- 65
Adams Bloodberry ----- 65
Adams Calif. Fruit ----- 65
Adams Sen Sen ----- 65
Beeman's Pepsin ----- 65
Bechnut ----- 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, Caracas, 1/2s ----- 35
Baker, Premium, 1/4s ----- 37
Baker, Premium, 1/2s ----- 34
Baker, Premium, 1/4s ----- 34
Hersheys, Premium, 1/4s ----- 36
Hersheys, Premium, 1/2s ----- 36
Runkle, Premium, 1/4s ----- 34
Runkle, Premium, 1/2s ----- 37
Vienna Sweet, 24s ----- 1 75

COCOA.

Baker's 1/4s ----- 40
Baker's 1/2s ----- 36
Bunte, 1/4 lb. ----- 43
Bunte, 1/2 lb. ----- 35
Bunte, lb. ----- 82
Droste's Dutch, 1 lb. ----- 9 00
Droste's Dutch, 1/2 lb. ----- 4 75
Droste's Dutch, 1/4 lb. ----- 2 00
Hersheys, 1/4s ----- 33
Hersheys, 1/2s ----- 28
Huyler ----- 36
Lowney, 1/4s ----- 40
Lowney, 1/2s ----- 40
Lowney, 1/4s ----- 38
Lowney, 1/2s ----- 31
Van Houten, 1/4s ----- 75
Van Houten, 1/2s ----- 75
COCOANUT.
1/4s, 5 lb. case ----- 50
1/4s, 5 lb. case ----- 48
1/4s & 1/2s, 15 lb. case ----- 49
Bulk, barrels Shredded ----- 22
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
Maracaibo ----- 25
Guatemala ----- 28
Java and Mocha ----- 39
Bogota ----- 30
Peaberry ----- 26
Christian Coffee Co.
Amber Coffee, 1 lb. cart. ----- 30
Crescent Coffee, 1 lb. ct. ----- 26
Amber Tea (bulk) ----- 47
McLaughlin's Kept-Fresh
Vacuum packed. Always
fresh. Complete line of
high-grade bulk coffees.
W. F. McLaughlin & Co.,
Chicago

Coffee Extracts

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

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK



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

CIGARS

Lewellyn & Co. Brands
MI Lola
Capitol, 50s ----- 125 00
Favorita, 50s ----- 115 00
Victory, 50s ----- 95 00
Buckeye, 50s ----- 75 00
Panetela, 50s ----- 75 00
LaSoreta (smokers) ----- 70 00
Wolverine, 50s ----- 75 00
Garcla Master
Cafe, 100s ----- 37 50
Swift
Wolverine, 50s ----- 120 00

Supreme, 50s ----- 110 00
Bostonian, 50s ----- 95 00
Perfecto, 50s ----- 95 00
Blunts, 50s ----- 75 00
Cabinet, 50s ----- 73 00
Worden Grocer Co. Brands
Harvester Line.
Kiddies, 100s ----- 37 50
Record Breakers, 50s ----- 75 00
Delmonico, 50s ----- 75 00
Epicure Panetela, 50 ----- 75 00
Perfecto, 50s ----- 95 00

The La Azora Line.

Agreement, 50s ----- 58 00
Washington, 50s ----- 75 00
Webster Cigar Co.
Plaza, 50s, Wood ----- 95 00
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
Blackstone ----- 50s
El Producto Boquet ----- 75 00
El Producto, Puritan-Finos ----- 92 00

Snuff.

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

CONFECTIONERY

Stick Candy Pails
Standard ----- 18
Jumbo Wrapped ----- 20
Pure Sugar Stick, 600's ----- 4 20
Big Stick, 20 lb. case ----- 20
Kindergarten ----- 19
Kindergarten ----- 18
Leader ----- 17
X. L. O. ----- 15
French Creams ----- 20
Cameo ----- 21
Grocers ----- 13

Fancy Chocolates

Bittersweets, Ass'ted ----- 1 75
Choc. Marshmallow Dp ----- 1 75
Milk Chocolate A. 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 ----- 14
Favorite ----- 20
Superior ----- 21

Lozenges, Pails

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

Hard Goods. Pails

Lemon Drops ----- 19
O. F. Horehound dps. ----- 19
Anise Squares ----- 19
Peanut Squares ----- 20
Horehound Tablets ----- 20
Putnam's ----- 1 30
Smith Bros. ----- 1 50

Package Goods

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

Specialties.

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

COUPON BOOKS

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

CRISCO.

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

CREAM OF TARTAR

6 lb. boxes ----- 40

DRIED FRUITS

Apples
Evap. Choice, bulk ----- 14
Apricots
Evaporated, Choice ----- 20
Evaporated, Fancy ----- 25
Evaporated, Slabs ----- 18
Citron
10 lb. box ----- 55
Currants
Package, 14 oz. ----- 20
Boxes, Bulk, per lb. ----- 20

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

Raisins

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

California Prunes

90-100 25 lb. boxes ----- @08
80-90, 25 lb. boxes ----- @10 1/2
70-80, 25 lb. boxes ----- @11
60-70, 25 lb. boxes ----- @12
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

Pearl, 100 lb. sack ----- 2 50
Macaroni
Domestic, 20 lb. box ----- 07 1/2
Domestic, broken, box ----- 05 1/2
Armours, 2 doz., 8 oz. ----- 1 80
Fould's, 2 doz., 8 oz. ----- 1 80
Quaker, 2 doz. ----- 1 85

Pearl Barley

Chester ----- 4 00
00 and 0000 ----- 6 00
Barley Grits ----- 4 25

Peas

HORSE RADISH
Per doz., 6 oz. ----- 1 10

JELLY AND PRESERVES
Pure, 30 lb. pails ----- 3 60
Pure 7 oz. Ass't., doz. 2 10
Buckeye, 22 oz. doz. 2 10
O. 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 7 55
Searchlight, 144 box 8 00
Red Stick, 720 lb. box 5 50
Red Diamond, 144 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 60
Libby's Eggs, Wet, lb. 24

MOLASSES.

Gold Brer Rabbit
No. 10, 6 cans to case 5 10
No. 5, 12 cans to case 3 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 20
Red Hen 12, 5 lb. ----- 3 10
Red Hen 6, 10 lb. ----- 2 80
Ginger Cake, 24, 2 lb. 3 00
Ginger Cake, 24, 2 1/2 lb. 3 80
Ginger Cake, 12, 5 lb. 3 75
Ginger Cake, 6, 10 lb. 3 50
O. & L. 24-2 lb. ----- 4 20
O. & L. 24-2 1/2 lb. ----- 5 65
O. & L. 12-5 lb. ----- 5 00
O. & L. 6-10 lb. ----- 4 75
Dove, 36, 2 lb. Wh. L. 5 60
Dove, 24, 2 1/2 lb. Wh. L. 5 20
Dove, 36, 2 lb. Black 4 30
Dove, 24, 2 1/2 lb. Black 3 90
Dove, 6, 10 lb. Blue L. 4 45
Palmetto, 24, 2 1/2 lb. 4 40

NUTS.

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, rst 15 1/2
Pecans, 3 star ----- 80
Pecans, Jumbo ----- 80
Walnuts, California ----- 28

Salted Peanuts

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

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

OLIVES.

Bulk, 2 gal. keg ----- 4 25
Bulk, 3 gal. keg ----- 6 00
Bulk, 5 gal. keg ----- 9 50
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, Stu. doz. 3 40
9 oz. Jar, Stuffed, doz. 4 00
12 oz. Jar, Stuffed, dz. 5 00

PEANUT BUTTER.

Bel Car-Mo Brand
8 oz. 2 doz. in case 3 30
24 1 lb. pails ----- 5 75
12 2 lb. pails ----- 5 60
5 lb. pails 6 in crate 6 10
14 lb. pails ----- 19
25 lb. pails ----- 18 1/2
50 lb. tins ----- 18

PETROLEUM PRODUCTS

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



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



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

PICKLES

Barrel, 1,200 count ----- 16 00
Half bbls., 600 count ----- 9 00
10 gallon kegs ----- 6 75
Sweet Small
30 gallon, 2400 ----- 33 00
15 gallon, 2000 ----- 17 50
10 gallon, 800 ----- 12 75

Dill Pickles.

600 Size, 15 gal. ----- 9 00
PIPES
Cob, 3 doz. in bx 00@1 20

PLAYING CARDS

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

POTASH

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

FRESH MEATS

Beef.
Top Steers & Heif. 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 ----- 13
Medium ----- 11
Poor ----- 09

Pork.
Heavy hogs ----- 08
Medium hogs ----- 10
Light hogs ----- 10
Loins ----- 18
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 tierces ----- 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 7/8
5 lb. pails ----- advance 1
3 lb. pails ----- advance 1
Compound Lard 13 1/4 @14 1/4

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 Balled ----- 30 @32
Hams ----- 32 @35
Boiled Hams ----- 14 @15
Bacon ----- 22 @34

Boneless Beef
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 70
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

Condensed No. 1 car. 2 00
Condensed Bakers crick 31
Moist in glass ----- 8 00

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

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

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

RICE
Fancy Head ----- 07 1/2
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, 12s, 11 num 3 25
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, doz. ----- 1 40
Wood boxes, Pure ----- 26
Whole Cod ----- 12

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

Herring
K K K K, Norway ----- 20 00
8 lb. pails ----- 1 40
Cut Lunch ----- 1 00
Boned, 10 lb. boxes ----- 16 1/2
1/4 bbl., 100 lbs. ----- 6 00

Mackerel
Tubs, 100 lb. fancy fat 12 00
Tubs, 60 count ----- 5 25

White Fish
Med. Fancy, 100 lb. 13 00
SHOE BLACKENING.
2 in 1, Paste, doz. ----- 1 35
E. Z. Combination, dz. ----- 1 35
Dri-Foot, doz. ----- 2 00
Bixbys, Doz. ----- 1 35
Shinola, doz. ----- 90

STOVE POLISH.
Blackline, per doz. ----- 1 25
Black Silk Liquid, dz. 1 40
Black Silk Paste, doz. 1 25
Enamaline Paste, doz. 1 35
Enamaline Liquid, dz. 1 35
E Z Liquid, per doz. 1 40
Radium, per doz. ----- 1 85
Rising Sun, per doz. 1 35
654 Stove Enamel, dz. 2 85
Vulcanol, No. 5, doz. 95
Vulcanol, No. 10, doz. 1 35
Stovoil, per doz. ----- 3 00

SALT
Colonial 24, 2 lb. ----- 90
Med. No. 1, Bbls. ----- 2 80
Med. No. 1, 100 lb. bg. 95
Farmer Spec., 70 lb. 95
Packers Meat, 56 lb. 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 Naptha, 700 box 5 50
Grdma White Na. 100s 5 00
Rub No More White
Naptha, 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 70
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, assorted
Chippo, 80, 12s ----- 6 40
Chippo, 30, 32s ----- 6 00
Ivory, 100, 6 oz. ----- 6 50
Ivory, 100, 10 oz. ----- 10 85
Ivory, 50, 10 oz. ----- 5 50
Ivory Soap Flks., 100s 8 00
Ivory Soap Flks., 50s 4 10
Lenox, 100 cakes ----- 3 65
Luna, 100 cakes ----- 3 75
P. & G. White Naptha 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, 12 Large 3 20
Golden Rod, 24 ----- 4 25
Jinx, 3 doz. ----- 4 50
La France Laun, 4 dz. 3 60
Luster Box, 64 ----- 3 75



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

Old Dutch Clean, 4 dz 4 00
Queen Ann, 60 oz. ----- 2 40
Rinso, 100 oz. ----- 6 40
Rub No More, 100, 10 oz. ----- 3 85

Rub No More, 18 Lg. 4 25
Spotless Cleanser, 48, 20 oz. ----- 3 35
Sani Flush, 1 doz. ----- 2 25
Sapolio, 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 ----- @13
Cloves, Zanzibar ----- @36
Cassia, Canton ----- @25
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 ----- @40
Nutmegs, 105-110 ----- @38
Pepper, Black ----- @15

Pure Ground in Bulk
Allspice, Jamaica ----- @16
Cloves, Zanzibar ----- @45
Cassia, Canton ----- @25
Ginger, African ----- @25
Mustard ----- @28
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
Fonelly, 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 ls ----- 11 1/4
Elastic, 64 pkgs. ----- 5 35
Tiger, 48-1 ----- 2 85
Tiger, 50 lbs. ----- 06

CORN SYRUP.
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 65
12 oz. Cot. 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 ----- 9 00
17 in. Butter ----- 18 00
19 in. Butter ----- 25 00

WRAPPING PAPER
Fibre, Manila, white ----- 05 1/4
No. 1 Fibre ----- 07 1/2
Butchers Manila ----- 06 1/4
Kraft ----- 09

YEAST CAKE
Magic, 3 doz. ----- 2 70
Sunlight, 3 doz. ----- 2 70
Sunlight, 1 1/2 doz. 1 35
Yeast Foam, 3 doz. ----- 2 70
Yeast Foam, 1 1/2 doz. 1 35

YEAST-COMPRESSED
Fleischmann, per doz. ----- 28

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

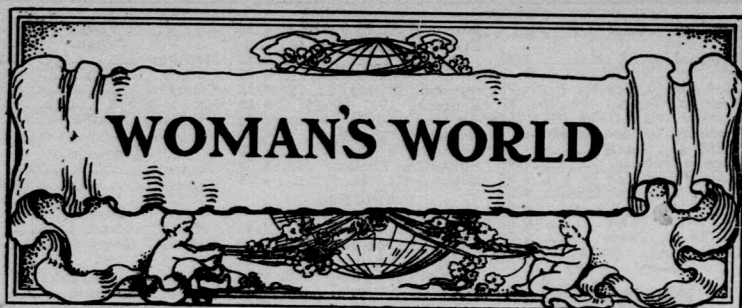
English Breakfast
Congou, Medium ----- 28
Congou, Choice ----- 38@36
Congou, Fancy ----- 42@43

Oolong
Medium ----- 36
Choice ----- 45
Fancy ----- 50

TWINE
Cotton, 3 ply cone ----- 53
Cotton, 3 ply balls ----- 55
Wool, 6 ply ----- 20

VINEGAR
Cider, 40 Grain ----- 22
White Wine, 80 grain 22
White Wine, 40 grain 17
Oakland Vinegar & Pickle Co.'s Brands ----- 25
Oakland Apple Cider ----- 20
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. 50
Rochester, No. 3, doz. 2 00
Rayo, per doz. ----- 80



Mother-in-Law Role Requires Tact and Good Taste.

Written for the Tradesman.

There was a rather sad expression in the mother's face as she told me her daughter had no room for her and her husband in the house, and they had to stay at a hotel.

"Of course I ought to have written her that we were coming; but we thought it would be such fun to give her and Gerald a surprise by dropping in on them. So we did, and found them with a houseful of week-end guests—people we never heard of. The worst of it was poor Mabel's distress at not being able to take us right in.

"Oh, Mother!" she said, "after all I've said about our always having a place for you, and to come along any time; and here you come for the first time, and we haven't a place for you to lay your head!"

"So there was nothing for us to do but stay over the week end at the hotel, until their guests were gone. It seems odd, too, to have it happen with people we never even heard of. I've always known all of Mabel's friends, and I can't get used to their having their house full of people whose names we never heard. They seem very nice people, though; and we're going up there to have dinner with them to-morrow."

In all the awkward situation, the thing that seemed to trouble this mother most was the fact that she and her husband were being supplanted by "people we never heard of." It was hard for her to adjust herself to the fact that her daughter and her son-in-law could have a life about which she knew nothing, even though they did live in a city two hundred miles away.

It was particularly hard for her, because, as I knew very well, she and her daughter had been peculiarly close in all the years since the girl was born. She understood it intellectually, and she is a perfectly reasonable woman full of good common sense; but down in her heart, and now in plain sight, was an instinctive resentment at the fact that life had taken away her daughter and given her friends "that we never even heard of."

The hardest thing for parents—especially mothers—to realize and get used to is that their children are separate persons, with individuality of their own, and lives of their own to live. I knew a fine old lady who never quite forgave her daughter because she liked to use more sugar and shortening in her cooking than she had taught her to use. I don't know how many times I have heard her say to that daughter:

"I don't know where you get your taste in cooking. It never came down to you from my family!" As if some freak of nature had interfered with legitimate heredity in cooking.

Recently I have met a young woman whose mother-in-law treats her with marked scorn, although she is one of the finest women that I know—the mother-in-law is a fine woman, too; simply because, so far as I can see, she has presumed to conduct the home of her son in ways markedly differently from those in which he was brought up. I suppose, too, she never has quite forgiven her for taking that son away from his mother.

The "mother-in-law joke" is very ancient, and it is no joke. I have seen a good many learned explanations or attempts at explanation, of the widely spread tradition of hostility between mothers-in-law and their sons and daughters-in-law; and I suppose there is truth enough in them all. But my own observation has convinced me that the chief trouble is the failure of the older generation—every generation in its turn—to realize that the young people have their own lives to live, and must live them in their own way.

Quite often the daughter in the case really feels with her husband in this sort of controversy, but has not the courage to side with him openly. A great deal of unhappiness arises in such situations.

But in most of the cases within my own observation, where there never has been any real outward unpleasantness, the trouble is only a quiet but unmistakably painful failure on the part of the elders not only to take for granted that the younger ones will have complete lives of their own, and "friends we never even heard the names of"; but to understand that this is highly desirable.

Can't you visualize those two dear old people, invited to that Sunday dinner as extra and unexpected guests, and nobody in all probability enjoying it very much?

Of course they should not have dropped in "to surprise Mabel and Gerald." They ought to have known that the young would probably be having doings of their own.

The wisest mother is she who earliest realizes that her child is a distinct personality, and who with ready sympathy and understanding adjusts herself to that fact and its consequences—especially including her daughter's husband.

Prudence Bradish,
(Copyrighted, 1923.)

After Interest a Help to Business.

Written for the Tradesman.

Should the merchant's interest in the goods he sells end when he passes them over the counter and receives the cash in payment?

With some merchants it does. Nevertheless, individual retailers here and there have found—particularly in the introduction of new lines of goods—that it pays to follow up their sales with enquiries as to results.

"It will look as though I were anxious," you protest.

If your tone is anxious, it will look that way; but if your tone is interested, it will not even remotely suggest anxiety. There's a mighty difference between anxiety and interest; as big a difference as betwixt failure and success. Interest is what spells the success of a host of merchants who have arrived with a capital A.

Here, for instance, Grocer Jamieson has just stocked a new line of jelly powders. He sells some. Later, one of the purchasers drops into the store. Says Grocer Jamieson:

"How did you like that Blanko Jelly Powder? Mrs. So and So tried it and thinks it's fine."

In nine cases out of ten the purchaser echoes "Fine!" In the tenth case—maybe—dissatisfaction openly expressed may give the grocer a chance to explain away some trivial difficulty in the preparation of Blanko and convert the purchaser into a permanent customer for that particular product.

With the small retailer it is that such enquiries can be most effectively

made, and will prove most resultful. Incidentally, he must be a merchant who closely studies the goods he handles. People like to buy from a dealer who has actually tried the good he recommends and can speak with authority regarding methods of preparation and use.

One man, meeting a difficulty, will stammer and refer to the label on the goods. Another merchant, who has studied the product and its record among his customers, will be able, after a couple of leading questions, to reel off expert advice.

The difference between these two merchants is one of application, of self-information and of memory. And the customer has a little niche in his kindly recollection for the man who tells him (and tells him truly) that a certain class of cold meat can be cut to best advantage with a knife slightly warmed, or that such-and-such are the proportions in which coffee should be mixed, or that the reason the furniture polish didn't show off well was because the wrong sort of rag was used in applying it.

Customers now and then resent any after-interest or after-enquiry on the merchant's part. These are, however, exceptions, even to the last, least one of them. The average man likes to think that he's an object of interest to other men, and that the merchant values his good opinion. It elevates him in his own eyes; and the self-satisfied man, tactfully led, is usually an easy buyer. Tackle him with a compliment not too obvious and he'll respond with a shekel's worth of extra trade every

A Good Record For Automobile Insurance

Starting Ninth Season

Total Assets on May 25 of over \$300,000

The Citizen's Mutual Automobile Insurance Company of Howell is continuing its remarkable record. The company is now starting its ninth season and has met all of its claims promptly, having paid over 12,600. It is a Michigan company and has carried insurance for such men as ex-Governor Rich, the late Governor Warner, ex-Governor Sleeper, and many of the leading bankers, lawyers, county officers, business men and farmers. It has saved its policy holders, in comparison with stock rates, many million dollars since its organization.

Mutual insurance has proven a success in America. The first American fire insurance company was a mutual company organized by Benjamin Franklin in Philadelphia in 1752. It has been continuous in operation and highly successful and now has net assets of more than six million dollars. Professor John A. Gilmore, of Virginia, after careful study, announces that there were about 1550 stock fire insurance companies started business in the United States and 1300, or -84%, have either failed, retired or re-insured. He announces further that there has been about 2900 mutual fire insurance companies organized and 700 of these have failed, retired or reinsured, leaving about 2200 still in existence and doing business today. 84% of the stock companies have failed or retired and only 24% of the mutuals, a splendid showing for the mutuals. An authority on insurance has said that no mutual company that accumulated gross assets of \$200,000 or a cash surplus of \$100,000 has ever failed in the history of the country.

You can insure your Dodge car for fire, theft and liability for \$10.50 and collision at a small additional cost.

See local agent or write to

The Citizens' Mutual Automobile Insurance Company

HOWELL, MICHIGAN

now and then before he gets over the tickling.

Then, as for the warpy individuals who don't like you to enquire—if you're wide awake, you'll speedily get next to them and save the trouble of enquiring. If you're not wide awake, you'd never think to enquire anyway.

It isn't just for the sake of a trifle of extra business, though, that the merchant should find out what his customer thinks of the goods sold a couple of weeks before. Such enquiries elicit a lot of worth while information.

When a merchant decides whether or not to re-order, he is largely influenced, and the extent of his order is usually gauged, by the rapidity with which the original stock sold out. This indication is fair but not infallible. A showy carton may sell the first lot of a certain product; but it's actual merit, proven by experience, which brings the customers back to help clean out a second shipment of the same goods. A few judicious enquiries, casually made, will help the merchant to ascertain whether the new line has "caught on" and to what extent it is advisable to re-stock.

Every merchant has, tucked away somewhere in his soul, a heartfelt horror of the man with the kick. His horror of the woman with the kick is, if possible, even more appalling. He may try to hide it, but somewhere there always crops up this yellow streak. Yet, though it may go against the grain, the merchant with an eye to business welcomes the kicker cheerily.

The customer with a grouch who hastens off to impart it to the merchant isn't a patch on the customer who keeps his grouch strictly to himself and elevates himself, body and spirit, upon a martyr's pedestal. Take it that a grouch actually exists. What the genuine, unadulterated, simon-pure seller of good goods should ask and does ask is that the grouch be trotted without a moment's delay right into the open where he can look upon it, examine it, size it up and finally shoot it to pieces with a few well-directed volleys of advice, explanation or comfort.

So, Mr. Merchant, just bait your little line with a question now and then and fish in the stream of customers for grouches concerning your goods. You'll not land many if you handle the right sort of goods, but you'll be sure to land a few; and once landed, you'll be able to train those grouches so that they'll eat right out of your hand and come back for more, and more and more.

This doesn't mean that you should bombard Mr. and Mrs. Customer and all the little Customers with a catechism every time they heave in sight. Not by a jugful! But it does mean that a little interest now and then is relished by the ordinary man; likewise, by the ordinary woman; finally, by the ordinary kid.

So pitch into the conversation ever and anon an interrogation point as to the stuff you sold the week before, or the little repairing job you did, or the plumbing stunt you pulled off, or the fine tailored suit

you put on. Customer and Family will trot home with the impression that you're behind the counter, not merely to sell, but to take pride in your goods when sold, and that you want those goods to make an A-1 showing. And therein Customer and Family will, I take it, be hitting the nail on the head.

Victor Lauriston.

140,000 People Left Store Without Buying.

The process of distribution may be compared with a vast pipe-line leading from the producer, through broker, wholesaler, carrier, jobber and retailer, to the consumer. The only sale that really counts is a sale made to the person who will wear the stuff out, or eat it, or in some way render the reproduction of that merchandise necessary. The tap is the retail sales person behind the counter. Recent experiments have shown this tap to be but 45 per cent. open; that 55 per cent. of incipient sales started by advertising are killed by the salesperson behind the counter. One large department store stationed checkers at the "door and discovered that 200,000 people entered the store that day, yet only 60,000 individual sales were made. In one day, 140,000 people walked out of that store without buying. Allowing for a very large percentage of mere showcase shoppers, the fact still justifies the censure of a lack of scientific salesmanship behind the counter. The article to be sold must be viewed through the eyes of the customer. We must remember clearly that we can't sell the article. Customers come to buy articles, but we sell service. Mr. Simmons, of the Simmons Hardware Co., once said, "Don't try to sell augers sell the customer holes and he will have to buy an auger to make them." We don't sell an overcoat, we sell warmth, comfort, protection, style, fit, appearance—the functions of the overcoat. Every woman buys style first and then other considerations. To find the use to which an article is to be put—the selling point—we must look at the article through the eyes of the customer. A proper course of training has, in many cases, increased the volume of sales of the salespeople who apply the training, as much as 25 per cent. It has been estimated that 52 per cent. of all merchandise in America is sold in towns of less than 25,000, and the stores in these towns should educate their selling force.

Piggly Wiggly Retires From Chicago Field.

Chicago, June 5—The National Tea Co. announces the purchase of the ninety-seven Piggly Wiggly stores in Chicago. George Rasmussen states that \$950,000 in cash was paid to representatives of Clarence Saunders. A new company under, the name of the Chicago Piggly Wiggly Stores Co. will be organized under the management of Mr. Rasmussen. With the acquisition of these new stores, the National Tea Co. now has in Cook county 432 stores, and it is estimated by Mr. Rasmussen that they will do a business of \$35,000,000 during the current year.

A narrow mind is one that has not had wide experience.

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.

Wanted—To hear from owner of good business for sale. State cash price, full particulars, D. F. Bush, Minneapolis, Minn. 112.

For Sale Or Exchange—Two story brick, grocery and crockery. Established nine years. Poor health. If you mean business, apply Charles Long, Marcellus, Mich. 145.

HARDWARE For Sale—One of the best propositions in the State: considered the finest hardware in the county. Located in one of the best farming and sheep feeding sections in Michigan. Good schools and churches, schools on University list, paved streets: boulevard lighting; etc. A good store, doing a good business in a good town to live in. George DeLong, Durand, Mich. 202.

Wanted—Two registered druggists or pharmacists. Address No. 203, c-o Michigan Tradesman. 203.

For Sale—Our place of business, at Forward, seven miles from McBain, Michigan. General store. Good business, established twenty years. Mostly Holland trade. Good building, value \$5,000; stock, \$5,000. Business about \$15,000 annually. Will exchange buildings for good real estate. Stock, cash. Can reduce stock to suit buyer. Reason for selling, sickness in family and want a change. Will bear investigation. Jos. Nederhoed, Marion, Mich. 204.

For Sale—Cheap. One Cretor's electric pop corn machine and peanut roaster. Box 347, Lawton, Mich. 205.

For Sale—Hardware and implement business in a good farming community twenty-five miles from Grand Rapids. A fine opportunity for anyone wishing to start business. Inventory of stock, \$4,500. Buildings reasonable. Closest competition six miles. Reason for selling, have a Ford contract. Address No. 206, c-o Michigan Tradesman, or Box 133 Burnips, Michigan. 206.

For Sale—Shoe store and electric repair shop in connection. Established business of twenty-six years. Best location in city of Grand Haven. Reason for selling, retiring. Van Dyk & Dornbos, Grand Haven, Mich. 207.

For Sale—87 foot frontage on main street, 180 foot frontage on side street. Fine maple shade on side street. Store building 22x100 feet occupied as feed store. Small store building on corner which is used for millinery store. Large horse shed, room for four teams. This is the best location in the city. Address No. 208, c-o Michigan Tradesman. 208.

For Sale—Grocery stock and fixtures. Must be sold at once, on account of poor health. Will make cash price a bargain. U. W. Kraft, Wayland, Mich. 209.

FOR SALE—Stock of general merchandise: DRY GOODS, GROCERIES, HARDWARE, BOOTS and SHOES. In one of the best farming sections in Southern Michigan. Will invoice about \$7,000 for stock and fixtures. Address No. 210, c-o Michigan Tradesman. 210.

FOR RENT—Live wire woman's ready-to-wear shop located in one of the best cities of Central Michigan. A money-making proposition. If interested, write Ladies' Shop, c-o Michigan Tradesman. 196.

For Sale—\$1575.00 Diebold Manganese Steel safe with silver chest base. Three window, one cage, mahogany finish bank fixtures of late design, marble plates at each window and base, top and gates of square bronze staves. Large mahogany finish roll top steel desk. Reason for sale, bank liquidating. State Bank of Trout Lake, Trout Lake, Mich. 199.

FOR RENT—Live wire woman's department store has certain departments on main floor for rent. Located in one of the best cities of Central Michigan. Also offer entire third floor for rent. Best of references required. Write or wire No. 105, c-o Michigan Tradesman. 105.

For Sale To Close An Estate—300 acres of muck land adapted for hay or pasture land, at the source of Maple river in Emmet county, Michigan, \$5,000. Liberal terms if desired. G. N. Gould, Administrator, Harbor Springs, Mich. 143.

REFRIGERATING MACHINES ALL SIZES MAKES—Taken in on larger ones, sell about 1/2 price. Will erect and guarantee. Born Refrigerating Company, Chicago. 166.

FOR SALE—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.

Wanted—Store fixtures. What have you? Address A. L. Redman, Olney, Ill. 120.

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 1250 Burlingame Ave., Detroit, Mich. 566.

CASH For Your Merchandise!

Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc. LOUIS LEVINSOHN, Saginaw, Mich.

For Sale To Close An Estate—Creamery building and equipment at Harbor Springs, Michigan. Terms given if desired. G. N. Gould, Administrator, Harbor Springs, Michigan. 142.

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.

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.

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.

**Insist Upon
Tea Table
FLOUR**

Weber Flour Mills Corp. Brands.

Tea Table \$8.05
Oven Spring 7.45

For Sale by
KENT STORAGE COMPANY
Grand Rapids—Lansing—Battle Creek
Wholesale Distributors

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

Review of the Produce Market.

Artichokes—\$1 per doz.
Asparagus—\$1.50 per doz. bunches for home grown; \$1 per doz. bunches for Ill.

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

Brussel's Sprouts—20c per qt. box.
Butter—The market is unchanged from a week ago. Local jobbers hold extra at 38c in 63 lb. tubs; fancy in 30 lb. tubs, 40c; prints, 40c. They pay 25 for packing stock.

Eggs—Local jobbers pay 20c for candled fresh, cases included.

Cabbage—Mobile, \$4 per crate; Mississippi, \$4.25 per crate.

Cantaloupes—\$7.50 per crate for California Standards.

Carrots—\$1.20 per doz. bunches for new from Florida.

Cauliflower—\$3.75 per doz. heads.

Celery—California is selling at \$1 for Jumbo and \$1.10 for Extra Jumbo; Florida, \$7.50 per crate of 4 to 6 doz.

Cucumbers—Illinois hot house, \$1.75 per doz.

Cocoanuts—\$6 per sack of 100.

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—\$4.50 per hamper.

Green Onions—25c per doz. bunches for home grown.

Green Peas—\$4.50 per hamper.

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	-----	22c
Leaf, 10 lb. box	-----	20c
Leaf, 80 lb. barrel	-----	18c

Onions—Texas Bermudas, \$3.50 per crate for white; \$3.25 for yellow.

Onion Sets—White, yellow, red, \$2 per bu. of 32 lbs.

Lemons—The market has advanced 50 per cent. during the past week, being one of the most sensational advances in lemons ever experienced at this market. Ruling prices are now as follows:

300 Sunkist	-----	\$12.00
300 Red Ball	-----	12.00
360 Red Ball	-----	12.00

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 11 peck bbl.—\$8.50
No. 1, White, per bu. ----- 3.25
No. 2, White, per 11 peck bbl.— 6.50

Parsley—50c per doz. bunches.

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

Pieplant—\$1 per bu. for home grown.

Pineapple—Red Spanish are held at \$4@4.25 for all sizes.

Poultry—Local buyers now pay as follows for live:

Light fowls	-----	16c
Heavy fowls	-----	22c
Broilers, 1½ lbs.	-----	30c
Broilers, White Leghorn	-----	26c
Cox and stags	-----	12c

Radishes—50c per doz. bunches.
Spinach—\$1.50 per bu. for home grown.

Strawberries—The market is well supplied with shipments from Kentucky and Tenn., which bring \$4.75@5.25 in the local market. Benton Harbor berries are expected to have the call next week.

Sweet Potatoes—Delaware kiln dried command \$2.25 per hamper.

Tomatoes—6 lb. basket of California bring \$1.60; 7 lb. basket of home grown hot house fetch \$2.25.

Turnips—New, \$1.25 per doz. bunches.

Death of an Old Land Mark.

Boyne City, June 5—Boyne City has lost one of its old land marks. A citizen who has been prominent and a moving factor in the civic and political life of Charlevoix county for nearly a half century has passed away.

William J. Lewis came to Boyne City in 1880, when it was little more than a hole in the cedar swamp at the mouth of Boyne River on Pine Lake. He established a meat market and is credited with having erected the first brick store building in Charlevoix county. He conducted a meat and grocery business until 1888 and ran a hotel until 1901, when he established a produce and storage business, which he conducted until 1909. In that year he built a large, well-appointed garage and machine shop.

"Bill" was always at the front in developing the city and county. Although he was a Democrat in a solid Republican county, he served the city and county as township clerk and village treasurer, member of the village and city council for eighteen years and postmaster for eight years. He served the people of the city and county faithfully and well and was the moving factor in all the progressive development of the community.

Decoration day was observed in Boyne City with all the appropriate ceremonies of the occasion and without some of the things that, before the war, seemed to detract from the sacredness of the day. The weather was made especially for the occasion—bright sunshine and cool breezes. A beautiful parade of the G. A. R. and a contingent of the American Legion, followed by several hundred school children and accompanied by a mile long procession of decorated automobiles, went to the cemetery, where the usual ritual was observed. The oration of the day on the Patriotism of Peace Time by Rev. R. W. Merrill was the fitting climax to a very interesting occasion.

Maxy.

Kalamazoo—The Parke Corporation, Edwards street and M. C. R. R., has been incorporated to manufacture and sell soap, etc., with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

C. A. Ries, grocer at 634 Saginaw street West, Lansing, renews his subscription to the Tradesman and says: "The Tradesman is the best paper of any of them."



Lily White

"The Flour the Best Cooks Use"

Has a Wholesome Taste

Although people's tastes differ, nearly everyone prefers that clean, wholesome taste in bread. This flavor is always found in breads baked with Lily White flour. Fine wheats—the finest grown in America—are the foundation of this wonderful flavor. Absolute cleanliness and scientific milling—the result of more than 60 years careful study—brings it out. When you make bread the flavor is baked into the loaf. And it pleases. That is why Lily White has been the favorite flour of the best cooks for three generations.

Our Guarantee

We Guarantee you will like Lily White Flour, "the flour the best cooks use" better than any flour you ever used for every requirement of home baking.

If for any reason whatsoever you do not, your dealer will refund the purchase price. He is so instructed.



Milk Bread made with Lily White

Have Lily White in your flour bin
the next time you bake.

VALLEY CITY MILLING COMPANY
GRAND RAPIDS, MICHIGAN

"Millers for Sixty Years"

Ads like these are being run regularly and continuously in the principal papers throughout Michigan. You will profit by carrying Lily White Flour in stock at all times, thereby being placed in position to supply the demand we are helping to create for Lily White Flour.

United Light & Railways Company

DAVENPORT CHICAGO GRAND RAPIDS

First Preferred Stock, Dividend No. 51. Participating Preferred Stock, Dividend No. 4.

Common Stock, Regular Quarterly Dividend No. 22.

Common Stock, Extra Cash Dividend No. 3.

The Board of Directors of United Light & Railways Company has declared the following dividends on the stocks of the company:

(a) The regular quarterly dividend of 1½% on the 6% First Preferred Stock, payable July 2, 1923, to stockholders of record June 15, 1923.

(b) The regular quarterly dividend of 1¾% on the Participating Preferred Stock, payable July 2, 1923, to stockholders of record June 15, 1923.

(c) A special dividend of ¼ of 1% on the Participating Preferred Stock, payable July 2, 1923, to stockholders of record June 15, 1923.

(d) The regular quarterly dividend of 1¼% on the Common Stock, payable August 1, 1923, to stockholders of record July 16, 1923.

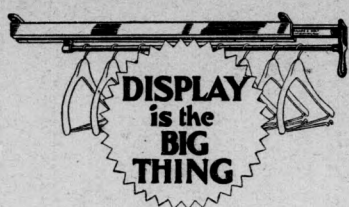
(e) An extra cash dividend of ¾ of 1% on the Common Stock, payable August 1, 1923, to stockholders of record July 16, 1923.

Stock books for transfer of certificates of the First Preferred and Participating Preferred Stocks will close at the close of business June 15, 1923, and will be reopened for transfers at the opening of business June 16, 1923.

Stock books for transfer of Common Stock certificates will close at the close of business July 16, 1923, and will be reopened for transfers at the opening of business July 17, 1923.

L. H. HEINKE, Treasurer.

June 1, 1923.



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

KNAPE & VOGT Garment Cabinet Fixtures

Operate lightly on silent, frictionless, roller bearings. Full nickelled. Attractive. Easy to install. Only tool needed is screwdriver. Price will surprise you. Use coupon and see.

KNAPE & VOGT MFG. CO.
Dept. N Grand Rapids, Mich.

Knap & Vogt Mfg. Co.
Grand Rapids, Mich.

Gentlemen—Please quote prices on Knap & Vogt Garment Fixtures. Our cabinets measure, inside—
outside—

Name _____
Address _____
Dept. N.

R. & F. Brooms

THE
DANDY
LINE

Also
B. O. E. LINE

Prices

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

Freight allowed on
shipments of five
dozen or more.

All Brooms
Guaranteed

Rich & France

607-9 W. 12th Place

CHICAGO, ILLINOIS

A New One Every Week

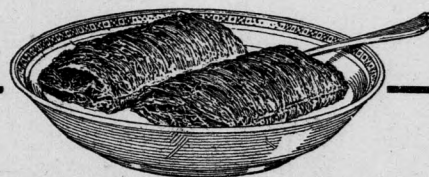
A new breakfast cereal is born every week, and a certain number of your customers will try "the new ones"—but they always come back to

Shredded Wheat Biscuit

the one staple universal cereal food, always the same high quality, always clean, always pure, always wholesome—100 per cent. whole wheat, made digestible by steam-cooking, shredding and baking. A steady demand all the year that yields a good profit to the distributor.

MADE ONLY BY

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



The Mill Mutuals AGENCY

Lansing, Michigan

Representing Your Home Company,

The Michigan Millers Mutual Fire Insurance Co.

And 22 Associated Mutual Companies.

\$20,000,000.00 Assets

Is Saving 25% or More

Insures All Classes of Property

ROBERT HENKEL, Pres.

A. D. BAKER, Sec.-Treas.



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"

Now is the time to order *Parowax*

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

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

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

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

Standard Oil Company (INDIANA)

910 S. Michigan Avenue

Chicago, Illinois

Michigan Branches at Detroit, Grand Rapids and Saginaw



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

