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GRAND RAPIDS
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MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS.

EST. 1883

Forty-first Year

GRAND RAPIDS, WEDNESDAY, APRIL 9, 1924

Number 2116

MY WORK

LET me but do my work from day to day
In field or forest, desk or loom,
In roaring market-place, or tranquil room.
Let me but find it in my heart to say,
When vagrant wishes beckon me astray,
This is my work, my blessing, not my doom:
Of all who live I am the one by whom
This work can best be done in my own
way,
To suit my spirit and to prove my powers;
Then shall I cheerfully greet the labouring
hours
And cheerful turn when the long shadows
fall
At eventide to play, and love and rest,
Because I know for me my work is best.

Henry van Dyke

Public Reference Library,
Grand Rapids, Mich.



**Kelly
Service**
MINNEAPOLIS



SUCCESSFUL merchandising is an Art. It requires a thorough knowledge of manufacture and materials, and an intimate understanding of buying and selling.

¶ This knowledge is gained only thru long experience and application, and combined with a thorough understanding of advertising and merchandising methods, makes certain results of the most satisfactory nature in a sale.

¶ It was such knowledge and experience which enabled Kelly Service to produce over \$10,000 in business for Louis Wallauer of Mahanoy City, Pennsylvania, in his second Kelly sale just completed.

¶ This campaign was conducted in the face of the worst series of storms they have experienced in years—roads were made nearly impassable for travel.

¶ Mr. Wallauer, in speaking of this sale, states in brief:

¶ "Our second Kelly sale ended today bigger and better in every way than our first campaign, in spite of the worst storms of the year. Sales of ten days well over \$10,000. Sale has made possible our removing to new location with clean, evenly reduced stock."

WHILE there is no real danger of a buyers' strike, yet it is well to consider the fact that the people are becoming more and more educated in buying, and to gain their confidence and get their business, more attention must be paid to advertising and merchandising. Kelly Service in charge of your campaign during the next few week will be instrumental in building up the confidence of the people in your store, thoroughly training your clerks and building your business permanently.

¶ If you have full details of Kelly Service, advise us what dates you are considering that we may co-operate accordingly—if you have never received our proposition, just let us know the size of your stock, what you desire accomplished, and we will submit it in detail without obligation.



MICHIGAN TRADESMAN

Forty-first Year

GRAND RAPIDS, WEDNESDAY, APRIL 9, 1924

Number 2116

MICHIGAN TRADESMAN

(Unlike any other paper.)

Frank, Free and Fearless for the Good That We Can Do.

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY
Grand Rapids

E. A. STOWE, Editor.

Subscription Price.

Three dollars per year, if paid strictly in advance.

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THE TREND OF TRADE.

While most, if not all, of the basic industries of the country continue to show a high rate of activity, certain of the others are not as well favored. Somewhat conspicuous among the latter are the textile and allied lines. Everything relating to construction and to providing facilities for transportation maintains the rapid pace set some months ago, and this means uninterrupted employment for vast numbers of artisans, besides inspiring much circulation of money. The easing of funds has been accompanied by greater borrowing for commercial purposes, but it does not appear to have changed the timid and halting policy of buyers, either wholesale or retail. Producers have been trying to overcome this hesitation by offering concessions. Some of them are carrying larger stocks than usual and are, at the same time, anxious to keep operating on a scale to avoid needless overhead. Their overtures to buyers have been only partially successful thus far. An obstacle in the way has been the retarding of retail sales by the untoward weather. The storm in the early part of last week checked consumer buying very suddenly. But the higher temperatures later brought a resumption of seasonal trade, and the general opinion now seems to be that the pre-Easter buying over the counters will yet set a high mark. Primary markets continue to reflect the variations in consumer demand and will doubtless be quickened in activity as the season advances.

FOREIGN TRADE MIRACLES.

Few people appreciate the almost unbelievable transformation which the war has brought in our foreign trade. The Trade Record of the National City Bank of New York has compiled some figures for the decade preceding the war and compares them with data for the decade ended with 1923. In the pre-war decade our total exports

amounted in round numbers to eighteen and a half billions; in the ten calendar years ended with 1923 the total was fifty-two billions. Imports in the pre-war decade had a value of less than four billions, whereas in the later period they amounted to thirty and a half billions. The increases, of course, are due partly to the higher prices which have prevailed since the outbreak of the war, but when due allowance for these is made the gain in the quantity of both exports and imports is enormous, and it bespeaks the growth in economic interdependence of different parts of the world.

STILL TOO MANY FAILURES.

If proof were needed that readjustment to changing and changed conditions is still much in progress it would be found in the number of business reverses, which continue to be excessive. These failures, it is true, are not always attributable to the condition of trade. In only too many cases are they due to inexperience or lack of equipment, mental or financial, or both. Every occupation has numbers of members not adapted to its requirements. But, conceding all this, the records of business embarrassments recently have been very much more crowded than they should be. Last month, for instance, there were 1,817 failures, the largest number, with the exception of January and December last, for fifteen months. Taking the quarter year ended with March, the number of failures totaled 5,655. This has been exceeded only four times in the history of the country. In point of indebtedness, the failures for March made a new record, mainly because of the great fertilizer company failure, which alone accounted for 40 per cent. of the grand total of \$97,651,026. The number of failures is about three times as great as in the pre-war times, and indicates that the process of "shaking out" the weaker concerns is still going on. This is apt to continue until a residuum is obtained of stable concerns capable of weathering the conditions likely to prevail in the near future. Most of those born of boom conditions have disappeared from the scene.

COTTON PROSPECTS.

It does not appear to take much nowadays to push cotton quotations up or down. A temporary bit of activity at Liverpool or a day of stormy weather in the growing districts serves to make a difference of 50 points or more, one way or the other. Main interest centers on the prospects for this year's crop. The importance of this is conceded everywhere because of the small carryover of old cotton. What the new crop will be is a good subject for betting on, because it is wholly a matter of chance. One man's guess is

as good as another's. Up to the present there are absolutely no data on which to base an intelligent opinion. The amount of acreage, the weather for some months ahead and the boll weevil are the three determining factors. No one can tell anything about any of them, but this does not prevent the betting. During the past week the fluctuations in the quotations had their effect on the goods market. In the gray goods, rises were shown in price, and these rather served to stimulate buying a little, although only for near-by delivery. A steady business, though not of large dimensions, is passing in a number of finished fabrics, and a little better trading for export is also noted. An incident of the past week was the pricing of dress gingham for Fall at a slight reduction. Not much movement is perceptible in knit goods except for some hurry orders for Spring. Much Fall business still remains to be placed.

Last week, the hundred and third anniversary of Greek independence, Greece set up housekeeping as a republic. Of course, it takes more than a mere resolution by a national assembly to establish a republic. But it also took more than merely waving the flag of revolt on that March day 103 years ago to establish Greek independence. Greece is to-day probably not fully prepared for the rigors of republican government, and it is well known that the majority of the people are monarchists at heart. But it is also a question whether Greece 103 years ago was prepared for independence, and there must have been, even in that day, many who preferred paying tribute to the Turkish Sultan. A skeptic might even wonder whether independence has been best for Greece and whether a republican government will be. Ratiocination, however, plays a minor role in such matters; and if the world to-day is not stirred over the establishment of a Greek republic it may well be that the world is older in republics—or that there is no Byron to poetize and dramatize the hodiernal Isles of Greece.

Twenty-Five Per Cent. Tax Reduction Sure.

The Ways and Means Committee of the House of Representatives, with the assent of the Finance Committee leaders have agreed on a joint resolution providing for a reduction of 25 per cent. in the taxes to be paid in 1924 on 1923 incomes. Installments due March 15 having been paid the proposed reduction will have to be realized in connection with the three remaining payments.

Secretary Mellon recommended that taxpayers take credit for 50 per cent. of their June 15 payment and 25 per cent. on each of their Sept. 15 and Dec.

15 payments. The proposition to eliminate the Dec. 15 payment altogether in lieu of cutting down the other two payments is opposed by the Treasury on the ground that it would adversely influence the money market.

The joint resolution referred to will be held in abeyance until it is determined that the tax bill cannot be finally passed prior to June 15. Should the Congressional leaders decide to hold the original bill over until next winter the joint resolution would be rushed through in time to make the effective date before the June 15 payment falls due.

The President, Secretary Mellon and the majority leaders of both houses will surrender with great reluctance their plan to pass a tax reduction bill at the present session, but they are beginning to doubt their ability to put it through without making great sacrifices to the critics of the schedules as recommended by the Secretary of the Treasury.

The Finance Committee in fixing the maximum surtax rate at 25 per cent. in lieu of 37½ per cent. as adopted by the House and 50 per cent. as provided by existing law realized that the change would be stubbornly fought on the Senate floor and in conference. I do not believe the Senate will follow the Finance Committee in this particular, although as a matter of sound economics they should do so.

The principle is regarded by the majority Senate leaders as so important that they will be quite willing to sidetrack the bill until next winter rather than pass it with a compromise maximum surtax rate. The President and his advisers as well as the majority leaders of both houses believe the people will express themselves at next November's elections in some manner that will induce Congress to see the error of its ways and to accept the Treasury Department surtax schedule.

Gabby Gleanings From Grand Rapids.

Grand Rapids, April 8—The annual memorial service held by the Grand Rapids Council Sunday afternoon was largely attended. It was held in the English dining room of the Rowe Hotel. Vocal entertainment was furnished by Hazel W. Reily and Mrs. Heth, accompanied by Mrs. Reily as instrumentalist. Senior Counsellor Moore surprised all present by delivering the regular address without once referring to the ritual. This is probably the first time this has ever been done in Grand Rapids Council. Homer Bradfield delivered the eulogy in his usual impressive manner. Arthur Borden acted as chairman of the meeting.

Three members of Grand Rapids Council have been laid up by accident lately—R. J. Hackett, A. J. Bellaire and W. W. Lewis.

Capt. Walter Burgess is confined to his home, 303 South Union avenue, by rheumatism. He was unable to attend the annual memorial service Sunday, greatly to his regret.

CHAIN STORE PROBLEM.

Frank Statement By Leading Salt Manufacturer.

St. Clair, April 5—I was quite surprised and disappointed in noticing the article on page 2 of your issue of March 26, "Should Meet the Issue," in which you list our company as one of those who discriminate against the independent retail grocers by selling to the chain stores; not on the basis that this is a misstatement, for we have for several years past been selling to certain of the chain stores, but because it does not seem fair to me to have the Diamond Crystal Salt Co. listed in that way when I know, and it will be very easy for you to confirm the fact, that every other manufacturer of table salt sells to the chain stores direct and except in the Eastern territory, principally New York, Philadelphia and Boston, I know that some of our competitors cater more strongly to the chain store business than we do.

It would seem to me, therefore, that if you are going to list the companies who sell direct to the chain stores and suggest that the wholesale grocers and independent retailers boycott their products that no one company in a particular line should be picked out for this discrimination, but that all companies who offend against your ideas in this respect should be listed.

While I am not writing you necessarily for publication, nor particularly to defend our company in the course we have taken, nor against the attitude which you suggest to the retail grocers, I think you might be interested to know something of the policies we have pursued in that respect over the thirty-five years we have been in business.

Practically from the inception of our business in 1888 we felt that the proper policy for the development of the business was to work through the wholesale grocer and, as Diamond Crystal salt was recognized as a high-grade product, that we should give the exclusive sale in each locality to some good jobber and co-operate with them in building up the business. Perhaps the best illustration of the success of this policy is in your own city in the Judson Grocer Company, which has handled our line exclusively for twenty-five to thirty years and which has, of course, had our cordial support and co-operation.

Had we been able to receive in general from the jobbing trade the support we have received in a few instances, such as the Judson Grocer Company, there would have been no change in our policy, and, so far as we possibly can to-day, we are maintaining that policy at points where we are able to secure the support and co-operation of a jobber and his sales force.

As to just how this has worked out in most cases can perhaps best be illustrated by the situation in Detroit. Some fifteen years ago, or thereabouts, when the C. F. Smith Co. opened the first chain of stores in Detroit they got to the point where they felt large enough to buy direct in carload quantities. Diamond Crystal salt was the leading brand in the city of Detroit and the C. F. Smith Co. wanted it and would at that time have handled it exclusively. However, on account of our policy and our connection with Lee & Cady, of Detroit, we refused for several years to entertain any proposition from C. F. Smith Co. and, as they refused to purchase through the jobber or to handle anything they could not buy direct, they put in other brands of salt.

Gradually other chains of stores built up in Detroit and toward them we adopted the same policy and one brand in particular, which was largely handled by the chain stores in Detroit, became so popular that our jobber, Lee & Cady, felt the necessity of

putting that in stock to supply the demand of the independent retailers.

We now find ourselves in the position in Detroit of having refused to sell the chain stores so as to protect the jobber there and are, therefore, unable now to secure the chain store business which we might have had ten or twelve years ago, and at the same time the very jobber whom we sought to protect is, according to the best information we can secure, handling at least twice, if not three times the amount of salt manufactured by our competitor who sold the chain store direct, while we were refusing to do so, and is continuing to sell direct to the chains to-day.

I could cite several instances of conditions similar to that in Grand Rapids where we have proved the correctness of our established policy of selling through the jobber, but to make this policy work to the advantage of both the jobber and ourselves, it was necessary, as has been the case in Grand Rapids, that we should have the co-operation of the jobber and where we have received it, I am sure no jobber has ever had reason to complain at our lack of co-operation with him.

On the other hand these instances were very few, compared to the number of places where conditions similar, if not quite as marked as those referred to in the city of Detroit, have existed and where we, as a company, have actually lost business through an honest attempt to support and work with the jobber only to find that while asking our co-operation with him, we received no co-operation from him in return.

In view of these circumstances it does strike me as unfair on your part that the Diamond Crystal Salt Co. should be singled out from the numerous salt companies to be attacked for selling direct to the chain stores when the most casual investigation among the chain stores in Michigan, and all through the territory outside of New York and Boston, would show that every manufacturer of table salt in this territory is selling direct to these stores—some of them in larger quantities than we are in this territory at least—and that with these other companies this is in accordance with the policy they have always maintained of selling direct to anybody, while our policy as long as we were able to maintain it, has been to work through the wholesale grocer, and that same policy is being maintained to-day at every point where we can do so with the co-operation of the jobber.

I do not consider this matter of sufficient importance to ask any retraction or addition to your article, but having known you personally and knowing your reputation for fairness, I did feel that I wanted to call your attention to what I consider would be the facts in this matter, so far as the salt business with the chain stores and jobbers is concerned.

Franklin Moore,
Secretary Diamond Crystal Salt Co.

Mr. Stowe's Reply.

Grand Rapids, April 7—I certainly appreciate your kindness and frankness in writing me in such a generous spirit concerning the chain store problem which confronts us both. We both appear to be between the devil and the sea.

It pained me greatly to take the position I felt forced to assume in our issue of March 26, because, as I stated editorially, many of the manufacturers on our list have used the Tradesman in an advertising way in the past. Whenever a so-called National advertiser pulled out of the Tradesman, I knew he had "gone over to the enemy" and that he would naturally be antagonistic to the Tradesman and do all he could to injure us because of the outspoken stand I have taken on the chain store problem for several years.

I am no fanatic. I am not even a

Armour's CANNED FOODS

For Quick Turnover

Armour's Veribest Corned Beef, Roast Beef, Deviled Meats, Pork and Beans, and Evaporated Milk have boosted sales for thousands of dealers. They will do the same for you. Stock these uniform quality products, display them on your shelves and counters—and then watch them move.

We use only the best in preparing these high grade canned food products.

ARMOUR AND COMPANY
CHICAGO



Which Would You Rather Sell?

? || ONE MATCH
OR
TWO MATCHES || ?



Say to your customers: "Here are two boxes of the new, perfected Diamond Match for fifteen cents—the best match and the *safest match* to take into your home. They are better value than ordinary matches at six or seven cents per box."

Your *percentage* of profit on Diamond Matches is *larger* than on *ordinary* matches, and your total profit on Diamond Matches—two boxes for fifteen cents—is much larger than on one box of ordinary matches at six or seven cents.

And you will sell two boxes almost every time.

You may as well increase your match sales. And you may as well make this extra profit on your match sales.

THE DIAMOND MATCH CO.

radical in the proper definition of that term; but I can see far enough ahead to discern that if the manufacturers continue to put retailers in two classes—giving one class special privileges and penalizing the other class by forcing it to pay more for foods than favored competitors—it is only a question of time when the independent grocer will be forced to retire from the field, leaving the chain store in undisputed possession of the work of distributing food products to the consumer.

The Good Book is authority for the statement that no man can serve two masters. I think you will agree with me in the statement that no manufacturer can serve two classes of merchants, as some of you are now undertaking to do without destroying the class which is discriminated against. Unfortunately, the class which your policy must inevitably destroy represents 85 per cent. of the total number of retail grocers of the country. It also represents the class on which you depended to exploit your products until the chain store system came into existence.

I have written practically every manufacturer who discriminates against the independent grocer and asked him to justify his position from the standpoint of right and wrong. In no case have I ever received a reply along these lines. The answer is invariably the same—"if we don't sell the chain store, our competitors will—and there you are." No consideration whatever is given the independent grocer who has proven to be the faithful adjunct of the manufacturer in handling his product in the past and enabled him to become a dominant factor in the situation. The only idea the manufacturer appears to maintain is that if he does not cultivate the good will of the chain store by placing the chain on a parity with the jobber, he may not receive the patronage of the chain. He

has gotten along without this business in the past and has prospered. Why should he take a position that he must burn his bridges behind him, destroy the independent retailer who has been his friend and curtail the business of the jobber who has also been his friend in order that he may "stand in" with the 15 per cent. chain and deliberately enter into a conspiracy with the chain to put both jobber and regular retailer out of business?

The situation is as plain as the nose on a man's face. The retailer who is discriminated against so unfairly and unjustly must assert his manhood and refuse to handle the goods of those manufacturers who prefer to cater to the 15 per cent. chain, rather than the 85 per cent. independents.

If you can show me any other way to bring about a solution of this problem, I shall be pleased to have you do so.

Your suggestion that I should exercise no discrimination between those manufacturers who favor the chains is well taken and will receive due attention at my hands.

I have aimed to be the faithful friend of the retail trade for forty-one years. I have fought their battles the best I know how all these years, but this chain store problem is the most difficult one which has ever confronted me. I hope to be useful in assisting to secure a solution of the subject and I propose to be just as considerate as I know how in dealing with all parties involved, to the end that a satisfactory arrangement may be secured with as little friction as possible.

E. A. Stowe.

Some women's idea of economy is to save the pennies and spend the dollars.

Somehow a fellow never complains of falling into a fortune.



Contains
No Alum

Leaves No
Bitter Taste

Royal guarantees your customers baking results which will encourage them to do more home baking. Consequently Royal is able to guarantee you, the grocer, larger orders for cooking ingredients.

IT PAYS TO RECOMMEND

ROYAL
Baking Powder
Absolutely Pure



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

Barney Says—

The man who went through the building last week was very much surprised to find that we carried such a complete line of groceries and such a quantity, and,

By Golly--I wish every one of our customers would come in and go through the building with me.

It would do us both good.

WORDEN GROCER COMPANY

GRAND RAPIDS
KALAMAZOO—LANSING—BATTLE CREEK

THE PROMPT SHIPPERS



Movement of Merchants.

Moline—A. Haveman succeeds Ed. Mennega in the meat business.

Hart—George W. Powers succeeds H. J. Palmiter in the shoe business.

Detroit—Stanley Sodo has sold his bakery to Philip Wachnowski and wife.

Detroit—Silk's Army and Navy Store has moved from 611 to 138 Woodward avenue.

Detroit—A. D. Harper has sold his meat market, 11316 Twelfth street, to Michael Schneider.

Detroit—Fred Fadell has sold his confectionery at 4401 Seyburn avenue to Evert Goldman.

Manistique—The Cloverland Oil Co. has increased its capital stock from \$25,000 to \$40,000.

Detroit—Anton Essa has purchased the stock and fixtures of Abed Tiem's grocery, 2729 Sixth street.

Detroit—The Standard Trust Co. has been incorporated with an authorized capital stock of \$300,000.

Detroit—Ben Wolf has bought the grocery store at 933 Westminster avenue from Jacob Markowitz.

Detroit—Sarah Koenigsberg has sold her confectionery stock at 7418 Kercheval avenue to John Enan.

Detroit—Mrs. Ellen Roberts Adams has sold her confectionery at 12048 Twelfth street to Charles A. Dalbey.

Detroit—Sam Spring and his wife have bought the Sophie Bornstein dry goods store, 9951 East Forest avenue.

Detroit—Joseph Gold, electrical appliance dealer at 4122 Woodward avenue, discontinued business recently.

Detroit—Isaac Spero's clothing and furnishings store, at 2714 Michigan avenue, is now owned by Morrice Cornfield.

Detroit—Samuel S. Stahl, well-known druggist, has bought the candy business of Sam Andrews, 127 Woodbridge street.

Detroit—Joseph Sher is the new proprietor of the confectionery at 400 Columbia street, formerly conducted by Sam Bernstein.

Detroit—Miller Brothers have sold their grocery stock to Joseph Sandweiss. The business is located at 5556 Tireman avenue.

Perry—H. D. Stoddard & Son, who recently purchased the general merchandise stock of L. C. Watkins, have taken possession.

Detroit—March F. Beamer has opened a shoe store in the building formerly occupied by Ladd & Koerber, 5898 West Fort street.

Detroit—Danto's Boot Shop, 201 State street, is closing out all men's shoes and will confine itself to women's footwear only.

Detroit—Bernard Burghardt is the new proprietor of the confectionery at 5502 Baldwin avenue, formerly owned

by L. B. Sharpe.

Detroit—Martin & Roffi, proprietors of the restaurant and confectionery at 15215 Livernois avenue, have sold out to Albert Barker.

Detroit—A wall safe containing \$2,500 was stolen from the meat market of Albert Phillips, 6367 Gratiot avenue, a few days ago.

Detroit—Frank H. Burr, hardware dealer, committed suicide by shooting himself in his store at 11734 Oakland avenue, a few days ago.

Detroit—The grocery and meat market of Jacob Sienkiewicz, 4609 Campbell avenue, has been purchased by John and Stella Koslosky.

Detroit—Anthony Basso has purchased the business of Thomas Plakakis, proprietor of the Liberty Candy Store, 6068 Woodward avenue.

Detroit—The confectionery at 8750 Charlevoix avenue is in the hands of Regina Douglas, who bought the business from DeWitt L. Hayes.

Detroit—The Schaeffer Jewelry Co., 1404 East Jefferson avenue, has been sold to Max Krell by its former owners, Morris Schaeffer and others.

Pontiac—James W. Ogle, for several years in the retail furniture business here, died at his daughter's home in Detroit April 1. He was 72 years old.

Detroit—The headquarters of the W. A. C. Miller Co., lumber dealers, was moved from 3840 Vinewood avenue to 12700 West Jefferson avenue this week.

Battle Creek—An involuntary petition in bankruptcy has been filed against A. Fred Larmour, druggist at 201 Kendall. The claims total \$1,757.21.

Jackson—Ben Friedman, army store proprietor, is the object of an involuntary petition in bankruptcy filed by three creditors whose claims total \$677.80.

Hamtramck—Julia Ustin is the new owner of Stanley Rucinski's confectionery, 2448 Florian avenue. She bought the business from Rucinski April 7.

Detroit—Albert Walters has taken over the Dreamland Confectionery, 4633 Woodward avenue, from the estate of James O. Cavis, who formerly owned it.

Detroit—The Majestic Tailors, 2033 Woodward avenue, are now owned by Abraham Golber and Sigmund Rouda, who purchased Sam Hoffman's interest recently.

Ovid—William C. Doty has sold his interest in the meat market of Doty & Price, to his partner, Verne Price, who will continue the business under his own name.

Detroit—An involuntary petition in bankruptcy has been filed against David Goldberg, grocer, with claims

aggregating \$511.03. His store is at 11320 Twelfth street.

Detroit—The Economy meat market, 13915 East Jefferson avenue, has undergone a change of ownership. George Taube recently bought out his partner, Sam S. Kaplan.

St. Johns—Marcus Putnam has sold his interest in the drug stock of Millman & Putnam to his partner, Harold F. Millman, who will continue the business under his own name.

Detroit—The Blair Shoe Co., Inc., 74 Monroe street, has been incorporated with an authorized capital stock of \$25,000, \$12,000 of which has been subscribed and paid in in cash.

Detroit—The Johnston-Newton Co., manufacturers' agent handling automobile supplies, has been transferred to Elwood C. Johnston alone, the former president of the company.

Detroit—An involuntary petition in bankruptcy has been filed against Frank Kutzen, hardware dealer at 8327 Harper avenue. Four creditors named in the petition claim a total indebtedness of \$506.11.

Detroit—James O. Rivest, founder of the James O. Rivest Coal Co., 2619 E. Lafayette and 17239 Swift, has withdrawn from the concern, which will be operated by his two sons, Percy W. and Leo A. Rivest.

Detroit—John Gardner, clerk in the grocery store of Wallace E. Webb, 3165 Franklin street, killed himself in the back room of the store April 2. He had been employed by Mr. Webb for seventeen years.

Saginaw—The Fisher-Watson Wall Paper Co., 708 Genesee street, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$5,000 in cash and \$5,000 in property.

Detroit—Wm. Siegel has purchased the Schechter Pharmacy, 9100 Oakland avenue, which makes his fourth store. He is also well known to the dry goods trade, operating a store at 7513 Gratiot avenue in this line.

Detroit—The new branch of the Automobile Equipment Co., auto supply jobber, was opened in Convention Hall building a short time ago. J. P. LaCombe, with the concern for many years, is manager of the branch.

Detroit—The G. & R. McMillan Co., grocer at 639 Woodward avenue, has added a confectionery department to its business. The McDairmid Candy Co., which formerly conducted a candy stand in the store, has withdrawn.

Port Huron—Paige & Co., 38-40 White block, has been incorporated to deal in automobiles, auto parts, supplies and accessories, with an authorized capital stock of \$10,000, \$3,000 of which has been subscribed and paid in in cash.

Frankenmuth—The Frankenmuth Products Co. has been incorporated to deal in sugar, feeds, food products, dairy products, etc., with an authorized capital stock of \$50,000, of which amount \$1,000 has been subscribed and paid in in cash.

Muskegon—Kramer's Clothes Shop, 94 West Western avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$25,000, of which amount \$14,100 has been subscribed

and paid in, \$300 in cash and \$13,800 in property.

Detroit—Fred C. Johnston has merged his produce and food products business into a stock company under the style of the Fred C. Johnston Co., 2866 18th street, with an authorized capital stock of \$20,000, all of which has been subscribed, \$500 paid in in cash and \$11,212.57 in property.

Detroit—Wellman Just Furs, 208 Park Avenue building, has been incorporated to conduct a wholesale and retail business in furs and fur products, with an authorized capital stock of \$50,000, of which amount \$34,000 has been subscribed, \$5,417.36 paid in in cash and \$18,582.64 in property.

Manufacturing Matters.

Detroit—The Thomas Furniture Co. has opened at 8843 Linwood avenue.

Holland—The DePree Co. has increased its capital stock from \$1,000,000 to \$2,000,000.

Portland—The Federal Products Co. has changed its name to the Federal Food Products Co.

Ypsilanti—The Wolverine Forged Drill Co. has increased its capital stock from \$50,000 to \$250,000.

Battle Creek—The Michigan Metal Products Co. has increased its capital stock from \$60,000 to \$100,000.

Lansing—The Freeman Dairy Co. is building an addition to its plant which will enable it to double its capacity.

Bay City—The Evenknot Hosiery Mills, 108 North Walnut street, has increased its capital stock from \$150,000 to \$175,000.

Waldron—The Waldron Milling Co. has sold its plant and property to John S. Avis, who will continue the business under the same style.

Detroit—The C. B. Higgins Co., 2720 East Grand boulevard, has increased its capital stock from \$50,000 to \$200,000 and changed its name to the Higgins Brass & Manufacturing Co.

Detroit—The Detroit Funeral Car Co., 815 Dime Bank building, has been incorporated with an authorized capital stock of \$15,000, of which amount \$5,000 has been subscribed and paid in in property.

Wyandotte—The Wyandotte Rubber Products Co. has been incorporated with an authorized capital stock of \$50,000 common and \$50,000 preferred, \$35,000 of which has been subscribed and paid in in property.

Detroit—The American Mills Co., 136 Michigan avenue, will henceforward specialize in made-to-measure clothing only. Their ready-to-wear line will be closed out to make way for expansion in the other department.

Boyre City—The Michigan Cooperative & Excelsior Corporation has been incorporated with an authorized capital stock of \$100,000 common and \$25,000 preferred, of which amount \$75,000 has been subscribed and paid in in property.

St. Clair—The Comet Coaster Wagon Co. has been incorporated with an authorized capital stock of \$44,550 common and \$15,450 preferred, of which amount \$31,330 has been subscribed, \$1,000 paid in in cash and \$21,043 in property.

Essential Features of the Grocery Staples.

Sugar—Local jobbers continue to hold cane granulated at 9.20c.

Tea—Unseasonably cold weather throughout the country accompanied by storms and floods, have tended to hold demand for teas in check, but with the advent of warmer weather the movement will undoubtedly become brisker, since it is evident that buyers are working on extremely low stocks, and consequently entirely unprepared for the heavier consuming period just ahead. Notwithstanding adverse conditions there has been a fairly good jobbing business in progress during the week, with little indication, however, that the distributing trade is yet ready to depart from its long pursued hand-to-mouth buying policy. All primary markets are firm, with the exception of Colombo, the weakness there being due to the poor quality of current offerings incident to the tail-end of the season, and consequently not a true index of sentiment in that quarter.

Coffee—The deliveries this crop year promise to be the largest ever recorded, even being greater than the world's production for this crop, which is above the average. The figures are important when it is considered that the world's visible supply and including the Santos crop held back through Government restriction, together with the 1924-25 crops, will not probably amount to as much as the world's yearly requirements. In our judgment low prices for coffee can hardly be expected for several years, as consumption is apparently now about equal to the normal yearly production. The world's visible supply on April 1, according to the New York Coffee Exchange was 3,891,886 bags, a decrease during March of 290,878 bags. If any of the consuming countries had reserve stocks the situation would not be so statistically bullish. The fact that in most of the European countries there is an import duty on coffee and that until the coffee is required it is retained in bond refutes the assertion that their deliveries do not represent consumption.

Canned Fruits—Improvement has occurred in spot pineapples of all grades and in new price lists jobbers are making advances amounting to 5@10c on No. 2s and No. 2½s and sometimes up to 20c on sliced. This change in market conditions is the result of the disappearance of distress lots, either by having them liquidated or withdrawn. There is a much healthier tone all around and dealers who were more or less out of the market because of the uncertainty as to the course of events are now covering more freely. Domestic and export buying are both heavier and California fruits are likewise firmer. Dealers who bought up to inventory earlier in the year are now in need of stocks and they are being encouraged to stock up because of the hardening in the market and by the growing shortage in the popular grades of peaches, pears, apricots, cherries and the like. Cannerymen are advancing their spot prices on the Coast in most items and are withdrawing on several grades and sizes. Rains in California have helped

conditions considerably, but there is no talk of a large pack or cheap prices; quite the contrary, canners are reluctant to estimate the pack but think that in a few weeks some fairly indefinite ideas can be formed.

Canned Vegetables—Current packs of tomatoes are steady on No. 2s and No. 3s, but are easy on No. 10s. California lines are affected in sympathy. There is no heavy buying, but a restricted jobbing demand occurs to keep dealers supplied. A slightly easier future Southern market has occurred, as some offerings are being made at 2½c discounts on No. 2s below the minimum of 87½c, with other sizes in proportion. While there has been some buying, many operators have so far refused to take new packs on contract. There is no big interest in fancy Maine corn for the reason that little is available. Some stocks are offered around \$1.75, but they are not true to description and find a slow sale. Standards are steady. More attention is being paid to peas and there is a revival of interest in spot standards, but this grade can hardly be found. Fancy lines also are not in evidence and there is an effort being made now to get intermediate lines into wider consumptive demand. Stock sheets of packers show minimum assortments in all sections, with extreme prices quoted on their tag ends. Jobbers generally are short on the popular sieves and the only thing they are offering for resale is the grades which at present are more or less neglected.

Canned Fish—The fish line is less spectacular than vegetables or fruits. Sardines and salmon are routine sellers and are very little changed from day to day. Two of the firmest items are tuna fish and shrimp. The latter is closely sold up on the spot in large sizes and there is a corresponding shortage at primary points. Crab meat remains easy to weak in tone, according to the seller and his unsold stocks and brands. Lobster is also quiet and a restricted seller.

Dried Fruits—The market has been dull during the past week owing to a falling off in buying interest on the part of the local as well as the out-of-town trade. What is more, it is difficult to understand or explain the situation, since the Coast is as firm as ever and nothing has occurred at the source to weaken or disturb the market. Jobbers and brokers who make a specialty of interior business have had a falling off in orders and even efforts to plug inland centers have more or less failed, since it is impossible to arouse interest. It is a quiet and dull market but without weakness or price recessions. Apparently jobbers have not reduced their prune stocks sufficiently to require replacement, even though apparent bargains are available here. Very few 20s are left in California. Not many 30s and such light blocks of 40s that they are not offered in straight lots. However, 50-60s are regarded with some anxiety and packers would like to unload. There is some enquiry for the small sizes but few are offered. The Oregon market is firm in tone but new business is not much in evidence and distributors, including the chain stores,

are working on their present holdings. Jobbers are lightly stocked in prunes and any real trading on the spot would be apt to develop a much different market in short order. Off grade raisins are not wanted. The most favorable aspect of the market is in the firmness of packers and the concentrated holdings in comparatively few hands on the Coast. Another encouraging feature is the moderate jobbing stocks of box and package lines and a healthy consumption. It is the kind of a market when there is a healthier movement in all channels than might be imagined from a casual examination of surface conditions. Apricots are not freely offered, as there are no large blocks available in the resale field, while packers expect a comfortable cleanup with the normal spring business. Preferred varieties are in fair request on the spot. Peaches are without special change and rule steady. Pears are almost out. Currants are quiet.

Rice—The spot market is understocked in all grades, with fancy lines scarcer than other sorts. There has been no pressure to sell and a hardening price tendency occurred. Primary markets are firm, with all stocks closely held and in strong hands. Foreign rice is reduced to a minimum in New York and there are no nearby arrivals due for several weeks. The situation favors the seller and creates considerable firmness.

Spices—White peppers are again higher in the Orient. Cloves hold about steady, and spot stocks of good quality are scarce. The spot supply of mace is almost nil, and prices are firmly maintained. Cochin gingers, sold at much higher prices. A fairly active demand is noted in cinnamon.

Easter Wares—Doubtless most grocers have already laid in their stocks of Easter candies, nuts, dyes, etc. These goods should now be on display. Drug stores, confectionery stores and other like establishments in the larger cities have been featuring these wares by means of counter and window displays for ten days or more.

Housecleaning Supplies—Washing powders, saps, brushes, mops, and the many other items which are essential to the housewife's proper and complete enjoyment of the approaching time when the male of the household takes to the outside to avoid the turmoil of housecleaning are mighty good items to bear in mind for the next three or four weeks. A little extra sales and advertising emphasis will boost sales materially.

Review of the Produce Market.

Apples—Standard winter varieties such as Spys, Baldwin, Jonathan, Russetts, etc., fetch \$1 per bu. Box apples from the Coast command \$3.

Asparagus—80c per bunch for California.

Bananas—6½@7c per lb.

Beets—New from Texas, \$2 per bu.

Butter—The market is still in a very poor condition. Prices are declining every day and stocks are accumulating rapidly. Local jobbers hold extra fresh at 39c in 60 lb. tubs; prints, 41c. They pay 20c for packing stock.

Cabbage—\$4 per 100 lbs. for old;

\$4.50 for new.

Carrots—\$1.25 per bu. for old; \$2 per bu. for new from Texas.

Cauliflower—California, \$3.25 per doz. heads.

Celery—90c@\$1 per bunch for Florida; crates of 4 to 6 doz., \$5.

Cucumbers—Hot house command \$3.25 for fancy and \$3 for choice.

Eggs—Receipts are more liberal. Local dealers pay 21c to-day.

Egg Plant—\$3.50 per doz.

Garlic—35c per string for Italian.

Grape Fruit—Fancy Florida now sell as follows:

36	-----	\$3.00
46	-----	3.25
54	-----	3.50
64 and 70	-----	3.75

Green Beans—\$4 per hamper.

Green Onions — \$1.10 per doz. bunches for Chalotts.

Honey—25c for comb; 25c for strained.

Lettuce—In good demand on the following basis:

California Iceberg, per crate ----\$7.00
Leaf, per pound ----- 20c

Lemons—The market is now on the following basis:

300 Sunkist	-----	\$5.75
300 Red Ball	-----	5.25
360 Red Ball	-----	4.75

Onions—Spanish, \$3 per crate; home grown, \$2.25 per 100 lb. sack.

Oranges — Fancy Sunkist Navels have declined 25c per box. They are now quoted on the following basis:

100	-----	\$6.00
126 and 150	-----	6.00
176 and 200	-----	5.25
216	-----	4.50
252	-----	4.25
288	-----	4.00

Floridas fetch \$4.50@5.

Parsley—65c per doz. bunches.

Parsnips—\$2 per bu.

Peppers—75c per basket containing 16 to 18.

Potatoes—55@60c per bu.

Poultry—Wilson & Company now pay as follows for live:

Heavy fowls	-----	22c
Heavy springs	-----	24c
Light fowls	-----	18c
Geese	-----	12½c
Ducks	-----	17c

Radishes—85c per doz. bunches for hot house.

Rhubarb—10c per lb. for Florida.

Spinach—\$2 per bu. for Texas.

Sweet Potatoes — Delaware kiln dried fetch \$3.50 per hamper.

Tomatoes—Southern grown \$1.25 per 5 lb. basket.

Turnips—\$1.50 per bu.

Veal—Local dealers pay 9@14c per lb.

Too much wine in the cellar has often led to water on the brain.

When you have killed your enemy with kindness you have created a friend.

The upkeep of a woman is often the downfall of a man.

No man knows how many friends he has lost by handing them advice.

Don't try to purchase and maintain a Cadillac or a Packard for your family and personal use while your business is still in the ford class.

Federal Trade Commission Fixes the Standard for Shellac.

That the word "shellac" used in connection with a product not composed of 100 per cent. shellac gum dissolved in alcohol "must be accompanied by words clearly indicating the percentages of other ingredients used in the manufacture of the product" is an order just issued by the Federal Trade Commission after investigating the methods of branding and advertising used by L. F. Cassoff, who trades under the names of the Central Paint and Varnish Works, with places of business in Brooklyn, N. Y.

The Commission found that the respondent manufactured, advertised and sold a product not composed wholly of genuine shellac gum under the brand name of "White Shellac" and "Orange Shellac" without indicating in any way on the labels and in the advertisements that the product contained any other ingredient than genuine shellac gum. This method of exploiting his product, the findings state, misleads and deceives a substantial part of the purchasing public into the belief that respondent's product so branded is composed solely of genuine shellac gum.

The order reads as follows: "That the respondent must cease and desist from employing or using on labels, or as brands, or in advertising matter, except when such products contain 100 per cent. shellac gum cut in alcohol, or on the containers in which the varnish is delivered to customers the words 'Orange Shellac,' 'White Shellac,' or the word 'Shellac' alone or in combination with any other word or words unless accompanied by a word or words clearly and distinctly indicating that such product contains other substances, ingredients or gum than shellac gum, and by a word or words clearly and distinctly setting forth the substances, ingredients or gum of which the varnish is composed with the percentages of all such substances, ingredients or gums therein used clearly stated upon the label, brand or upon the containers (e.g. 'Shellac Substitute' or 'Imitation Shellac' to be followed by a statement setting forth percentages of ingredients or gums therein used").

Of course, it will be understood that those who criticize the Commission's action in such a case as that above described hold no brief for manufacturers or dealers who would deceive the public as to the character of products sold by them. It is pointed out, however, that Congress at no time has authorized the Federal Trade Commission to fix standards for paint and allied products but on the contrary has thus far refused such authority when requested to confer it upon the Bureau of Standards or the Department of Agriculture.

If the action taken by the Commission in the case referred to is legal there is no reason why the Commission should not at once promulgate a complete series of standards for pure paints, varnishes, oils, etc., and prosecute manufacturers and dealers who fail to live up to them.

Must Change Concern's Name.

Another interesting case has just been decided by the Commission which

is generally regarded as involving action that is a step in advance of any decision of the Commission heretofore promulgated. In a case against the Salt Lake Co-operative Woolen Mills of Salt Lake City, Utah, the Commission find that the name of this company is itself misleading and it has, therefore, ordered the concern to cease and desist from—

1. Doing business under the corporate name and style of Salt Lake Co-operative Woolen Mills, or any other corporate name which includes the words "Woolen Mills," unless and until such respondent actually owns or operates a mill or mills in which raw wool is converted into yarn or cloth by the process of spinning or weaving;

2. Using any words, phrases, sentences or order blanks, letterheads or any other literature distributed by it in the course of its business, which indicates or creates the impression that said respondent is a manufacturer of the articles which it sells, unless and until such respondent does actually manufacture said articles."

The contention of the Commission in this case is based upon the fact that the concern in question "does not weave any cloth nor does it perform any operation in the conversion of wool into cloth either in the way of spinning or weaving." It is admitted, however, that this concern does manufacture sweaters, skirts and blankets by a process of knitting woolen yarns on knitting machines.

The respondents claim—and many manufacturers and merchants are likely to agree with them—that mills in which woolen yarns are knitted into sweaters, skirts, blankets, etc., may properly be called woolen mills. There are hundreds of so-called cotton mills in New England and in the South in which cotton yarns are neither spun or woven but in which a great variety of products including hosiery of all kinds are knitted. To the man in the street the distinction made by the Commission in this case and the demand that this concern shall abandon its name—which presumably covers valuable good will—are decidedly unreasonable.

Items From the Cloverland of Michigan.

Sault Ste. Marie, April 8—The business interests at Mackinac Island are very much disappointed to note that no passenger boats of the D. & C. service will operate between Detroit and Mackinac Island this coming summer, as had been planned. The belated completion of two of the company's new steamers is given as the reason.

Mrs. Julia Reabinin, formerly in the employ of Lange Bros., the tailors, will open up for business on her own account in the building formerly occupied by Lange Bros. It will be known as the Dainty Shop, which will be devoted to novelties for women, in addition to an extensive line of women's hosiery.

Frank Lundy left last week for an extended business trip in the East. He will visit friends at Detroit on his return trip.

The Zeller Building Co. has decided to discontinue business and is about to dissolve its corporate existence.

The crossing by ice at St. Ignace to Mackinac Island is about over this week only the mail and parcel post getting over by dog sled.

J. B. Douglas, who has been in Detroit during the winter, has returned

to the city and opened up his rug weaving business at 807 East Fourth avenue.

The Wynn Auto Agency has outgrown its present quarters and is looking for a larger location. Mr. Wynn states that there are now over 700 Dodges in Chippewa county and it will require the present quarters for repair shop alone. If no suitable building can be found Mr. Wynn will put up a concrete block structure with trussed roof, at the rear of the present sales room. This addition will be used as the service department.

George Bick, who has been in the employ of the Sault Savings Bank for the past twelve years, will leave in the near future for Mt. Clemens, where he will operate a pop corn wagon during the summer. Mr. Bick has a large number of friends here who regret his departure and wish him every success in his new location.

Chippewa lost another of its pioneer

citizens in Florida Wednesday, April 2, when Neil McKinnon, aged 79, passed away, following an illness of several months. Death took place in Miami. The remains were shipped to the Soo, where interment will be made.

Money cannot buy happiness, but it can buy an elegant imitation.

William G. Tapert.

Easily Identified.

At a lecture, the speaker orated fervently: "He drove straight to his goal. He looked neither to the right nor to the left, but pressed forward, moved by a definite purpose. Neither friend nor foe could delay him, nor turn him from his course. All who crossed his path did so at their own peril. What would you call such a man?"

"A truck driver!" shouted a voice from the audience.



Walker
MUSKEGON
MICHIGAN

**Makes
Good
Chocolates**

More Sales

"Uneeda Bakers" products are good sellers themselves—and they can stimulate sales in your other departments.

When a customer buys a package of Uneeda Biscuit, it's easy to sell her a jar of jam or jelly or an order of cheese.

Keep your "Uneeda Bakers" products always fresh and clean—fresh goods sell best. Result, more sales and bigger profits.



Uneeda Biscuits are bought by millions because they are the world's best soda crackers.



**NATIONAL
BISCUIT COMPANY
"Uneeda Bakers"**

Squire Signal's Parting Reference to the Hun Sparrow.

Onaway, April 8—I feel that I have another opportunity coming to me on the sparrow question and I wish to apologize for calling them "English." I agree with Old Timer that "English" is a misnomer and I stand corrected. No, neither are they British; and least of all "American" they are Huns clear to the core.

Old Timer's sixteen years on the farm may have been so long ago that the ravages of the sparrow had not become apparent. At the rate they multiply yearly one can imagine what the increase in numbers has been since and the terrible havoc in proportion caused by their acts.

The statements I have made concerning these (I lack for words) are not merely assertions prompted from a spirit of hatred, but they are facts which can be proven. I think I have stated positively that I am a lover of birds and have attempted to prove it by my statements. I wish to quote from the Bird Guide, Land Birds East of the Rockies, published by Chester K. Reed, Worcester, Mass., recognized authority on birds. His description is as follows:

English sparrow (*Passer domesticus*) 6-¾ inches. These street urchins were introduced into our country from Europe about 1850 and have since multiplied and spread out so that they are now found from the Atlantic to the Pacific. Heretofore they have confined themselves chiefly to the immediate vicinity of the larger cities and towns, but it is now noted with alarm that they are apparently spreading out into the surrounding country. They are hardy creatures, able to stand our most rigorous winters. They are fighters and bullies from the time they leave the egg, and few of our native birds will attempt to live in the neighborhood with them.

Notes: A harsh, discordant sound, which they commence early in the morning and continue until night.

Nest: Of straw and rubbish piled high behind blinds, in the tops of electric lights or crevices of buildings, and sometimes large, unsightly heaps of straw in trees. They raise three or four broods a year and in all seasons. Five to seven whitish eggs scratched with black.

Range: Whole of United States and Southern Canada.

I think that I have proven that my position is not from a "pedestal of hatred," but from a standpoint of justice. Departments of Justice are not pedestals of hatred, but are induced for love and protection of the innocent.

Quoting from Old Timer's splendid article, The Passing of the Hero of Verdun: "As General Sherman remarked "war is hell," and yet war must needs come because of the wickedness of the human heart. This rule also applies to the Hun Sparrow. And what we want is a General Nivelle in Bird Kingdom.

There are plenty of opportunities to plead for the criminals from a sympathetic standpoint, but who believes in the sacrificing of innocent lives to protect criminals?

I paid bounties for sparrows from my office for several years. While it is possible that a few other birds may have been mistaken for sparrows, I doubt it, for few other birds are around during those months and never during my experience was another bird brought in. Furthermore, I made it a point to caution the claimants to be careful. Are not lots of good lives sacrificed during our wars to punish the enemy and protect the nation?

Now about the little canary which was killed by a king bird. He was killed by one bird only and not pounced upon by a thousand. King birds do not fight in droves; probably every specie of birds has its enemies and it

is quite likely, also, that the little canary, thinking that he was protected by the bars of his cage, talked too much and took a chance by sticking his head out. I have seen lots of barking dogs running along their own side of the fence which would stand a poor chance out in the open.

I fully agree with Old Timer that the distribution of poison by the Government is a menace, in spite of the warnings of precaution attached. It has been decreed that it has become necessary and yet it must needs kill lots of bird life, and I too doubt the advisability. The same applies to spraying fruit and flowers. It would seem that it must destroy lots of bees. Yet, it appears that without spraying it results in a crop of wormy, worthless fruit. Cultivation evidently breeds disease. But what will destroy the potato beetle? Would it be possible to raise a crop without spraying?

Last summer I found a big patch of wild raspberries surrounding an old deserted lumber camp which had been operated probably twenty-five or more years ago. There were numerous apple trees, probably grown up from seeds that had evidently never been disturbed. Every apple was perfect. No worms, no defects. Perhaps that can be explained by horticulturists.

Squire Signal.

Great Business.

A New England farmer sat on his porch steps one sunny fall morning doing exercises with his fingers in the hope of driving the rheumatism out of his finger joints. A city chap happened to be passing at the time, and said to himself:

"This poor old farmer is deaf and dumb."

So, as he was thirsty, he took out some paper and a pencil, wrote, "Will you sell me a quart of fresh cool milk?" and handed the note over the fence.

The farmer stopped his finger exercises, read the note, got up without a word and went into the house. He was back in a minute with a full pitcher.

The city chap drank the milk and wrote "How much?" on another slip of paper.

For answer the farmer held up five fingers three times. The city chap paid him nodded and started off. But as he was passing out of the gate he heard a chuckle and the words:

"Hi, mother! I jest sold a short quart o' sour milk for 15 cents to a dummy."

Hides, Pelts and Furs.

Hides.

Green, No. 1	06
Green, No. 2	05
Cured, No. 1	07
Cured, No. 2	06
Calfskin, Green, No. 1	13
Calfskin, Green, No. 2	11
Calfskin, Cured, No. 1	13
Calfskin, Cured, No. 2	11½
Horse, No. 1	3 56
Horse, No. 2	2 50

Pelts.

Old Wool	1 00@2 00
Lambs	75@1 25
Shearlings	50@1 00

Tallow.

Prime	06
No. 1	05
No. 2	04

Wool.

Unwashed, medium	@40
Unwashed, rejects	@30
Unwashed, fine	@40

Every man gets the experience but only a few gain the wisdom to make it pay.

Just as soon as a man gets on easy street along comes a gang to tear up the pavement.

BEECH-NUT PEANUT BUTTER



Sales of Beech-Nut Peanut Butter always respond to your selling and advertising efforts. Preferred by discriminating people everywhere.

Counter and window displays will stimulate the turnover on this nationally advertised product. Write for our attractive display material.

BEECH-NUT PACKING COMPANY

"Foods and Confections of Finest Flavor"

CANAJOHARIE NEW YORK

Annual Convention

Retail Grocers and General Merchants Association of Michigan

Tuesday Wednesday Thursday
April 22, 23 and 24 at the Pantlind,
Grand Rapids

Excellent Program Best of Speakers

Supper and Entertainment
both Tuesday and Wednesday Evenings

All Merchants of the State are Welcome

Come and bring your wives

PAUL GEZON, Sec'y

WOOLS AND WOOLEN GOODS.

Little change is observable in wool markets from week to week. Prices of the different varieties appear to depend on how badly they are needed. Definite data as to amounts available are nowhere forthcoming, except in cases where there has been a pooling like that of the British Australian Wool Realization Association and it is necessary to render a public accounting. But no one knows, for example, how much pooled domestic wool is really in existence. Even the amount sheared in any year seems rather a matter of guesswork than of real calculation. The same appears to be the case as concerns world stocks, estimates of which present even more variation than do those of cotton. This is one reason why parties concerned are not getting excited at the prospect held before them that hereafter the supplies will be dependent on the shearings each year. About the only dependable wool figures available are those of the quantities held in bonded warehouses, and these are not made public until too late to be of much value. It was only the other day, for example, that the wool stocks in such warehouses at the end of February were announced. They showed virtually no change during the month except a lessening of the quantity of carpet wool stored. Figures of consumption of wool in domestic mills are issued with about the same interval of delay. They are becoming of even less value than formerly because more mills are declining to furnish the required data. No great call appears, however, for wool on the part of the mills, presumably because fabric sales have not been up to what was expected. The better prices abroad have had the effect of stimulating re-exports of wool from here. A record amount of over 2,000,000 pounds was shipped out during the week. The past week has shown a little better demand for men's wear fabrics. Uncertainty as to the outcome of the labor demands in the garment industry still prevents the volume buying of women's wear cloths which would otherwise be the case. The principal happening in the dress goods division of the trade was the opening of the Botany Worsted Company's lines. These show a departure from garishness and a return to more sedate hues, as well as a reversion from the pile fabrics which have had the call for several years.

Senator Borah has introduced into the Senate a joint resolution authorizing and requesting the President to call an international conference on economic problems, and especially those affecting trade, and in speaking for it he mentioned the sufferings of the American farmer. Perhaps he believes that such a conference could resuscitate Europe's depreciating currencies, put the people of Europe to work, tear down tariff walls, and do a dozen or so other things to make it possible for the American farmer to sell his wheat profitably abroad. But if he does, no other intelligent person will agree with him. Perhaps he believes that, after talking it over, American financiers would be willing to give Europe money to buy American agricultural products. Perhaps he

thinks that an international conference could do almost anything no international conference has ever done or ever will be able to do. But it is difficult to believe he is so unintelligent as he makes out. For he is highly intelligent when it comes to making political capital out of empty gestures.

The Armenians constitute only one phase of Turkey's population problem that will be dealt with by the segregation method. Forbidden zones are also to be established for Arabs, Greeks and Georgians—even for the Gypsies, whose very life is a constant wandering. Moreover, the non-Moslem element in any given district is not to exceed one-tenth of the population. All this will entail considerable shiftings, and will, for a time, at least, make for economic and social uncertainty. It will add to the already enormous difficulties that have to be faced in the transference of hundreds of thousands of Turks from Grecian territory. In the end, however, it should assure control of the country by the Moslem element, upon which the new Turkey bases its hopes for the future, and it may be better than the method of periodical massacres which has long been used. After a varied and difficult experience, Turkey has found that the melting pot does not melt, at least not in Asia Minor.

The new economic system established by France on the Rhine will yield her about four billion francs a year in reparations. To maintain it intact will cost a billion. If, therefore, any other scheme can be evolved that will yield France three billions, she will abandon her monopoly of exploitation and yield to the demands of British finance for a finger in the pie. Thus Premier Poincaré reduces the proposition to a matter of arithmetic. British financiers are almost ready to stop arguing and find a way to meet the French figure. This is only one phase of the reparations problem and does not, of course, involve the discontinuance of French military occupation of the Ruhr. But it does involve British trade and investments on the Continent, and has set London bankers talking hard financial sense about the expected proposal for a reparations loan, designed to help Germany begin immediate payments to France.

IRREGULARITY IN TRADE.

An example of the irregularity in trade conditions during the past month was afforded by the report of sales of the two largest mail order houses in Chicago during March. The larger of these reported a decrease of 12 per cent., as compared with the same month a year ago, while the other registered a gain of 6 per cent. These two bits of news cancel each other, so far as giving any indication of the trend of business goes. They merely show that this particular branch of retail trade was "spotty." On the other hand, total sales by both houses during the first quarter of 1924 were about 7 per cent. above those of the corresponding period of 1923, and this is a fact of special significance, because business a year ago was regarded as highly satisfactory.

GENTEEL BLACKMAIL.

One of the most contemptible customs of the age is the sending of tickets to entertainments given for charity or otherwise to persons who have no interest in such matters, accompanied with the usual request that check be sent at once or the tickets returned. When this practice was first adopted it was so infrequent that people put up with it, accompanying their checks with mental reservations which boded no good to the cause at stake. Of late, however, the custom has become so common that it is about time to call a halt on this species of genteel blackmail. Many people appear to act on the theory that they can eat for charity, dance for charity, sing for charity, but when it comes to put their hands down in their pockets for charity, they always fumble around until they can get their hands in the other fellow's pocket.

CANNED FOODS MARKET.

In a period of hand-to-mouth buying such as has been noted for several weeks an erroneous impression as to the extent of spot offerings is apt to be gained from the way goods are offered. Jobbers and distributors who issue price lists of their assortments include all items and to be on a competitive basis prices more in line with others are given. When a broker with a buying order in hand comes to check over the holdings of such distributors he finds that they have the goods listed in their circulars but the quantity in not infrequent cases and in many important items is only a mere handful. As one broker put it recently, if a week's free buying were to occur there would not be enough left in many lines in this market to load a freight car. Item after item is down to the point to cause concern, not only that there will be an absolute clean-up, but that material advances are likely before sufficient new goods are available to exert a counteracting influence. The market is hardening and advancing in several packs and during the past few days there has been more general buying interest, but the extent of operations is not what might be expected nor of the volume which the canner thinks is justified by immediate and by latter market conditions. Probably jobbers are trying to check a concerted buying movement in order to prevent anything like a runaway market because of its effect upon spots and particularly upon futures. The trader thinks the average canner has too bullish ideas on new packs and he is trying to keep the packer from dominating the market.

PROOF OF WELL-BEING.

Income tax receipts last month afford further testimony of the country's well-being. Total receipts from income taxes during the nine months of the current fiscal year are over 16 per cent. above those for the corresponding period of the preceding year, according to preliminary estimates made by the Treasury officials. Receipts during March alone were 9 per cent. in excess of last year, notwithstanding the fact that the number of those who paid only a quarterly installment of their taxes this year was larger than

usual, owing to the prospect that Congress might later make a 25 per cent. reduction in the amount. Many small taxpayers who heretofore have been accustomed to pay the whole of their tax in March have chosen this year to pay in installments, so that if the tax is later reduced they will not have the difficulty and delay experienced in getting a refund.

As a result of the unexpectedly large receipts from the income tax, the surplus at the end of the fiscal year will be perhaps a fourth larger than was indicated in the estimate submitted to Congress by Secretary Mellon. The prospect of a large surplus is always received with mixed feelings in business circles. It affords a hope that tax burdens may be lightened and it also brings a fear that it may prove conducive to Congressional extravagance. The larger surplus forecast as a result of the improvement in the yield of the income tax is, of course, contingent upon the action of Congress in holding its appropriations within bounds of the budgetary estimates. It is not going to be any too easy to do this, as there are a number of drives on the Treasury in prospect, and those who are endeavoring to safeguard the Treasury will need the support of business men in all parts of the country.

The Berlin Government has taken measures to check the stream of junketers who leave the country for greener fields where prices are lower than in Germany. Passport prices have been raised to about \$120, and a decree is contemplated placing a high tax upon all travelers for pleasure. Since few foreigners are now visiting Germany because of the prevailing high costs of sojourning there, the stream of money that goes out has no compensating influx. This fact seriously threatens the stability of the newly stabilized currency. In addition, it is realized that the lavish spending by Germans in foreign lands has not helped the Government's plea of poverty that is supposed to prevent indemnity payments while Germany's hungry children are left dependent upon foreign charity. The outcry that is being raised against restricting Germans from luxurious traveling and spending will not help much, either.

Will H. Hays is to have another three years' tenure as directing executive of the motion-picture producers and distributors, so it is fair to assume that his services have been of value to those interests and are worth the money they cost. So far as the general public is concerned, there have been no conspicuous evidences of revolutionary changes in the business as a direct result of Mr. Hays' activities; but perhaps it was not intended that there should be. If the Hays direction has helped in the least to bring the movie people to a keener realization of their responsibilities, it has probably been worth the outlay. There certainly has been no increase of official censorship of the films; and if the producers are really desirous of maintaining a high artistic and ethical standard, it is clearly better that these results should be secured without legal compulsion.

Michigan as the Playground of a Nation.

At this particular time and in fact for several weeks previous to this date, Michigan is particularly interested in the summer season, which is so close at hand.

There are many men in business now, who can remember our State fifty or sixty years ago, when it was noted particularly for the production of lumber and fever and ague. Many can recall when Eastern people in referring to Michigan would speak of it as the most unhealthy State in all the Middle West group. With the cutting of the timber and letting the sunlight into the soil, as well as draining the swamps and many other undertakings, Michigan has rapidly moved out and up into a place among the States and where it could be referred to with an unusual amount of respect. We have grown from a wilderness to a condition unexcelled for agriculture, fruit raising, general industries and in the summer, a climate, which attracts hundreds of thousands of people each year. Michigan, as it is surrounded by the Great Lakes, has in unusual amount of shore line. Inland and the remaining forests are perfectly beautiful from the fact especially that we have such a great variety of trees and shrubs. This State is dotted with beautiful lakes, splendid rivers and small streams in abundance, which in the Northern part, especially, abound in opportunities for good fishing. During the last ten years the road system of Michigan has been improved many fold and is due for a much larger improvement in the immediate future.

This opportunity for tourist and resort business has practically been delivered to us without cost, and Michigan is deriving an immense amount of benefit on account of this great gift. The tourist and resort business is one of the largest crops and assets, which Michigan has. It is practically an invested capital and it only remains for the people of this great State to furnish the operating capital and do the work necessary to not only capitalize, but to make profitable our summer business. During 1923, the Association in Western Michigan donated \$40,000 to this enterprise, which was spent in advertising and carrying on the necessary propaganda. It is estimated that about \$40,000,000 was spent by tourists and resorters in Michigan last year. The budget for this year is \$100,000 and it should bring results in proportion to the expenditure. Just now the counties, towns and cities are engaged in raising their budget and the responses in these campaigns have been very gratifying.

In all the undertakings of life, we realize only in proportion as we put in our time and money. We cannot draw until we have deposited. The matter of benefiting by this Resort business will depend largely upon the monetary investment, but more largely upon the possibility of men, not only putting in their money and time, but putting themselves wholly into the work and enterprise. We shall draw out in proportion to what we put in.

Lee M. Hutchins.

SWORN STATEMENT FURNISHED THE POSTOFFICE DEPARTMENT.

Statement of the ownership, management, circulation, etc., of the Michigan Tradesman, published weekly at Grand Rapids, Michigan, required by the Act of Aug. 24, 1912.

State of Michigan, } ss.
County of Kent,

Before me, a notary public in and for the State and county aforesaid, personally appeared Ernest A. Stowe, who, having been duly sworn according to law, deposes and says that he is the business manager of the Michigan Tradesman and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Editor—E. A. Stowe, Grand Rapids.

Managing Editor—E. A. Stowe, Grand Rapids.

Business Manager—E. A. Stowe, Grand Rapids.

Publisher—Tradesman Company, Grand Rapids.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of the stockholders owning or holding 1 per cent. or more of the total amount of stock.)

E. A. Stowe, Grand Rapids.

S. F. Stevens, Grand Rapids.

F. E. Stowe, Grand Rapids.

F. A. Wiles, Grand Rapids.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities, are: NONE.


4. That the two paragraphs next above, giving the names of owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

E. A. Stowe, Business Manager.

Sworn to and subscribed before me this 31st day of March, 1924.

(SEAL) Florence E. Stowe.
Notary Public in and for Kent Co., Mich.
(My commission expires Jan. 26, 1927.)

Little Van Dam



Imported
Sumatra
Wrapper

In Addition to
Van Dam Straight 10c
Panetella 10c
Favorita 2 for 25c
Aristocrat 15c

BLENDING AND MANUFACTURED BY
TUNIS JOHNSON CIGAR CO. GRAND RAPIDS, MICH.

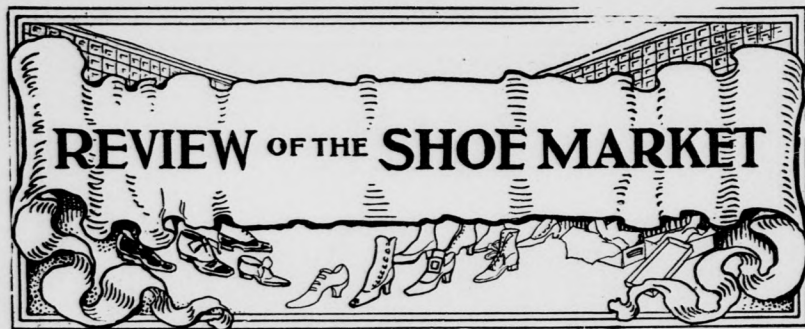


NATIONAL GROCER CO.

DISTRIBUTORS



A Good Sign to Follow



Buying Good Will For the Shoe Store.

I believe in store clubs. I believe that they are the product and result of collective ideas. In a store club, the good ideals and ideas which the individual puts in, he takes out in the collective ideas of all its members. A club is like a bank, you can only draw out when you deposit. You are going to draw out of your club precisely in proportion to what you put into it.

We must take something tangible away from these meetings. We must show that we enjoy coming into personal contact with people, and meeting them face to face. To the individuals that we meet in the store, we show what we are at home, at church or anywhere, because what is on the inside shows on the outside. That is why the retail stores of to-day, with their co-operative clubs, and high ideals of service, are a training school. You need to build for yourself a real future, you need to build for yourself good will, and confidence, as well as a personality. I don't mean by this good looks or physical appearance, but a pleasing personality and charm of manner that you individually can convey to your co-workers. Your charm of manner, and personality, which radiate from your countenance, your desire to please, your courtesy, your patience, your good nature, all these are things which build your personality. You must feel well to do well.

What is personality after all? If a sales person does not show that he is interested, pleased to come in contact with the customer, knows his work, is in love with his merchandise, he cannot impress himself favorably upon his customer. I want you to take back the thought, "I am going to build for myself a pleasing personality, by showing my customers that I am glad they gave me the opportunity to show what I can do for them." To show the way this can be done, I will tell you of a visit some time ago with the assistant superintendent of the May Company. When your bell rings or you are called to the phone remember there is a customer standing at the other end. Some time ago, I spoke before a group of people and took out my watch, asking them to keep quiet for awhile. After a little, I asked them how long they thought they had been quiet. One stated three minutes; another four. They guessed anywhere from one to five minutes, but none less than one minute. As a matter of fact, it was only 42 seconds. That is how long it appears to the customer waiting at the other end when a minute seems like nine. Stress the importance of promptly going to the phone. Let

us bear in mind the impatience of the customer at the other end of the line. You would be surprised what amount of good will we can build up by the proper use of the telephone.

There is nothing which tends to build up good will for your organization and yourself more than the voice with a smile. I see big potentialities in the proper use of the phone in our retail business. People cannot buy your particular service that makes your customer say to himself when he leaves, "I love to trade at Potter's."

A high grade store is recognized by its high standard employees and service and a low grade store is recognized by its low standard of service. When you smile you show your customers that it is a pleasure and that you enjoy serving them. If they don't like you, they don't like your merchandise. If they like you, they will have a friendlier and better feeling toward the shoe you are showing them. Out in a little city in Montana was a store dealing in children's hats and shoes, good location, excellent merchandise, and the person in charge of the department was a former school teacher who had had some experience in handling children, but they did not seem to understand why their business was not better. I approached her and asked if she had enjoyed her former profession, that of school teaching, and she answered, "Oh, it's all right if you have patience enough for the little brats." There is no personality there.

When you have personality you are selling service, buying good will and trying to get other friends. To sell your shoes, fall in love with your merchandise. I am reminded of a woman in St. Louis who was a great person for coming to the buyer of the department and saying, "If we had this kind of a hat, or that kind, we could have made the sale," not stopping to ask herself why she had not made the sale. One day he gave her twenty dollars and told her to go and buy the hats she thought they should have. So she went shopping and when she returned she said, "I have learned my lesson; if we haven't got the hats they want, then nobody has."

A shoe merchant one day overheard one of his salespeople say to a customer, "All right, I'll have the shoe for you in a day or two." After asking him what shoe it was and learning it was on the shelf, he asked why he had not shown it, and the clerk said, "We don't have calls for that shoe any more, so I just don't show it any more." Fall in love with your merchandise. Your firm bought the goods because they knew they were right. If they did not think it was the proper thing for their customer they would

not buy it, and you make up your mind to sell the shoes that you have in your store. Last Christmas week a store in New York had a lot of slippers which it had been unable to dispose of. The manager put on a number of extra salesmen, and he took one of the slippers to one of the new men and talked to him about the good qualities of the same. After he had finished, the man started to work and sold eleven pairs of these slippers in that Saturday afternoon and evening. His mind was not poisoned by a negative mental attitude to that merchandise. We sometimes wonder why certain salespeople come away week after week with a good book.

One particular saleslady of whom this was true, when I approached her said that she had no particular secret except that she always showed the last garment as well as she did the first.

She never showed the customer that she was tired or dispirited. As we study our famous men speakers, politicians, diplomats, society men and women we find that they are invariably good listeners, and while you are talking, they sort of agree with you, they will nod and smile, but never challenge your intelligence or disagree.

For instance, one young lady was showing a garment, a coat, in fact, to a woman who said that she could obtain the same thing at another store for \$3.50 less. The salesperson said, "You may be right, but let me ask you, was that article in the other store (referring to the lining of the coat) yarn dyed or piece dyed?" She then went on to explain to the customer the difference between material dyed in the yarn, that is, through and through, or dyed in the piece, dyed only on the

Herold-Bertsch Shoes



No. 956
\$3.40



High Grade Oxfords—

Workmanship such as you look for in shoes of much higher price.

Men's Nut Brown Ivory Kip, Bend Outsole, Grain Insole, Wingfoot Heel, Leather heel-base, Leather counter, Goodyear Welt.

HEROLD-BERTSCH
SHOE CO.
Grand Rapids, Mich.

The Mill Mutuals AGENCY

Lansing, Michigan

Representing Your Home Company.

The Michigan Millers Mutual Fire Insurance Co.

And 22 Associated Mutual Companies.

\$20,000,000.00 Assets

Is Saving 25% or More

Insures All Classes of Property

ROBERT HENKEL, Pres.

A. D. BAKER, Sec.-Treas.

surface. She further said that material dyed in the piece would soon come apart, fade, split and she would soon need a new lining, which would cost about \$5.

In other words, do not make bad breaks. Words are the tools with which you build impressions.

You are building impressions by the language you use. We do judge people by the language they use, which is governed by their environment, breeding, education, etc. Language, patience, courtesy, proper use of the telephone, proper approach, loving your work, are the things that count. Love your work and what you are doing. Here is where you spend the greater part of your waking hours, coming in contact with your friends and co-workers, and if you love your work and your merchandise it shows in the way you handle every pair of shoes. I one time had the opportunity of seeing a merchant take a pair of shoes that were nothing out of the ordinary, in fact, quite a common shoe, and in talking to his clerks handled it as if it were a work of art, explaining every little detail in its workmanship, leather and style. When you know all about your footwear, love it, and talk it, build on its good points, your talk in itself is a work of art. Let your customer know all about the service that he will get from it, its style, leather and appearance; show him that he is getting more than a hunk of leather, something which he is going to enjoy wearing.

Samuel Davis.

Plea For Forest Protective Association.

Grand Rapids, April 8—The board of directors of the Michigan Forestry Association have approved the plan to organize a Michigan Forest Protective Association and it is pertinent now to show the reason that made such a course desirable.

We see the rising tide of public approval of reforestation and of conservation of all forest growth and resources.

We feel the need of getting in touch with the residents of our State who have close-by, neighborhood interest in forest protection. We realize that a Forestry Association, with members scattered over the State, holding meetings as a State body only and at uncertain intervals, can have but little to draw members from the outposts when forest protection is a nearby, urgent reality and the expense of living leaves little surplus after family needs are covered.

We wish to so organize that there shall be the widest field open to secure members in conjunction with a form of local organization adapted for ready inter-communication. Dues of 25 cents per year from those over 16 and free membership cards if they join at less than age of 16 will make it easily possible that there be one member from each family. By means of having a local organization in each school district there can be the most economy in handling the dues with the possibility of cohesiveness and of prompt publicity of any facts advantageous or necessary for the community to know. From the useful information that our Association, as a whole, can secure there can be conveyed a synopsis or a more complete statement, as the facts may warrant reaching out to all members in a short time.

The problems this Association will have to deal with are of a kind to be solved to a great extent by education

—the learning to do rightly any task undertaken or necessary within or near forested areas. This training for intelligent self control and the learning of good forestry foresight will build up a broad foundation of the best spirit and outlook for community advancement and will make a combined foundation in the State, which is very essential to every sort of progress in reforestation. We believe that this Forest Protective Association can bring to more people who are in actual necessary contact with forest growth a larger, better education, in the most acceptable form, and from their mutual self-interest it will be made adaptable and become an accomplished reality of progress much quicker than in any other way.

We are at work for something that is absolutely good. Through co-operation we can spread a spirit of hopefulness where in the past a few lone workers have felt great discouragement. Frederick Wheeler, Director Michigan Forestry Association.

New Store Opened at Boyne City.

Boyne City, April 8—W. Wolfson has stocked and opened the store in the Silverstein building on Water street under the name of the "New York Store." He is offering men's and women's suits and furnishings with a fresh, up-to-date stock. He has put in an entire new set of store and lighting fixtures and has made a very, attractive place. He is just in time to catch the spring and early summer trade. Mr. Wolfson is not unknown

to the Boyne City buying public, having conducted a dry goods store for several years in partnership with L. B. Neymark, to whom he sold his interest two years ago.

Derby & Beazer, who have conducted a garage and repair shop in the old W. J. Lewis garage for the past two years, have rented the store room formerly occupied by the Boyne City House Furnishing Co., in the Odd Fellows building on Water street, and are refitting it into a good repair and auto sales room. This firm has enjoyed a very flattering reputation for good and conscientious work in the past, and with added facilities and a

more accessible place should enjoy a still greater patronage.

The past week has seen a very decided change in transportation facilities in the county. After the snow storm of last Sunday it was impossible to reach any of our surrounding towns and very few farms. The roads are now practically all open, North and West, though those to the South and East, beyond Boyne Falls, are still blocked by snow in places. But summer is coming very fast and in another week we will be again on visiting terms with our dear neighbors.

The franchise carried to-day by a large majority. Maxy.

EASTER CANDY

April 20 is the Big Candy Day and you will need a good supply of

Putnam's Paris' LOWNEY'S

CHOCOLATES

also Easter Eggs and Novelties

NATIONAL CANDY CO. INC.

PUTNAM FACTORY, Grand Rapids, Michigan

The Latest Hit SCARAMOUCHE An Irresistible 10c Bar



For All Interior Surfaces New Walls or Old

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

Alabastine

Instead of Kalsomine or Wall Paper

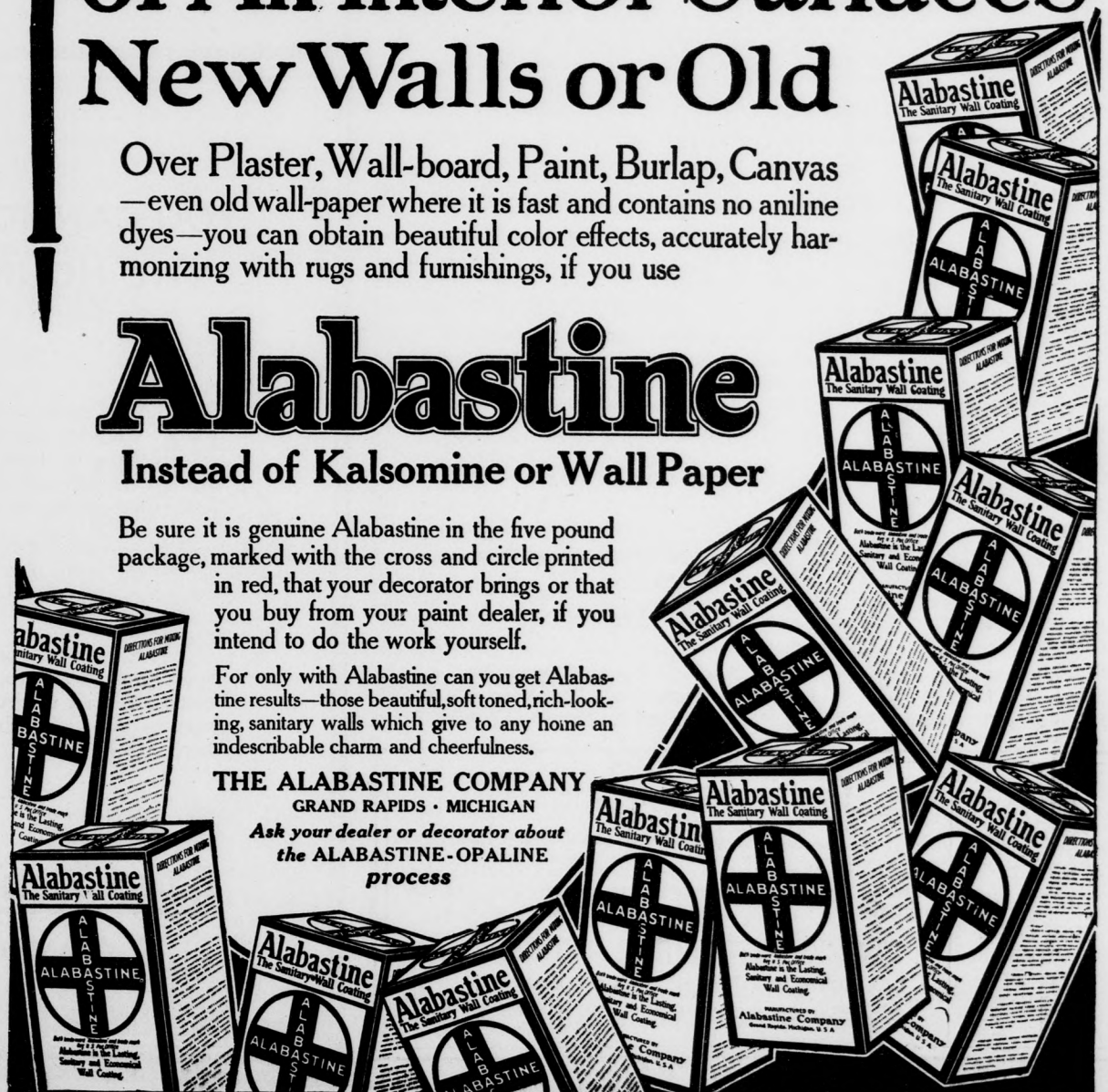
Be sure it is genuine Alabastine in the five pound package, marked with the cross and circle printed in red, that your decorator brings or that you buy from your paint dealer, if you intend to do the work yourself.

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

THE ALABASTINE COMPANY

GRAND RAPIDS · MICHIGAN

Ask your dealer or decorator about the ALABASTINE-OPALINE process





SILK, OIL AND FIGS.

Versatile Activities of the Notorious Garrett Swindlers.

Styling his new enterprise the Lincoln Fig Farms, of Houston, Texas, Ben N. Garrett, President of the Houston Bank and Trust Company, invites the public to come to "sunshine valley" and live as neighbor to him on a fig farm. His invitations have been issued chiefly to investors in the Garrett Petroleum Co. By this time, Mr. Garrett must have a substantial mailing list as he has promoted, one after the other, the following:

- Pan American Trading Co.
- Austin Silk Mills.
- Texas Textile Co.
- Medical Products Co.
- Terminal Oil Co.
- Garrett Petroleum Co.
- Lincoln Fig Farms.

He proceeds, apparently, not on the theory that a pleased customer is the best advertisement, but upon the old maxim, "Once a sucker, always a sucker." For his fig farm literature states:

"We save what we have lost in Garrett Petroleum Co. by a quick maneuver, a little new money will do the trick—nothing else will," and

"You still have a chance to save your loss in Texas Textile Co."

The "Lincoln Fig Farms" offers land at \$500 per acre, with an allowance of \$100 per acre off for stock of the Garrett Petroleum Co. The land so advertised is apparently a tract of 1,000 acres known as the Victor Blanco League situated in the Eastern part of Harris county, Texas, which was assessed in 1923 at less than \$50 per acre. Yet Garrett, advertising at ten times this figure, says of his offer to Garrett Petroleum stockholders:

"This cuts the price down to a net of \$400 per acre, at which figure it is the greatest investment you will ever have an opportunity to make, one that will bring you an income and independence for life."

In his glittering and alliterative

pamphlet, "Fig Farm Facts," Garrett says:

\$10 starts you on the road to income and independence without effort or labor."

The Better Business Bureau and the Chamber of Commerce of Houston, Texas, have collated the following information in co-operation with the National Vigilance Committee, concerning Garrett's previous career in Houston:

Beginning, we know not where, Garrett first blossomed out as the President of the Houston Bank and Trust Company, (unincorporated) about 1917. This bank is in no sense the usual institution indicated by such a term, but has been and is simply a stock selling concern through which Garrett has marketed a large part of the securities of his sundry promotions.

The use of the words bank or trust company has obtained high favor in wildcat promotion circles. The prospective sucker is lulled to a sensation of fallacious security by the impression which these words convey of stability, extensive financial organization, and legitimate connections.

Garrett has placed much emphasis on the fact that at one time his bank actually became a member of the American Bankers Association and of the Texas Bankers Association. Both Associations refused to renew these memberships upon their expiration. The impression of large, stable and successful operations has been strengthened by Garrett's frequent references throughout his promotion literature to himself and his brother as

"Real Oil Men"

"Possessed of Vast Fortunes"

"Successful Bankers," etc.

Probably the highwater mark of Garrett's publicity was reached in an article somehow accepted by the Pathfinder, at Washington, D. C., in which several pages are devoted to laudation of Ben Garrett, the successful Texas banker, and his Texas Textile Co. The article is captioned:

"Turning 8c Cotton Into \$4.50 Silk
—Mechanical Silk Worm Now Takes

AN INDIVIDUAL EXECUTOR

If, in addition to your regular business you are acting as executor of an estate and would like to be relieved of the extra labor this entails, we, with 34 years' experience in handling estates will act as your agent, do all the work and file all the reports with the Probate Court—and our charge will be reasonable.

THE MICHIGAN TRUST COMPANY

Organized in 1889

CORNER PEARL AND OTTAWA

GRAND RAPIDS

YOU CANNOT LENGTHEN THE HOURS OF A DAY.

MANY men and women are so busy that they have no time to give to the proper care of their own investments. Days slip by. Bonds are called. Coupons come due. Records become out of date.

You cannot lengthen the hours of the day, so that you can care for such details yourself. But you can delegate these duties to this institution.

In our Safe Keeping Department we would look after your property, including the preparation of tax returns, making a complete report to you, periodically. That's part of our day's work.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.



PRIVATE
WIRES
to all
MARKETS

LOCAL AND UNLISTED Bonds and Stocks

Holders of these classes of securities will find in our Trading Department an active market for their sale or purchase.

CORRIGAN, HILLIKER & CORRIGAN Investment Bankers and Brokers

Citizens 4480 GROUND FLOOR MICHIGAN TRUST BLDG Bell Main 4900
GRAND RAPIDS, MICHIGAN

Poor Grades of Cotton and Turns It Into Lustrous Silk—An Invention That Should Revolutionize the World's Silk Industry."

It ends by urging application to the Houston Bank and Trust Company, to purchase shares of stock in the Texas Textile Co. at \$100 per share. The publication carried pictures of Garrett and others, and also showed a cut of the Union National Bank building of Houston, with the following comment:

"It is the home of the Houston Bank and Trust Company, of which B. N. Garrett is President. The executive office of the Texas Textile Co. is also located in this building."

Garrett occupied office space in the building pictured; but the impression conveyed by this photograph of a substantial bank building is apparent.

Complaints from victims of this particular enterprise state that this story was responsible in large measure for inducing them to put their money into the Texas Textile Co. Another similar piece of indirect advertising appeared in the Commercial and Financial World, published in New York City.

The collapse of the Texas Textile Co. did not deter Garrett from further promotions. He transferred his use of pyrotechnical English to the flotation of the Terminal Oil Co. The time was ripe for another oil coup. The gullible public was not merely nibbling; it was literally snatching at the bait of oil promoters in Houston, Fort Worth and the Texas oil fields.

Garrett adapted his armament to the supposed cupidity of his prospects by employing the following material:

"By invitation to banks and bank directors only."

"I invite you to join us in a chance to make some big money."

"If you gamble with the Garretts I believe you will win."

"This is strictly an oil proposition with all commissions, etc., eliminated."

"It is a bankers' company and on the level."

"The Garrett boys are our kind of men; they are big men; already big men are betting their money with ours."

This worked so well that \$300,000 was realized from public subscriptions. Many prospects, other than bankers, felt that someone had benevolently permitted them to get in on a "ground floor proposition" intended for bankers only.

When the sales of Terminal Oil sagged, the Garrett Petroleum Co. was launched with B. N. Garrett, C. M. McCollum and Henry E. Kahn (who appeared also as officers of the Houston Bank and Trust Company) as personnel in chief. The original sucker list, suitably augmented for the re-loading scheme, apparently continued to serve. Stockholders of the Terminal Oil Co. were "permitted" to exchange their stock for shares in the Garrett Petroleum Co. Again "come-on" material, purporting to address banks and bankers, was employed. The literature of this period says:

"As one banker to another, I invite you in with us."

"Back a winner—\$115 in Texas wild-cat may make you a fortune."

"Only a limited number may make a fortune."

"Mr. Garrett has never scored a failure."

The following choice bit appeared over the signature of C. M. McCollum:

"Judging from the amount of stock you are buying we are impressed that you do not fully appreciate the opportunity offered by this company."

This particular style of persuasion is known in certain promotion circles as "the Hoorah." The promoters apparently had an able tutor in their copy-writing as they were associated at this time with John H. Cain, promoter-extraordinary and poet laureate of oil promotion literature, who recently pleaded guilty to the charge of using the mails to defraud in the Federal courts of Houston, Texas, and is now awaiting sentence.

Garrett's resourcefulness is shown by the following quotations from his literature issued, apparently, when prospects had partially recovered from their initial gambling fever and were beginning to display caution:

"We are confident that every stockholder of the Garrett Petroleum Co. may feel assured that he is making an investment around which every possible safeguard has been thrown and his prospects for future dividends and largely increased value of stock are exceptionally good."

"We have passed out of the gambling stage."

"We no longer have to guess we have an oil field—the fact is proven."

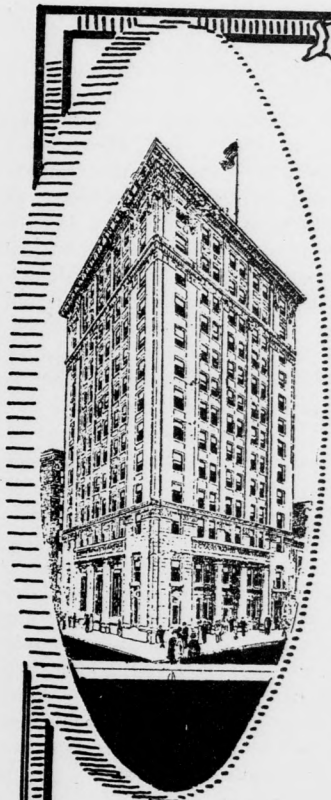
"The company is authorized to issue an additional 10,000 shares and it is this ten thousand shares we are trying to sell for the purpose of raising money to continue drilling operations and complete the refinery the company has under construction. The company is without funds to do either and until the stock is sold, the com-

pany will not be able to drill or do anything else."

The chief defect of these statements is the fact that no refinery was built, nor have the investigations of the National Vigilance Committee and of the Houston Better Business Bureau disclosed any incipient construction.

There was, however, no reason for building a refinery, since the oil wells were substantially of the oil-less variety.

The purpose of the National Vigilance Committee in setting forth Garrett's activities in the oil promotion field is to put publishers of trade



The Welcome Sign Is Always Out

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54,000 SATISFIED CUSTOMERS

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\$18,000,000

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THE BANK WHERE YOU FEEL AT HOME

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
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Fenton Davis & Boyle

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of Lansing, Mich.

Our Collection and Bill of Lading Service is satisfactory
Capital, Surplus and Undivided Profits over \$750,000

"OLDEST BANK IN LANSING"

BUY SAFE BONDS



ESTABLISHED 1853

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

Buy Safe Bonds
from

The Old National

journals, like the Michigan Tradesman wise to the fact that promoters of this type are now turning from the field of selling oil stock, which has received so much attention from the National Vigilance Committee and the Federal Government, to devote their talents to the exploitation of fig and pecan nut promotions. There are legitimate industries in these fields which will undoubtedly suffer from the publication of such advertising, if all such copy is not carefully scrutinized before it is accepted and printed by publishers.

What To Do in Case of Fire.

Here is a business going on from day to day full of concern about the round of tasks that have to be performed, fixing its gaze upon the constant increase of the business, giving practically no thought to the possibility of fire; and then some night the store takes fire.

Only those who have had that misfortune can realize what a terrible calamity it is. Does anybody under such circumstances remember to do the right thing? And what is the right thing?

Supremely interested as we are in the conduct of the retail business, we believe that a real service will be performed through providing our members with rules for their guidance in such a crisis.

A study of the instructions herewith presented will show that every contingency has been anticipated and every problem dealt with in simple, understandable style. This material is of the greatest value to every merchant and should be kept where it can be reached immediately in case of need.

Notification.

1. Notify your local insurance agent by phone and any out of town agents or companies by wire.

This notification should include date of loss, estimated damage and the total insurance in force on damaged items.

2. Immediately follow the first notification with a letter, giving more detailed information, including the same information already given by phone or wire and also, if possible, the cause of the fire, location, discovery, extinguishment and a complete list of all insurance in force.

The practice in different parts of the country will vary somewhat on this point, part of the above notification being taken care of by the broker, but the above method is complete and answers all legal requirements of the assured in the policy.

Your local agent will immediately arrange with all the stock companies on your risk to have a meeting and appoint adjusters to represent the entire group. The mutual companies will, doubtless, act independently, particularly if the loss is a large one. The adjustment, the making of the proof of

loss, and all the details incident to the settlement of the loss from that time on, will be conducted between the assured and these representative adjusters. If your local agent is a man of ability, which is exceedingly rare in the case of stock company agents, he will keep in close touch with you throughout this period, and cheerfully render any incidental service which may be required.

It is never necessary to employ an adjuster where the insurance is carried by reputable mutual companies, because the latter deal fairly with their customers and do not employ sharks and crooks to adjust losses, as many of the stock companies do. In most cases some officers of the mutual companies will visit the assured, settle his loss, hand him a check in full payment, frequently several days before the stock company adjusters show up and weeks before he finally receives his pay from the stock companies.

Salvage.

The question of salvage is a very important one from the viewpoint of reducing the loss. Practically all fire insurance companies and store organizations have a special department to look after the salvaging of the damaged building and contents. As a rule, any steps may be taken and any reasonable expense incurred which will work toward the limitation of the damage. The property should be protected and an endeavor made to reduce the loss by the following means:

Drying the merchandise.

Airing all parts of the property thoroughly.

Mopping up water.

If the property is sprinklered, repairs to the sprinkler system should be made promptly and special attention paid to getting the sprinkler system in operation again. While the sprinkler system is shut off for replacement of heads a man should be posted at the closed valve and kept there until the open heads have been replaced and the water turned on once more.

It should be kept in mind that the insurance pays for all labor involved in caring for the property.

Inventory of Loss.

As soon as the damaged property is separated from the undamaged property, if the loss is large an inventory of the entire stock should be started immediately, showing the goods damaged, with the quantity and cost of each article and the amount claimed. However, if the loss is small, simply list the damaged goods showing the cost and the amount claimed. The inventory is waived when the loss is under a certain small percentage as prescribed on the policy.

Independent Adjuster.

Very often an assured having placed his insurance among a number of

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

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United States Depository

Capital \$300,000
Surplus \$300,000

3% interest paid on Savings Deposits, payable semi-annually.

3½% interest paid on Certificates of Deposit if left one year.



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FINNISH MUTUAL FIRE INSURANCE CO. CALUMET, MICHIGAN

ORGANIZED IN 1889.

Insurance in force	\$6,064,185.00
Assets	259,540.17
Assets per \$1,000 in force	44.11
Premium income	107,866.97
Surplus	197,322.28
Surplus per \$1,000 in force	30.89

DIVIDEND FOR 1924. 50%

The only company in Michigan returning 50% Dividends on all Mercantile, Dwelling and Church Risks. For further particulars write

F. A. Romberg, Manager, Class Mutual Insurance Agency
Finnish Mutual Fire Insurance Co.
Calumet, Michigan. General Agents
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GRAND RAPIDS

New York

Chicago

Detroit

Nachtegall Manufacturing Co.

237-245 Front Avenue, S. W. Grand Rapids, Michigan

STORE BANK OFFICE
FIXTURES and FURNITURE

agents, cannot command the service which a single agent could render him at such a time, or he may feel that he wishes expert and independent advice and assistance for his own side of the adjustment. Under such conditions, he may desire to employ an independent adjuster to represent him in the negotiations with the stock companies.

Individual Problems.

Having gotten things started on the way toward the adjustment, the questions the assured will have to face are of such an individual nature that it is hard to generalize concerning them. A few suggestions may be made which apply to most cases.

A careful review of all insurance applicable to the fire should be made to see that proper notice has been given the companies, and all conditions of the policy complied with. An immediate question is one concerning the resumption of business. This will be affected entirely by the size of the fire. The use and occupancy form requires that "as soon as practical after any loss, the assured shall resume complete or partial operation—and shall make use of other property if obtainable." At this time the assured should also remember that his policies are all automatically reduced by the amount of the loss applicable to each one of them, and if new stock must be rushed in, it must be covered by new insurance.

Gold and Prices.

It has been asserted by some economists who are predicting a prolonged advance in prices that the slackened use of gold in the arts will tend to cheapen this metal and thus diminish its buying power. Their assumption that less gold is being used in the arts is based on the idea that the war has brought lower living standards in Europe and there must be less demand for gold jewelry, whereas in this country, where living standards are advancing, and among the war-enriched Europeans gold is being supplanted by platinum as an article of adornment. All this is purely speculative reasoning. As a matter of fact, it has recently been reported that the amount of gold employed in this country in the manufacture of fine art objects has increased enormously, and that the withdrawals of gold from the Treasury for such purposes now amount to about \$5,000,000 per month. This is a small sum compared with the monthly additions to our gold stocks by importations, but this fact may be cited as showing on what a slender basis the foregoing predictions of a long upward swing of prices rest.

What We Are Worth.

The Department of Commerce announces its computation of the total wealth of the United States as of December 31, 1922. Such estimates are, of course, subject to a wide margin of error, but they have their interest. The total valuation for 1922 stated in round numbers is \$321,000,000,000, compared with \$186,000,000,000 in 1912. The increase for the decade amounts to 72 per cent., while the per capita increase, owing to the growth of population in the decade is but 50 per cent. If all the wealth of the country were

equally divided at the end of 1922, each individual in the country would have received property valued at \$2918. This compares with \$1950 in 1912.

It should not be inferred from these figures that the average person in this country is about a thousand dollars richer than he was just before the war, for the rise in the money value of the principal forms of wealth is due in part to the higher price levels of 1922. The rise in prices in the decade 1912-22 was about 50 per cent. It appears, then, that the increase for the country was considerably greater than the rise in prices while for individuals the increase was about equal to it. These figures, however, are only approximations, and do not justify any hard and fast conclusions as to whether the average individual had a greater quantity of wealth in 1922 than in 1912.

Wholesale Trade Data.

The Federal Reserve Board's index of wholesale trade for the United States during February shows a slight gain over the same month a year ago, but owing to the fact that last month contained an extra business day and that prices have receded slightly during the past twelve months it is necessary to reduce the figures to a daily basis and allow for price movements in order to get an accurate comparison. The board states that the daily value of the trade was about 1 per cent. less than last year, but as wholesale prices are about 3 per cent. lower than at this time in 1923 the indications are that a somewhat larger volume of merchandise was moved. The gains, however, were not evenly distributed through all lines. Sales of dry goods, hardware, and groceries were larger than a year ago, while sales of shoes, women's clothing, and diamonds and jewelry showed declines. The data bear out the current reports of irregularity in wholesale distribution.

We are in the market to purchase an entire issue of public utility, industrial or real estate first mortgage bonds.

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MICHIGAN TRUST BLDG.

GRAND RAPIDS, MICHIGAN

Phones Citz. 4267, Bell, Main 2435

If time is money we must have spent about two years in the past ten months.

With everybody demanding the best cuts of meat, who, we wonder, gets the poor ones?

The grass over in the next yard is no greener than ours can be made to be.

Two of a Kind.

Jinks—I'm a man of few words.
Smith—Shake! I'm married, too.

OUR FIRE INS. POLICIES ARE CONCURRENT

with any standard stock policies that you are buying.

The Net Cost is **30% Less**

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

WM. N. SENF, Secretary-Treas.

The Michigan Retail Dry Goods Association

advises its members to place their fire insurance with the

GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

and save 30% on their premiums.

Other merchants equally welcome.

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SAFETY SAVING SERVICE CLASS MUTUAL INSURANCE AGENCY

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Retail Hardware Mutual	Central Manufacturers' Mutual
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We classify our risks and pay dividends according to the Loss Ratio of each class written: Hardware and Implement Stores, 40% to 50%; Garages, Furniture and Drug Stores 40%; General Stores and other Mercantile Risks 30%.

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Preferred Lists of Safe Investments

FOR the guidance of clients this organization maintains constantly revised lists of bonds of all types that offer unquestionable security plus attractive yield.

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Investment Bankers and Brokers

Michigan Trust Bldg., Ground Floor, Grand Rapids

"Where Hope and Realization Meet."

The overstimulation of urban life has drawn from the agricultural regions heavily and has left on the farms nearly everywhere those who have lesser ambition and who are less enterprising. Depression results from the misdirection of industry. One of the best ways to ameliorate present day conditions is to make the farm more attractive.

Many temporary measures of relief are being suggested as an aid to your section of the country. Of these those looking toward larger diversification are the most worthwhile. It is no longer practicable to produce more wheat than we can consume in this country. We cannot compete with the cheaper production of South America and Australia.

The past few years have witnessed a marked advance in the standard of living in our country. I have seen the National income increase from thirteen to over seventy billions of dollars annually and it is my belief that within the next forty years it will have reached one hundred and forty billions. We have a condition without parallel in the United States, with its more than 110,000,000 people speaking a common language and possessing much the same ideals. This country's power for economic advancement is beyond the ability of the human imagination to picture.

Persistent hope is essential to business success. We must keep hope alive, not passively but actively. If we are hopeful we need not fear the temporary periods of depression. However there are avenues in which hope leads us which are beset with pitfalls for the business man. Hopeful inventories are a most prolific source of business calamities. Merchants are too unwilling to admit losses and hopeful inventories are responsible for a large percentage of our bankruptcies. To-day all fundamental conditions augur well for the future. Given industry, thrift and hope and we shall soon have prosperity.

I doubt whether many of my readers know it—I didn't until I commenced to look into the subject—but it is a fact that one-half of the population of the United States live within 500 miles of New York and are in the habit of making the metropolis or Europe their objective whenever they leave home for either business or pleasure. The consequence is that the commercial travelers are about the only group who know their America well, for while there are a considerable number of the comparatively well-to-do who visit Florida, California and the Yellowstone, they pass through various large cities of the West and South without going outside of the railway stations and remain ignorant of the great intervening territory upon whose agriculture and trade their prosperity depends.

When Lloyd George was over here he remarked that the War had made Europe conscious of the "Middle West," but I really doubt whether one man in ten of those one meets in New York or Philadelphia or Pittsburg often visit cities in the Middle West except Chicago and St. Louis, and for

most of them this great Northwestern territory is terra incognita.

The result is a widening cleavage between the political philosophy of the various districts—I won't call them sections—the Eastern papers have fallen into the habit of alluding to the radicals of the Northwest, and the farmers of the Northwest have come to regard Wall street and what they call the money power of the East as their implacable enemies, whose chiefest satisfaction is found in depressing the price of wheat and cattle and making agriculture unprofitable.

We have an awfully big country—sometimes I think it is almost too big; but if it is to remain big and to be happy and well governed as a democracy, it is absolutely necessary that its people should know and be able to sympathize with each other.

I doubt whether any of us appreciate what a tremendous experiment in government we are making in this country. We have 110,000,000 people scattered over 3,000,000 square miles of territory. We have abolished nearly all the checks and balances that the fathers provided in the Constitution for the protection of the minority against the tyranny of the majority. We are now out upon the wide sea of pure democracy, where we shall certainly come to grief unless the crew are taught the value and the need of co-operation, forbearance and patience.

The best education they can have in these virtues is to be obtained by making them acquainted with each other. Have you ever noticed how a crowd that is accustomed to forgather in a particular place learns to handle itself without unduly jostling those who compose it? It is a spectacle worth studying, and a lesson to students of politics and sociology. Take a thousand or more men who are accustomed to being where there is plenty of room and throw them together in a small space. You will find that many of them will soon be almost fighting mad because their liberty of movement is restrained. But if the same men meet day after day in the same place, they will soon learn to joke about what they at first regarded as trespass or assault, and will in time come to like the close association.

So it is, I think, with democracies—they must become accustomed to each other and learn to know each other before they can make allowance for their respective idiosyncracies and their divergent interests and ideals. And what is true of our social and political relationships is also true of our commercial and industrial relationships. Acquaintance is a pre-essential of accord, and without accord we cannot be happy or successful.

Theodore H. Price.

If you are properly concerned about putting all you can into the world, you won't need to worry so very much about getting enough out of the world.

Have you a complete and an accurate system for the handling of all the money paid in? Don't allow carelessness in that direction.

The only knocker who gets by is opportunity.

Late Michigan Mercantile News.

Big Rapids—E. L. Smith succeeds Raub Bros. in general trade.

Chapin—C. W. Sutliff succeeds Loynes Bros. in the grocery business.

Cadillac—David Klingler succeeds A. M. Lood & Co. in the grocery business.

Ashley—Frank Cermak & Son succeed John Holechek in the grocery business.

Shelby—A. E. Barnum succeeds John M. Amstutz in the grocery and bakery business.

Battle Creek—The Shoe Market, 28 West Main street, has changed its name to the Smith Shoe Co.

Ypsilanti—Fred H. Nissly has added lines of rugs and linoleums to his stock of bazaar goods and crockery.

Constantine—The Constantine Co-Operative Creamery Co. has increased its capital stock from \$12,000 to \$18,000.

Detroit—The Shuter Shoe Co., 124 Michigan avenue, has increased its capital stock from \$50,000 to \$75,000.

Mesick—D. Oatman has sold his stock of general merchandise, groceries and meat market to E. D. Linsea, who has taken possession.

Shelby—The North Fox Island Fur Farm has changed its name to the Fox Island Gravel Co. and increased its capital stock from \$150,000 to \$350,000.

Ontonagon—John Hawley has sold his interest in the general merchandise stock of John Donnelly & Co. to Mr. Donnelly and Roy Haruish and the business will be continued under the same style.

Bellaire—H. M. Goldren, dealer in furniture, hardware and undertaker, died at his home, March 30 as the result of a stroke of apoplexy. He was nearly 60 years of age.

Monroe—The Monroe-Rickenbacker Co., Inc., 14 East First street, has been incorporated to deal in autos, trucks, auto parts and accessories, with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in cash.

Scottville—Noah Blamy has sold his flour and grist mill and other property to Miller Bros., who conduct the elevator, grain and produce business and will continue the mill in connection with their other lines.

Detroit—Chas. S. Patrick has sold his meat market to A. M. Patrick. The store is at 8885 Linwood avenue.

Detroit—Norwood A. Bannister, well-known Detroit druggist, has bought out Walton Fish, 17887 Mt. Elliott avenue.

North Adams—F. W. Graves & Son, of the Jonesville Lumber Co. and Lester Ford, recently of Kandichi, Minn., have purchased the Kemper & Son Lumber yard and will continue the business under the style of the Graves & Ford Lumber Co.

Lansing—Archie H. Stabler has purchased the interests of his brother, C. Frank Stabler and Shelby E. Race, in Stabler Bros. men's furnishings store at 120 North Washington avenue and will continue the business under the style of Archie's Clothes Shop.

Detroit—Ladd & Koerber, Inc., 5509 Michigan avenue, has been incorporated to deal in general merchandise, with an authorized capital stock of \$50,000, of which amount \$25,000 has

been subscribed and paid in, \$5,892.59 in cash and \$19,107.41 in property.

Detroit—The Dreicer Co. of Michigan, Dime Savings Bank building, has been incorporated to act as commission merchants, dealing in watches, jewelry, etc., with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Benton Harbor—The Rollin Auto Sales Co., 230 Territorial Road, has been incorporated to deal in autos, auto parts, accessories and supplies, with an authorized capital stock of \$15,000, all of which has been subscribed and \$6,000 paid in in cash.

Grand Rapids—Tanners Supply Co., with business offices at 509 Murray building, has merged its business into a stock company under the same style, with an authorized capital stock of \$25,000, of which amount \$14,825 has been subscribed and \$9,125 paid in in cash.

White Cloud—The White Cloud Canning Co. has merged its business into a stock company under the style of the White Cloud Canning Co., Inc., with an authorized capital stock of \$25,000, of which amount \$11,000 has been subscribed and paid in in property.

Detroit—Frank Drolshagen has merged his meat, cheese, etc., business into a stock company under the style of Frank Drolshagen, Inc., Broadway Market, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$3,600 in cash and \$1,400 in property.

Jackson—Forrest J. Wright has merged his shoe findings, leather, etc., business into a stock company under the style of the Wright Leather Co., 106 Milwaukee street, with an authorized capital stock of \$10,000, \$6,510 of which has been subscribed and paid in, \$510 in cash and \$6,000 in property.

Detroit—The J. W. Keys Commission Co. has merged its business into a stock company under the style of the J. W. Keys Commission Co., Inc., 2478 Riopelle street, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in, \$14,649.79 in cash and \$5,350.21 in property.

Grand Rapids—Benj. F. Edge has merged his lumber, building materials, etc. business into a stock company under the style of the B. F. Edge Lumber Co., 1510 Taylor avenue, with an authorized capital stock of \$100,000, all of which has been subscribed and paid in, \$600 in cash and \$99,400 in property.

Custer—Simon Fisher has purchased the general merchandise stock of his father, William Fisher and removed it to the cement block store building formerly occupied by Olson & Smedberg, hardware dealers. The store has been remodeled, new shelving built in, a new floor laid and the entire interior painted.

Detroit—Howell-Howell, Inc., 2967 Grand River avenue, has been incorporated to deal at wholesale and retail in household appliances, electrical washing machines, ironers, lamp fixtures, etc., with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and \$10,000 paid in in cash.

Recent News From Michigan Manufacturers.

Dowagiac—The Furnace Fan Corporation has changed its name to the Dowagiac Manufacturing Co.

Grand Rapids—The Crawford Chair Co. has changed its name to the Grand Rapids Bedroom Furniture Co.

Detroit—The Leatherlike Fibre Products Co., 7336 Woodward avenue, has changed its name to the Gagnier Fibre Products Co.

Detroit—The Wolverine Truck-Trailer Co., 429 Rowena street, has changed its name to the Wolverine Patents Holding Co.

Lawton—As the entire 1924 output of the Nielsen-Barton Tool & Chuck Co. has been sold, the company is arranging to double its capacity.

South Haven—Casavant Bros., manufacturer of phonographs, interior finish, etc., has increased its capital stock from \$50,000 to \$250,000.

Grand Rapids—The Universal Manufacturing & Sales Corporation, 156 Louis street, has increased its capital stock from \$60,000 to \$90,000.

Kalamazoo—The C. G. Spring Bumper Co. has filed articles of dissolution, having been succeeded by the C. G. Spring & Bumper Co. of Detroit.

Benton Harbor—The Bulldog Wrench Co. has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and \$10,000 paid in in cash.

Bay City—The Cereal Products & Supply Co. has been incorporated to manufacture and sell beverages, etc., with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash.

Lansing—C. H. Barb, recently with the Michigan Brass & Iron Works, has severed his connection with the company and organized the Superior Brass & Aluminum Casting Co. which has been located at 811 Jerome street.

Detroit—The Crescent Tool & Manufacturing Co., 5835 Russell street, has been incorporated with an authorized capital stock of \$50,000 preferred and 5,000 shares at \$5 per share, of which amount \$25,000 and 5,000 shares has been subscribed and \$50,000 paid in in cash.

Detroit—The Daigle Iron Works, 1967 West Lafayette boulevard, has merged its business into a stock company under the same style, with an authorized capital stock of \$350,000, of which amount \$200,050 has been subscribed and paid in, \$15,050 in cash and \$185,000 in property.

Detroit—The Detroit Piston Pin & Manufacturing Co., 5680 Twelfth street, has merged its business into a stock company under the same style with an authorized capital stock of \$25,000, of which amount \$20,000 has been subscribed and paid in, \$870 in cash and \$19,130 in property.

Detroit—The Gem Manufacturing Co., 403-4 Stevens Bldg., has merged its electrical household appliances, electrical stores, etc., business into a stock company under the same style, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in, \$10,000 in cash and \$10,000 in property.

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*"In highest credit
wherever good cigars are sold"*



YOU can always depend on the genuine enjoyment you get from an R. G. Dun. The R. G. Duns you will smoke next month will be just as pleasantly agreeable as those you smoke today.

*After all
nothing satisfies like
a good cigar*

**Supremes,
3 for 50c.**

**Perfectos,
15c straight**

**Bouquets,
10c straight.**

(80)

Michigan Shoe Dealers Mutual FIRE INSURANCE CO.

Organized for Service, Not for Profit

We are Saving Our Policy Holders 30% of Their Tariff Rates
on General Mercantile Business

FOR INFORMATION, WRITE TO

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

LANSING, MICH.



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.

Newest Things in Millinery.

Leghorns and the hair weaves have been restored to favor in the millinery trade, according to the current bulletin of the Retail Millinery Association of America, and Easter will see many hats of this material. The leghorn and the blocked bangkok are not only appearing in natural colors, but dyed black, brown, navy and other shades. Bangkoks are used for the entire blocked hat, whether it be a roll-front poke shape or a large, broad mushroom shortened in the back.

"These lightweight bangkoks," the bulletin continues, "when tightly covered with French crepe, chiffon or georgette, are making the usual hair and leghorn garden party shade hats look elsewhere for laurels, and that is what they are doing. The small bangkok hat, along with the panama, has first place on the sports list. Leghorns are being used more as brims, flanges, and applied sections to shot silk and flowered dark silk hats. Patterned, printed and embroidered silks and crepes being newer than silks—are used considerably of late with leghorns.

"The hair hats that are making much money, too, are the real Swiss hair, timbo hair, crinol hair. Even the pyroxyline bodies in cheaper versions of the mode appeal to the buyer. Feathers, flowers, ribbons and lace ally with the hair hats that tend to overthrow straw for a while—at least the peacock trimmed hats anyway—supplanting the peacock and milan tailleurs and semi-formal hats.

"There is a tendency toward tone fabric hats for the tailleleur that is growing in esteem each day with new orders coming in. Bengaline is the new fabric thus brought to notice, and it is probably an outgrowth of the faille and the felt hats that are so much in demand. Fur felts and felt and hair combinations are selling. This is an idea propagated at our fashion show early last month and already bearing fruit, for felts are the in-between season item."

May Need New Standards.

New standards in sizes for women's hosiery, more especially from the viewpoint of fullness, may be necessary at no late date as a result of increased indulgence in outdoor sports on the part of misses and young women. An executive of a well-known local concern has heard the last few months of complaints by many wo-

men that much of the silk hosiery now on the market is not full enough to be worn with comfort. While he said yesterday that this may be due to skimping on the part of certain producers in order to save silk and thus put their goods on the market "at a price," he added that there is no question that the spread of golf, tennis, swimming, hiking and other outdoor sports among women is resulting in greater muscular development. Sooner or later this will have to be taken into consideration. Among older women similar complaint as to insufficient fullness of hosiery is not rare, he said, but this is attributed to lack of exercise due to the great use of automobiles in recent years. For the heavier women "out-size" hosiery has been offered for years, but it is said not to fill the bill with their more athletic sisters.

Choosing Names for New Fabrics.

One of the tasks of the head of the women's wear department of a mill every season is the selection of new and appropriate names for the fabrics the mill is offering the trade. That this is not as easy as it appears has been testified to by many executives, particularly during the recent openings when highly diversified and large fabric collections were offered. The skill in the naming of the cloths requires an instinct for proper sound and combination of syllables, the title at the same time suggesting the distinctive feature of the weave itself. Recognition of the sales value of a good name is growing.

It takes a prophet to tell us what we are going to do to the profiteer.

Unduplicated Hat Styles

*We design the newest hat
vogues in our own studios.
These are original, unduplicat-
ed styles, never syndicated, on
which you have exclusive
showing.*

Corl-Knott Company
Grand Rapids

From June to June **FITRITE'S** A Year-Round Seller

FITRITE
"The Garment of Modesty"
REG. U.S. PAT. OFF.



FITRITE is quality, first and last. Its sensible pricing assures prompt and regular turnover.

Every merchant who has really examined FITRITE concedes it to be a triumph of value-giving.

The splendid material in the FITRITE LINE — the unexpectedly fine needling—the intensive care to insure the proper shaping and perfect fit — make the price and the profit to you seem almost incredible.

Ask Us to Name Nearest Distributor

FITRITE UNDERWEAR

350 Broadway NEW YORK CITY
MAKERS AND DISTRIBUTORS TO JOBBERS ONLY

A Good Number in the



is the FACTORY TIME. Black or Cord @ \$1.35
GREAT FOR WEAR.

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

Easter Novelties

Do not delay buying your supplies for Easter Sales. Spring has arrived. Business is sure to come.

If unable to call on us, send in your Mail orders.

Handkerchiefs, splendid range in prices and patterns.
Hosiery, Umbrellas, Stamped Linens, Etc.
Men's Dress Shirts and Neckwear.

All these items are useful Easter Gifts.

Michigan Merchants attending the Convention on April 22-23-24 are cordially invited to make your headquarters at our store. We will appreciate a call.

PAUL STEKETEE & SONS
WHOLESALE DRY GOODS
GRAND RAPIDS, MICHIGAN

Suckers and Milk Was Suggestive Expression Fifty Years Ago.

Grandville, April 8—The month of April was to the early pioneer one of the most enjoyable in all the year.

It was then that the backbone of winter was shattered and navigation again opened on the great lakes. It must be remembered that the early settlers depended on a full winter supply of provisions in the fall for their winter's sustenance. Once out of anything and it was stay out until ice went out of rivers and lakes in the spring.

Fish was a no inconsiderable article of diet among the hardy people of the woods. After having lived on pork, beans and dried codfish all winter, it was certainly a delight to seek the waters of the creeks and rivers in April and gather in the black suckers which swarmed up the streams at the first indication of spring.

As a boy I have set my dipnet at the mouth of a creek which emptied into the Muskegon and fished until an even bushel basket of the suckers flopped to the music of the rippling current of the stream.

And suckers were good eating.

They were relished after a winter on salt foods, and wagon loads of them were carted about the country back from the river, selling to the new farmers who had cut holes in the woods and set up their homes.

Later, in the month of May, the sturdy fish called the pike began to run, and these fish were caught by the Indians and peddled to the whites.

I call to mind that it was in April that the first printing press found its way up the river to Nawaygo, where James H. Maze started the first newspaper in the Northern wilderness. It was some paper and amused as well as entertained the denizens of the woods with its original editorials. "Suckers and milk" became a household expression every spring, and the editor, though lean as a hound, seemed to enjoy his share of this excellent menu.

At Nawaygo was built a dam across the river, below which the fish gathered in great schools, falling an easy prey to the fishermen. Dipnets were set at various points for a mile below this dam, and April nights were pleasantly dotted with the campfires of the fishermen who made a business of fishing while the fishing was good.

The Muskegon abounded in sturgeon as well, these monsters growing to enormous size. Down in York State they were called "Albany beet." The Indians ate sturgeon, but very few whites relished the taste of the oily carcass.

Down at the Sand Flats, a wide spread of river, twelve miles above Muskegon village, the Indians found sport and profit gathering in the fish as the shallow water scarcely covered them. Years later the "Improvement" which narrowed the stream and deepened the water, spoiled the ancient fishing ground of the redmen. As time went on and lumbering increased along the winding river, fish became less plentiful, until at one time, because of the log jams and drives, the fish were almost completely driven out.

Since the early lumbering days, the Muskegon has won back a part of its fame as a stream for fish, although it is doubtful if ever again will be such bounteous schools as once filled the wildwood stream from its source to its mouth.

"Suckers and milk."

A suggestive expression, yet one that hit the nail on the head, since the bounteous supply of fish and new milk made for the happiness of the sturdy sons and daughters of the Michigan wilderness. Suckers are a spring fish, while following them come the pike, pickerel and mullet.

The men of the mill boarding houses fared sumptuously every day during April and May. Boys and men scoured the streams at night with jack

and spear, furnishing an abundance of fresh fish for the tables. Many a night have I as a small boy guided a big canoe, a jacklight at its bow, while my brother a little older gathered in the big fish with his spear. No fish or game law interfered with the hunter and fisherman in those days, and later the tables of the pioneers were loaded with venison steaks furnished by the Indians.

Venison and fish! Such fare as never graced hotel table was to be had for the asking. Save in the winter time the early lumbermen fared as sumptuously as kings.

How keenly as boys did my brother and I watch for the first spring thaw, delirious with joy when the rumbling of cracking ice in the big river at midnight announced the breakup and the near approach of "something to eat" once more.

Following the rush and crush of floating ice came the great log jams, which oft times completely blocked the river, even as to resulting completely changing the course of the stream for the time being.

One jam in particular piled up against the river bridge, forcing it from its piers, sending the framework down stream, yet leaving the logs piled high in the air, as immovable as a rock. This jam was miles in extent and required weeks to "break."

The days of lumbering have long since passed, and all we have to remind us of that day is the memory which lingers in the minds of the early settlers who yet remain behind their comrades gone on before.

Old Timer.

Conservative Buying By Retailers.

Retailers say that the high level of consumer purchasing power is causing their customers to pay greater attention to style. This statement holds good not only in the industrial centers where high-paid factory laborers constitute the bulk of the buyers but even in the small towns, where there is the same sort of reaction. This is attributed in part to the fashion magazines and to the wide advertising of novelties by manufacturers. Moreover, in order to stimulate sales more attention is being given to novelties in apparel. This is seen especially in lines of women's wear, but the same holds true also in men's clothing, as is witnessed by sports suits, Scotch brogues, Oxford shirts, and so on. The greater the variety of styles and the more radical the changes, say the retailers, the more necessary it becomes to adhere to a conservative buying policy, with emphasis on quick turnover. The need becomes all the greater when uncertainty as to price movements also enters as a factor in the situation.

What seems to be a unique method of hand-to-mouth buying worked out on a statistical basis is reported by a Government agency to which the country does not usually look for business data. This agency is the Weather Bureau. It cites the case of a dealer in umbrellas who used to lay in his stocks every autumn and carry them through the year. Then one day he chanced to see a diagram showing the normal precipitation by months and decided he would distribute his purchases through the year so that delivery for each month would correspond to the average amount of rainfall. As he had a thirty day arrangement for settling his bills, he frequently made such a quick turnover of his monthly purchases that he invested none of his

own capital, but traded on the manufacturer's. The arrangement also allowed him to adapt his stock quickly to changes in style and during the dry summer months to specialize in parasols.

Concentrate on Stock Goods.

Selling agents of the men's wear mills are concentrating their activity at the moment on the sale of stock goods. Some agents are taking orders which call for delivery in May. Of the light colors which the manufacturing clothiers want, there is but little in the market. On the question of later business in the lightweights there is doubt on both sides. The mills do not want to go in too strong for production of the goods and the clothiers are watchful of their purchases, as their post-Easter business represents a question mark with the weather again a factor. Activity for the Fall has subsided. The mills are revising their production schedules in certain instances in accordance with the way their orders have shaped up. It is estimated that orders placed run any-

where from 30 to 60 per cent. below the usual commitments, the business in worsteds showing a marked falling off.

Retail Trade Better Than a Year Ago.

The Federal Reserve Board's index of retail trade showed a gain during February of 12.6 per cent. over the same month a year ago. This is based on returns from 529 stores. The sales by 333 department stores, which are included in this index showed almost the same rate of gain. Sales by mail order houses, which are one of the best indications of purchasing power in rural districts, showed a gain of 14.2 per cent. Sales by six chains of shoe stores showed an increase of 29 per cent. over the same period of 1923, a fact which is somewhat surprising in view of the slump reported in the wholesale shoe business. Retail trade during the first half of March, according to the Reserve Board's report, was somewhat less active than in February, owing to bad weather in many sections and to the late date this year for Easter.

SELL NOVELTY MERCHANDISE

That is where the profit is. Carry staples at all times for the benefit of your trade, **BUT PUSH NOVELTIES.** They will attract trade to your store.

Our stock is complete with staples and the **Newest Novelties.** Cotton advanced to 30c, and the Spring Weather has greatly stimulated business. Get your share of the trade by carrying a complete stock. Following are a few of the **Novelties** you should have in stock:

FIRST FLOOR

Crepes,
Pearl Applique Voile,
Plain Colored Suiting
Dress Gingham,
Novelty Crepes,
Dimities,
Charmeuse,
Tuscan & colored dot marisettes,
Emb. Marq. in white and colors,
Bungalow Net,

Voiles,
Dress Linens,
Silks,
Lingerie Fabrics,
Nainsooks,
Jerettes,
Curtain Goods,
Fibre Silks,
Plaid Scrims,
Hemstitched Voiles.

SECOND FLOOR

New style Sweaters in manish types Jacquette and converted Chappy Coat effects,
Sleeveless Sweaters,
Light shades in mock seam and full fashioned silk Hosiery,
Cuties, especially Merc. Derby Rib in new leading spring shades,
Merchandise for the baby, including Knitted Booties, all wool knitted Sacques, White Organdie Bonnets, Mercerized Poplin, Pongee and Baby Check Gingham Rompers, Infants Merc. Silk & Wool Hosiery, Percal and Gingham Creepers, Wool or silk Filtrite Vests & Bands,
Ladies' Art Silk Underwear, such as Step-Ins, Bloomers, Vests and Envelope Chemise,
Men's Sealpax Twin Button Nainsook Union Suits,
Children's, Misses' and Ladies' Khaki Bloomers and Middy Suits,
New style Bathing Suits,
Broadcloth Dress Shirts,
Powder Blue Dress Shirts with sky line stripes,

Bias Trims,
Darning Cotton,
Mercerized Thread,
Dotted Velling,
1924 Jewell Assortment,
Winifred Clark Package Goods and open stock,
Art Embroidery Silks,
Eyeletta & other Emb. & Vesting.

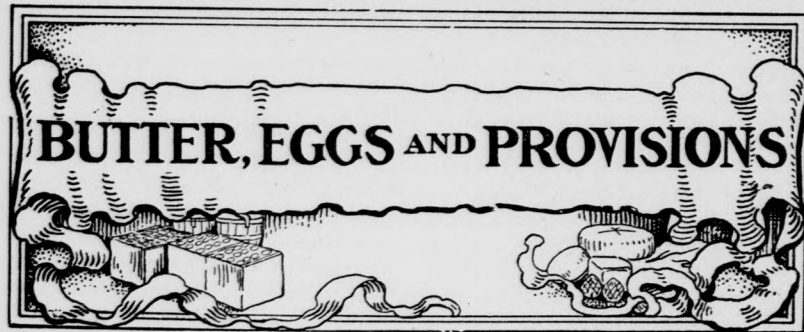
THIRD FLOOR

Tatting Trims,
Daisy Trims,
Rick Rack,
Bromley Collars & Vestees,
Art Goods
Richardson's Assortment,
Red Star and other Art Thread,
Silk & Merc. Purse Twist,
Buttons,

Fancy Ribbons in Roman stripe, widths, 5-7-9-150-200,
Narrow Pecos and Silk & Fibre Ribbons,
5 and 10 Cent Handkerchiefs,
Gainsborough, Durobelle and other Hair Nets, including Gainsborough free goods offer,
Laces including Vals, Torchons, Camisole Lace, Spanish and other staple laces.

Ask our salesman to show you samples or mail us your order. A visit would be greatly appreciated as we would like to show you this merchandise, and talk with you.

GRAND RAPIDS DRY GOODS CO.
YOUR MERCHANDISE RELIANCE



Valuable Service Rendered By Cold Storage.

Cold storage—a modern business—is the Nation's protection for future days. It enables us to eat when food is coming to market in small quantities or not at all, and provides the American table with a bountiful supply for the varied diet of the Nation.

The perishable food products which are produced in various parts of the country are, at the time of their heavy production, raised in greater quantities than the immediate demand could possibly absorb. Were it not for proper refrigeration facilities for keeping this surplus wholesome, the months of scant or no production would find us without many of the delicacies which the American table has come to look upon as necessities.

Cold storage warehousing is now a necessity in the economic life of the world and of such importance that it holds a position of high rank in the industrial life as well. Refrigeration aids in transporting from producing to consuming centers and, in warehousing the surplus of perishable food commodities, it serves as an equalizing link between high and low points of production in many of the leading perishable articles of food.

Refrigeration, in addition to being an aid in caring for and keeping food fresh, is used for many other purposes. A list of these purposes would more than fill this page, and it is not within the scope of this article to furnish a handbook covering all the uses and advantages of refrigeration, nor to include statistics covering its many phases. It is intended simply to set up a few facts with respect to the economic aspects of the industry so valuable to our existence—to enable you to understand better what is meant by cold storage.

Mechanical refrigeration for commercial purposes up until about 40 years ago was practically unknown. The first installation for commercial use, authorities report to have been made in the early 80's. At the present time there are more than 1300 establishments operating under refrigeration more than 550,000,000 cubic feet of space; approximately one-half of this space being devoted to caring for perishable food commodities in public cold storage warehouses, the balance being used by the packing and curing plants of the large packing establishments.

During the earlier years of the growth of this important industry much time and effort was of necessity given to perfecting a proper understanding of the correct storage conditions, including the temperature requirements and humidity control for

the various food commodities. Experience has demonstrated that perishables in the fresh state can now be successfully carried at exactly the proper temperature, from 10 degrees below zero to 45 degrees above, in modern, well-insulated buildings built expressly for cold storage purposes where products are segregated according to temperature requirements and in order that deleterious odors of the varieties may not affect each other.

A cold storage plant cannot be compared with any other kind of business building. It is of a distinctive type, standing out among all the buildings in its vicinity for the solidity of its construction and its fortress-like expanse of blank walls. The cost of such a modern plant is two to three times that of a non-refrigerated building, and the problems of insulation of walls and floors add greatly to the cost.

The cold storage warehouse, by its service, preserves and conserves the surplus of extremely perishable food products from the season of plenty or bountiful production to that of scarcity, when there is little or no production. By this aid the consumer is provided at all times with an adequate supply, and the producer with a more even medium through which to distribute his production.

Few people realize or understand the functions or importance of this industry. If they have considered it at all it has been from an angle which has not given them a picture of the real facts. Information of a misleading character has in the past been placed before the public, and without a knowledge of the true conditions, it is not strange that some people still hold an aversion to food products bearing the label "Cold Storage," when this label is in reality a guarantee of its wholesomeness.

Many of those deeply interested in food problems are of the opinion that it is a mistake to label food products which have been kept wholesome in a cold storage warehouse with the "Cold Storage" brand but that they should be sold, the same as other products, upon their merits as to quality and this opinion seems to be gaining favor, inasmuch as what the consumer is really interested in is wholesomeness in the food products he buys.

Supervision and frequent inspection of cold storage warehouses are provided for in the laws of our states. These laws primarily were designed as health laws, providing for a very high standing of sanitation in and about all establishments where food commodities were handled or stored. These laws also limit the length of the storage period, of many commodities, al-

Remember—

—that when you order DEL MONTE Products you are buying more than mere merchandise—that you are stocking positive sales. DEL MONTE canned foods are sold before you put them on your shelves, because your customers know and have absolute confidence in this brand.

—that the more DEL MONTE varieties you carry, the bigger business you are likely to do on each one, because the goodness and high quality of each is a direct incentive to try the others.

—that it is easier and much more profitable to sell many varieties of one well-known brand, like DEL MONTE than to attempt the same volume of business under many different brands—keeps your capital smaller—turns it over faster.

Judson Grocer Company

GRAND RAPIDS, MICH.

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

We are making a special offer on
Agricultural Hydrated Lime
In less than car lots
A. B. KNOWLSON CO.
Grand Rapids Michigan

Moseley Brothers
GRAND RAPIDS, MICH.
Jobbers of Farm Produce

Lipton's Coffee

Ask for Yellow Vacuum Can
Always Fresh

Distributed by

LEWELLYN & CO.
WHOLESALE GROCERS

GRAND RAPIDS

MICHIGAN

though it can be no advantage in carrying stocks of highly perishable food products from one season's production into and beyond the period of the flush production of the next season. It is well to remember that only stocks of the very highest quality are stored. For this reason, for instance, only the best of the spring lay of eggs and the early summer yield of butter are put away for fall and winter use. This is because all conditions affecting the production are at their very best during these seasons of the year.

Contrary to the general belief, food commodities are not stored an unduly long period of time, neither is the ownership vested in a few people. Food commodities stored in public cold storage houses are owned by many thousands of customers located in every state in the union, the value of these products running into millions of dollars in the course of a year.

The amount of food products stored in public cold storage warehouses varies as the production and consumption of the commodity vary; the warehouse taking care of the surplus production until it is released to the trade, when the demand for the commodity is no longer cared for by current production. The principal articles of food requiring refrigeration to extend their period of consumption, of which there is a flush production season, are—eggs, butter, cheese, poultry and apples. The storage of the surplus of these commodities is, therefore, of a seasonable character and, though the tonnage of these commodities is very heavy, the amounts stored represent a very small percentage of the annual production—much less than is ordinarily thought to be the case.

Both the producing and consuming public have at times taken a curiously inconsistent attitude toward the industries that make it their business to store and distribute food products. Instead of looking upon this business not only as a legitimate business, but as one indispensable to our food supply, they have denounced and condemned those engaged in it as food hoarders and profiteers. No fair-minded man, whether he be a consumer or producer, can fail to look upon the storage of food products in any other light than that of a necessary public service, if we hope to maintain our present industrial and community life.

What the producer and the consumer both have a right to expect of

those engaged in the business of storing and distributing foods is that the business shall be so conducted as to preserve the wholesomeness of the foods, and as to reward productive effort rather than purely speculative enterprise.

Ralph C. Stokel.

Topcoat Sales Are Spurred.

Retailers are satisfied with the present kind of weather, as they find it a good stimulus to topcoat sales. With the temperature moving only gradually to a warmer spell, instead of the marked jump, which was the case last year, the outlook is for a good turnover of these garments. From the wholesalers' standpoint, the topcoat buying for this season has been satisfactory, despite some carryover from last year. The mills, in turn, have done a good business in topcoatings, although some question has recently been raised as to whether the market will be entirely able to absorb the stocks that are now on hand.

Johns Lead All the Rest.

More Johns in America than any other name. After John comes William, then James. This is shown by check-up of many city directories.

Religious names from the Bible exert a great influence when it comes to naming the average child. Just why John leads all other names in popularity should interest the clergy, for it unquestionably indicates a very definite preference, admiration, or interest.

Once started, of course, names become hereditary. It takes courage to give a child a name that isn't as common as dandelions.



**GOLD
MEDAL
MAYONNAISE**

Made and Guaranteed by
THE BEST FOOD, INC.
Who make the Famous Nucoa.

We have a real live sales proposition that will put GOLD MEDAL over BIG.

Write us or see our Salesmen.

I. VAN WESTENBRUGGE
DISTRIBUTOR

Grand Rapids Muskegon

Nature's Spring Tonic

*Eat Plenty of Fresh Fruit and
Green Vegetables Every Day*

The Vinkemulder Company
GRAND RAPIDS, MICHIGAN



Polar Bear Flour

A MONEY MAKER

Can Always be sold at a profit.
Quality in the Bag Brings Repeat orders.

J. W. HARVEY & SON,
Central States Managers
Marion, Ind.

You Make
Satisfied Customers
when you sell

**"SUNSHINE"
FLOUR**

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

**Genuine Buckwheat Flour
Graham and Corn Meal**

J. F. Eesley Milling Co.
The Sunshine Mills
PLAINWELL, MICHIGAN

Watson-Higgins Milling Co.
GRAND RAPIDS, MICH.

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

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

Western Michigan's Largest Feed
Distributors.

FULOPEP POULTRY FEEDS

SCRATCH GRAINS GROWING MASH
CHICK STARTER COARSE CHICK
FINE CHICK DRY MASH

STEEL CUT OATS
ROLLED OATS
OYSTER SHELLS

GET OUR PRICES

KENT STORAGE COMPANY
GRAND RAPIDS ~ LANSING ~ BATTLE CREEK
Wholesale Grocers
General Warehousing and Distributing

For the Wholesale Trade

FIELD AND GRASS SEEDS

Clover, Timothy, Alsike, Sweet Clover, Alfalfa, Soy Beans, Sudan
Grass, Dwarf Essex Rape, MISCELLANEOUS GRASSES.

PACKETS—GARDEN SEEDS—BULK

Quality and Service Counts

The season being backward it is most essential to render quick
service and deliver the best quality. We do both. Write for our
quotations.

ALFRED J. BROWN SEED CO.

25-35 Campau Ave., N. W.

Grand Rapids, Mich.



Michigan Retail Hardware Association.
President—A. J. Rankin, Shelby.
Vice President—Scott Kendrick, Flint.
Secretary—A. J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Suggestions in Regard to Retail Hardware Advertising.

Written for the Tradesman.

Newspaper advertising, we all know, is the pioneer method, and is to-day in most cases the best and surest method of reaching the retail customer. Advertising "stunts" very often are a gamble, but sound and judicious newspaper advertising never fails to bring good results. It must be borne in mind, however, that there is no easier way for the hardware dealer to waste his hard-earned money than on indifferent and therefore ineffective newspaper advertising.

One of the first and most important things, of course, to decide upon is the amount to be appropriated for advertising for the year. Some merchants figure one per cent. of their gross sales and some 3 per cent.; some even as high as 5 per cent. This, of course, covers all advertising; but striking a fair, conservative average and basing the estimate on practical experience, I am inclined to think that 2 per cent. of the gross sales would be a safe investment. At the same time, there are cases where even half of this amount will do a great deal in the way of hardware publicity. Much depends on the merchant's individual circumstances.

I asked a practical man, and a very successful hardware advertiser, for his views in the matter of the most desirable disposition of this advertising appropriation.

"The first thing to consider, after determining the amount to be spent, is the most judicious way of spending it," he said. "By contracting with your local paper for a certain specified space to be used the year round, you should be able to procure a reasonably low rate; this, of course, being based on the circulation of the paper and the amount of space agreed upon.

"As a rule, the front page of the paper is the best position, though some papers do not sell it at all. For the average retail hardware store I would suggest an 8 inch or 10 inch double column space. There are times, of course, when it will be advisable to run larger advertisements. In fact, it is a good idea to run even whole-page advertisements at certain seasons of the year, especially in the fall and during the holiday season.

"Where the paper is a weekly, it is advisable to change copy every issue. With a semi-weekly, it isn't a bad idea to allow your copy to run twice. In a daily, copy should be changed at least twice a week."

So much for some of the practicalities.

A good many merchants advertise only at certain seasons of the year, taking the view that during the summer or mid-season business is too dull to justify any expenditure on advertising. This is a mistake. Just as good advertising keeps things humming and business lively in the busy fall and winter season, so it will also stimulate business and bring good results during the duller months of the year. Advertising is always good; and the right kind of progressive, wide-awake and distinctive advertising, with the proper store service to back it up, is always bound to bring good results.

But always advertise at the right time. Don't wait until July to call attention to the fact that you sell ice cream freezers or lawn mowers; and don't wait until December to advertise ranges. For if you do, you'll have to sell them at a sacrifice to get rid of them at all.

Not many hardware dealers are professional ad-writers. Many of them are as a rule too busy to write their own advertisements. But if you have not the time for it and don't think you have the ability, get some bright young man on your staff interested and let him look after the advertising copy. You will find that he will take great pride in the work; and with the proper encouragement and a little practice he will develop a high degree of efficiency along this line.

While it is very essential for your advertisements to be well written and properly displayed, one does not have to be especially fitted for the work to make a reasonable success of it. The thing to bear in mind is to be brief. Come right to the point with as few words as possible. Then don't use too many big words. Somehow, big words are not nearly so effective and don't describe the goods as well as simple, everyday language.

Make your advertisements clear and descriptive and always avoid extravagant assertions. Don't tell the public you sell the best refrigerator in the world and expect them to believe it just because you say so, even if you have been doing business at the same old stand for twenty-five years. Give them reasons. Tell them about the construction, the perfect draft and insulation, the absolutely clean and sanitary food compartment, and explain to them why the refrigerator consumes the minimum amount of ice.

Someone has said that people love to be humbugged, but for some mysterious reason when they are ready to buy hardware they are all from Missouri, and you've got to "show them." Don't expect to write an ad-

vertisement in just a few minutes' time. A good advertisement must be studied out. Write it, read it, rewrite it, and re-read it, over and over again, if necessary. Cut out all superfluous words, and trim it up until you have

made a sound convincing argument in as few words as possible.

I would impress upon you that hardware advertising, above all other things, must be clear and concise. And yet many a well-written, nicely worded

Foster, Stevens & Co. WHOLESALE HARDWARE



157-159 Monroe Ave. - 151-161 Louis Ave., N. W.
GRAND - RAPIDS - MICHIGAN

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICH.

Exclusive Jobbers of Shelf Hardware,
Sporting Goods and
FISHING TACKLE

THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

All kinds of Glass for Building Purposes

501-511 IONIA AVE., S. W.

GRAND RAPIDS, MICHIGAN



Soot and dust on window sill

Keep the Cold, Soot and Dust Out
Install "AMERICAN WINDUSTITE" all-metal
Weather Strips and save on your coal bills, make
your house-cleaning easier, get more comfort
from your heating plant and protect your
furnishings and draperies from the outside dirt,
soot and dust.

Storm-proof, Dirt-proof, Leak-proof
and Rattle-proof

Made and Installed Only by
AMERICAN METAL WEATHER STRIP CO.
144 Division Ave., North
Citz. Telephone 51-916 Grand Rapids, Mich

United Motor Trucks

A SIZE
AND
STYLE

To Fit Your Business

SALES SERVICE

ECKBERG AUTO COMPANY

310 IONIA AVE., NW.

advertisement has been a complete failure, through not being well displayed. An attractive advertisement is never crowded, and should always be prepared with a fair margin or blank border.

In this connection, I might suggest that it is an excellent idea to use a catchy trade slogan or trade mark in connection with all your advertising. The value of such a slogan is constantly demonstrated in the fact that such phrases as "The recollection of quality, etc." Hammer the hammer," "Brighten up," and many others, have become household words. One large retail store in my town has as its slogan the expression, "Austin's—the Store with the Stock."

A much debated question in regard to advertising is whether or not it is advisable to advertise your prices. On this point opinions strongly differ. One retailer declares flatly that it is the only thing to do—that advertising without prices is a waste of money. Another is just as emphatic in the statement that, as a rule, it is not the best thing to advertise prices. The latter says, "A good many of us are fortunate enough to have high-minded competitors but there are others of us who have not. If we advertise our prices constantly it virtually places our price book in the hands of our competitors; and a competitor so inclined can cut prices and demoralize trade."

Despite this, the tendency seems to be more and more in the direction of quoting specific prices; though as a rule (except in advertising special sales) it is sound policy to stress the value of the article and its main selling points rather than to emphasize the price. I am inclined to think that no set rule in regard to quoting prices can be laid down; but that the individual dealer must be governed by the immediate circumstances.

Incidentally, keep your staff posted in regard to the lines you are advertising. I have often gone into a store and asked for an advertised article to find the salesman quite mystified regarding it, knowing nothing of a special price on it, or unable even to locate the article. Every member of the selling staff should know what lines are being advertised; in fact, it is good policy to talk over the lines before the advertising is published.

Victor Lauriston.

April 21 to 27 Proclaimed as Forest Protection Week.

Grand Rapids, April 8—We believe that now is an opportune time to organize a Forest Protective Association to the end that the critical time of fire hazard shall find the friends of our forests united for the purpose of safeguarding all forest growth. A grove, a wooded shore, the cool shade of a forest, a fringe of second growth along the meadow-side, have for each and all of us an appeal and give us an inward sense of glowing appreciation. We believe it wise to so organize that each and all can have a share in building a strong force of public opinion that shall have an ever-present influence protecting the forests.

The provisional plan is to register as members those who wish to join under the age of 16 without payment of dues and there shall be dues of 25 cents per year for those over 16. Please send in your name to Frederick Wheeler, Provisional Secretary, 437

Eastern avenue, Grand Rapids, Mich. Approved by R. G. Shreck, Forest Supervisor, Michigan National Forest. Approved by O. M. Butler, Executive Secretary, American Forestry Association.

Dudley E. Waters, President Grand Rapids National Bank.

Charles R. Sligh, Sligh Furniture Co.

George A. Davis, Stowe & Davis Co., President Board of Education.

E. A. Stowe, Michigan Tradesman.

Henry Idema, President Kent State Bank.

George M. Ames, Owen Ames Kimball Co.

Guy W. Rouse, Worden Grocer Co.

Walter K. Schmidt.

James M. Crosby.

William C. Sheppard.

Calls Flag Song Inspiring.

Detroit, April 8—In the recent hearing on "The Star Spangled Banner" before the House Committee on the Judiciary Mrs. Augusta Stetson argued that it was unsuitable as a National anthem because it was derived from an English barroom song. Who cares where that inspiring tune originated?

One of the most popular church tunes is "Coronation," sung all over the world to the hymn, "All Hail the Power of Jesus' Name!" Was any objection ever raised to it? Yet it was taken from an old English pothouse song. As well might we reject the divinity of Christ because he was born in a stable.

At first Mrs. Stetson's objection was confined to the third verse of the anthem, but now she is opposed to the tune also. It was also pointed out that one of the notes is too high and another too low for the average voice. In this connection I want to acquaint her with the fact that Walter Damrosch has arranged it on one octave suitable for everybody to sing. But apparently, Mrs. Stetson doesn't want it improved, she wants it condemned.

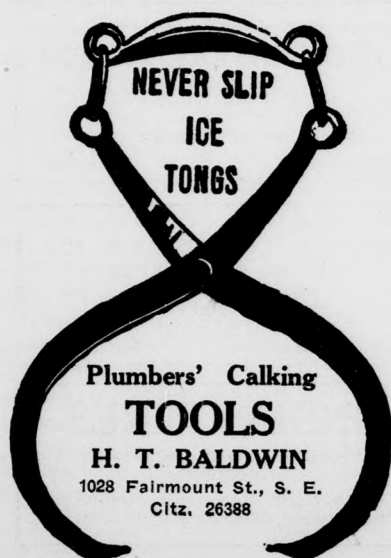
George Fentrick.

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.
2444 Lake St., Kendallville, Ind.



We Like To Sell GIBSON REFRIGERATORS

Because

They are built in a Michigan town, by Michigan men, with Michigan lumber, and last but not least—they give complete satisfaction to the user.

See Them On Our Floor

Grand Rapids Store Fixture Co.

Jobbers for Western Michigan

Sand Lime Brick

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

Brick is Everlasting

Grande Brick Co., Grand Rapids

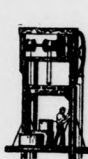
Saginaw Brick Co., Saginaw
Jackson-Lansing Brick Co., Rives Junction.

Henry Smith Floral Co., Inc.

52 Monroe Ave.

GRAND RAPIDS, MICHIGAN

PHONES: Citizens 65173 Bell Main 173



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

Sidney Elevator Mfg. Co., Sidney, O.

Signs of the Times
Are

Electric Signs

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

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

THE POWER CO.

Bell M 797

Citizens 4261

The Old Reliable

New System Dentists

We've taken pain and high price out of Dentistry and substituted comfort and economy. After all, there's no place like the New System.

41 Ionia Ave. in G. R. Just a Step South of Monroe Ave. One Flight Up; Write for Information.



BOND

SIX SNAPPY COLORS and WHITE

MEETS

THE NEEDS OF
THE HOUR

Kalamazoo
Vegetable Parchment Co.
Kalamazoo, Mich.

INVESTIGATORS

Private Investigations carried on by skillful operators. This is the only local concern with membership in the International Secret Service Association.

Day, Citz. 68224 or Bell M800
Nights, Citz. 21255 or 63081

National Detective Bureau

Headquarters
333-4-5 Houseman Bldg.

Over 25,000 Patients
in West Michigan



Verbeck Digs Up Some Indian Legends.

Gull Lake (Richland P. O.), April 8—I have been spending a few days at the Gull Lake Hotel, enjoying the hospitality of Dr. and Mrs. Frank W. Holmes, who operate same. On the 3rd I enjoyed ice boating, which seems somewhat unseasonable, but the facts are that on Friday last the last scheduled race of the season occurred, and there is still sound ice in Gull Lake.

Dr. Holmes has here a delightful hotel with thirty-five transient rooms, a beautiful dining room, just completed, 42x66 feet, and in addition to thirty odd cottages, one of the finest dancing pavilions in the State.

While his season does not regularly open until the latter part of May, the hotel is kept open in the winter for the accommodation of such as desire to indulge in the winter sports such as ice boating, skating and tobogganing, and certainly enjoys a most satisfactory patronage.

Gull Lake in many ways reminds me of Glen Lake. Not so primitive, perhaps, but abounding with interesting scenery. The shore line is irregular and continuous and white sandy beaches afford delightful bathing. Canoeing is specialized on Gull Lake, and a Lover's Lane has been provided by nature for such as are romantically inclined.

All of which leads up to a delightful and most romantic Indian legend which Mrs. Holmes has unearthed and which will be utilized in a pageant which will be produced at the lake during the coming summer. During recent research which I made at Kalamazoo, the result of which was published in the Tradesman at the time, I unearthed much historical matter which must prove more or less interesting to residents of the State, and especially those of Southern Michigan, but none of which possessed the dramatic interest of the romance and tragedy of Na-ma-tah, which I am submitting:

"A tale found in the waters of Gull Lake and woven about the mound which stands on its shores."

"Many moons ago," said the aged squaw as she sat resting on the doorstep, having put to one side her heavy load of baskets, "many moons ago," she reminiscently repeated while a far away look held her fast fading eyes, "my father was a great chief among the Indians who dwelt at the head of Gull Lake, when he was a young man there lived in his village a beautiful Indian maiden by the name of Na-ma-tah. She was much admired and sought after by the young braves of our tribe, but none appeared braver and of greater courage or of more skill in the hunt than Grey Wolf. He was a big Indian; great heart. When a lad, scarcely more than half-grown, on a dark day in the fall, he vanquished a huge grey wolf that was helping itself to a deer which was recently slain by the boy's father.

Grey Wolf's father had given it into his charge while he was in pursuit of the mate of the one he had killed. When the father came back there was evidence of a great struggle and looking quickly about he saw his son, to all appearances dead, and beside him a great grey wolf stretched out stark cold. He found that the boy was alive and when he came to he told Na-shom-ah, his father, how the wolf came to the deer in the growing dark-

ness and how he fought and killed it after a great struggle. Thus Grey Wolf acquired his name and by it secured the affections of Na-ma-tah.

"She is dead now," added the old squaw, "and is buried in the mound which overlooks Gull Lake and looks into the opening of the stream which carries the water into the Kalamazoo.

There had been rumors of a great war among the whites and a man in red clothes had come offering much gold and fire-water, and plenty of scalps if the Indians would go and fight the Americans around Detroit. Grey Wolf was to go with the young braves on the warpath. Before he went away he sought out Na-ma-tah. Getting into his canoe he silently and swiftly paddled along the shores of the lake until he came in view of the tepee where Na-ma-tah dwelt with her parents. Two hoots of the wood owl were heard, the skin covering was pushed aside and Na-ma-tah came quietly forth and stood in the shadow of the trees. "You go to-morrow," she asked. There was a low 'ugh. The waters lapped the sandy beach. "Come," he said, breathing the silence. "Come, my canoe is swift." Smiling she seated herself in it and with the speed of a black bass he drove the canoe down the lake, passed the island and soon came to the old mound. They landed and went hand in hand up the ascent and when they reached the top, the moon rising over the Eastern hills, flooded the lake and mound with its silvery light. "When I come back," said Grey Wolf, "I'll make a tepee." The brown maid's eyes glowed; she leaned forward and said: "When will you come, Grey Wolf? In the spring when the gulls come; in the spring? I will wait you here in the moon of the early flowers." No more was said. They sat silent, content with themselves. "Come," said Grey Wolf, at last. "The moon falls in the West. At sunrise we go. 'I will come for you in the spring moon. Wait me here.'"

The next morning the braves were gone.

No news came.

The ice melted from the lake; south breezes came, and the flowers. At last a brave came—and he was alone. He told of Frenchtown, Detroit and of the Thames; how they were cut down, and how Grey Wolf fell, fighting bravely. He had slain three Americans before he died.

A shudder ran through Na-ma-tah and her heart became cold when she heard the tale. She went to the water's edge, slipped into a canoe and paddled toward the mound. As she stood on the top of it the moon came up; the scent of flowers filled her nostrils. The month of flowers—the spring moon—and Grey Wolf comes not. Down she sat where both were the fall before and looked into the silvery lake. A look intent came over her face—a fixed gaze—pleading hands outstretched upon her knees; she shivered in the night air and then became still. In the morning they found her. Her heart was broken. The gulls had come. But Grey Wolf was far away. No tepee of skins would be hers; no deer from the forest; no fish from the lake.

They buried her looking toward the East on the top of the mound where they parted for the last time.

"The Indian maids of my day," said the old squaw, "tell that Na-ma-tah's

MORTON HOTEL

When in Grand Rapids you are cordially invited to Visit, Dine or Dance in this new and Beautiful Center of Hospitality.

400 Rooms—400 Baths

At Rates from \$2.50

Menus in English

W. C. KEELEY, Managing Director.

The Center of Social and Business Activities THE PANTLIND HOTEL

Everything that a Modern Hotel should be.

Rooms \$2.00 and up.

With Bath \$2.50 and up.

HOTEL BROWNING GRAND RAPIDS

150 Fireproof Rooms

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

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



Turkish Baths

WHEN IN KALAMAZOO

Stop at the

Park-American Hotel

Headquarters for all Civic Clubs
Excellent Cuisine Luxurious Rooms
ERNEST McLEAN, Mgr.



Hotel Whitcomb AND Mineral Baths

THE LEADING COMMERCIAL
AND RESORT HOTEL OF
SOUTHWEST MICHIGAN
Open the Year Around
Natural Saline-Sulphur Waters. Best
for Rheumatism, Nervousness, Skin
Diseases and Run Down Condition.
J. T. Townsend, Mgr.
ST. JOSEPH MICHIGAN

CODY HOTEL

GRAND RAPIDS

RATES \$1.50 up without bath
\$2.50 up with bath
CAFETERIA IN CONNECTION



Western Hotel

BIG RAPIDS, MICH.

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

A good place to stop.

American plan. Rates reasonable.

WILL F. JENKINS, Manager.

The Durant Hotel

Flint's New Million and Half
Dollar Hotel.

300 Rooms 300 Baths

Under the direction of the
United Hotels Company

HARRY R. PRICE, Manager

Columbia Hotel

KALAMAZOO

Good Place To Tie To

OCCIDENTAL HOTEL

FIRE PROOF
CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.
Muskegon Mich

Bell Phone 596 Citiz. Phone 61366

JOHN L. LYNCH SALES CO.
SPECIAL SALE EXPERTS

Expert Advertising
Expert Merchandising

209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

INDIA TIRES

HUDSON TIRE COMPANY
Distributors

16 North Commerce Avenue
Phone 67751 GRAND RAPIDS, MICH.

Lansing's New Fire Proof HOTEL ROOSEVELT

Opposite North Side State Capitol
on Seymour Avenue

250 Outside Rooms, Rates \$1.50 up,
with Bath \$2.50 up.
Cafeteria in Connection.

HOTEL KERNS

Largest Hotel in Lansing

300 Rooms With or Without Bath
Popular Priced Cafeteria in Connection
Rates \$1.50 up

E. S. RICHARDSON, Proprietor

CUSHMAN HOTEL PETOSKEY, MICHIGAN

The best is none too good for a tired
Commercial Traveler.

Try the CUSHMAN on your next trip
and you will feel right at home.

TAKING INVENTORY

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

spirit can be seen on the mound's top when the spring moon shines upon hill and lake."

The Michigan State Hotel Association as a body is being solicited to join the American Hotel Association, upon the basis of ten cents per room annual dues and representation by one delegate for each fifty members of the association.

The executive committee of the State association has definitely decided that no action can be taken on behalf of the Michigan association until the next annual meeting, in September, but there is no reason why the subject cannot be discussed prior to that time in order that it may finally be acted upon understandingly.

The present dues in the State association average somewhat less than 10 cents per room, hence the burden will be more than doubled. As a consequence it is a matter of vital importance to know just what benefits the Michigan contingent will receive for the increased dues. There is much doubt expressed by those who have gone into the matter thoroughly as to whether many of the State associations will function properly after they are transplanted to the National organization. Too many hotel men are very lax in the payment of the present dues, and while this item of dues is of small moment under the Michigan code, it is nevertheless a matter of absolute knowledge that no organization can really wield any influence or even hold itself together unless its "war chest" is in a healthy condition.

The Michigan Association at present is out of debt and has a healthy balance in the treasury, but this has only been accomplished by securing a record membership, and if it is a problem to collect the dues and retain its present membership, what will be the result if the dues are increased?

It is for this reason principally that the officers of the Association desire the matter carefully considered in a largely attended annual meeting.

Henry Bohn, editor of the Hotel World, in treating the subject in his publication, says: "While 10 cents per room per year for the National Association is a very small tax, if a member does not pay his dues in the State body will he pay the increased amount? It is more than likely that joining the National body on the delegate plan and obligating every member individually and the body collectively to pay the dues assessed will 'kill or cure' and if the State Association is entitled to live and prove itself something more than a 'joy party' once a year, the test will prove it."

The Michigan organization is now one of the strongest in the country, is proving itself much more than a yearly "joy party," in that it is carrying on a campaign of education never before attempted, and it would be a calamity if its membership without considering every angle of the situation, should decide to assume a burden that would prove its undoing.

Carl Montgomery, the Post Tavern's peppy manager, has become the possessor of a new Packard coupe, which accounts for the fact that he has discarded expensive cigars, for a pipe and spends most of his spare time in shaving himself.

It has been definitely decided that the next district meeting of the State Hotel Association will be held at the Hotel Bancroft, Saginaw, on Saturday, May 10. All hotel men in Northeast Michigan, with their wives, are expected to report, and will be the personal guests of H. M. Hollister, manager of the Bancroft.

Frank S. Verbeck.

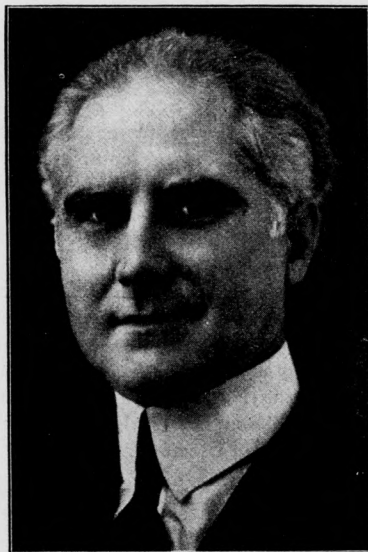
The kind of goods least likely to become dead stock are the standard goods of known brands. The dead stock is usually in a large degree orphan brands.

Some people put everything on their backs to make a front.

SUCCESSFUL SALESMAN.

G. H. Moore, Senior Counsellor Grand Rapids Council.

Gilbert H. Moore was born at Fair Haven, Mich., July 27, 1872. His father was of Irish descent and his mother was descended from the French. When he was 8 years old the family removed to Mt. Clemens where he attended school until he was 15 years of age. One of his classmates was Alex. Groesbeck, who is now Governor of Michigan. He then went to Sault Ste. Marie, where he entered the employ of the Ferguson Hardware Co., with which concern he remained about five years. He subsequently managed a book store for about a dozen years, when he removed to Benton Harbor to take the management of the Young & Peck department store. He continued in this capacity for six years, when he removed to Grand Rapids and entered



Gilbert H. Moore.

the employ of the Heyman Co. as buyer for the stove and house furnishings goods department. He continued in this position seven years, when he went on the road for the Michigan Stove Co., of Detroit, covering Michigan territory for four years. He then transferred himself to the Rudy Furnace Co., of Dowagiac. His territory includes Ohio and Pennsylvania and he undertakes to see his trade from two to four times per year. Because he is a practical heating engineer and understand both the theory and practice of house and store heating, he has made a decided success in his present position. He believes that installation is the main thing in the introduction of a furnace and he is able to explain his ideas on installation so clearly that he finds no difficulty in imparting that information to his customers, who profit greatly thereby.

Mr. Moore was married twenty-six years ago to Miss Ida M. Ransom, of the Soo. She died two years later and Mr. Moore remained a widower until nine years ago, when he married Mrs. Maytie DeWitt, of Grand Rapids. They reside in their own home at 1004 Franklin street. Mr. Moore had a daughter by his first wife, Ida Gertrude, who died about two years ago.

Mr. Moore is a member of St. Andrews church and is affiliated with

the Knights of Columbus. He has long been a member of the U. C. T. and at the last annual meeting of Grand Rapids Council he was elected Senior Counsellor. He gives the work of the order much attention and at the annual memorial service, held on Sunday afternoon, he delivered the Senior Counsellor's address without referring to his book, which is the first time this has ever been done in the history of Grand Rapids Council.

Mr. Moore has two hobbies, auction bridge and fishing. He is both a trout and bass fisherman, and seldom fails to achieve good success whenever he takes his rod in hand, as many of his friends can attest.

Mr. Moore attributes his success to hard work and to the fact that he keeps everlastingly at it; but those who know Mr. Moore well insist that native ability, studious habits and an attractive personality have much to do with the reputation he has acquired as one of the best heating engineers on the road.

What Kind of a Store?

Do you like a store where you can always buy with the full assurance that the price you pay is a fair price?

Do you like a store that stands back of the merchandise it sells you, that gives you the ease of mind that accompanies the assurance that the goods are trustworthy?

Do you like a store where you can return the merchandise and get your money back if you make a mistake in size or color, or if, for any reason, the merchandise is not just what you want?

Do you like a store that has just one fair price on each item of merchandise and that marked in plain figures, rather than a store that first asks a big price in order to be able to come down if you are a good bargain driver?

Do you like a store where you can come freely and see the new things that have arrived, where the salespeople take pleasure in showing you even if you are not ready to buy?

Do you like a store where you will be served by courteous, intelligent salespeople?

Do you like a store where you will be cordially welcomed and your patronage appreciated?

Do you like a store that guarantees you full value in any article you buy for the price you pay; that says to you this merchandise must give you the service you have a right to expect?

Do you like a store that is always looking for new merchandise and new ideas, one that is trying to serve you better each day?

If that is the kind of store you like, we surely expect you to come in, as that is exactly the kind of a store we have created and are maintaining for your service.

And each day we try to make it better.—Editorial in store paper of W. W. Ryleck Co., Grafton, N. D.

New Electric Light Franchise Granted.

Boyne City, April 8—By a two-thirds majority, the people of Boyne City have granted to the A. E. Fitkin & Co., of New York, a franchise to supply the city with electric current for twenty years. The Fitkin Co. is taking over the property of the Boyne City Electric Co. and Boyne River Power Co., which were organized by E. A. Stowe and C. C. Follmer, of Grand Rapids, in 1903.

By this change in ownership, Boyne City will be connected with the lines of the Consumers Company, which operates out of Cheboygan, supplying the towns on the Michigan Central to Gaylord and on the Pennsylvania

South to Conway. The present administration office of the company is at Ludington and the operations are under the management of B. E. Waltz, of the Michigan United Light and Power Co., of that place. The new owners will build a new steam generating station somewhere on the line to supplement their several water powers, which are now inadequate to meet the present and growing demand, and Boyne City is assured of an adequate supply of electric power to meet all demands, both for the present and future.

We are expecting that this assurance will be an important factor in the development of new industries here, to replace the timber industries which are rapidly nearing the end of their work through the exhaustion of the timber supply, and we are expecting that this town will again become the busiest little city in Michigan, as it was ten years ago. Maxy.

Cover Ordinary Trade Requirements in Flour Buying.

Written for the Tradesman.

With firmness at Winnipeg and steadiness at Liverpool, a sharp upturn in the price of wheat has developed during the past four or five days, but following this show of strength, which was not accompanied by active buying, the wheat market has settled back somewhat, with the exception of the real choice grades and varieties, and even with the light offerings of the latter actual demand for flour has not been sharp enough to cause any marked difference in values.

There does not appear to have been any material damage done to the growing winter wheat crop. It seems to be coming along in good shape, and while the acreage has been reduced fully 13 per cent., compared to a year ago, the general condition is above that of last year at this time.

We anticipate uniform values for wheat, but the wheat feeds, bran and middlings, do not occupy as favorable a position from a price standpoint as they did before the reduction in tariff rate on Canadian wheat foods; in fact, the price of mill feeds has declined from \$2@3 per ton since the new basis became common knowledge. This, of course, has had its effect upon the price of flour; in other words, flour would be selling 10c or 15c per barrel cheaper had the price of mill feed been maintained.

There does not appear on the whole to be anything in the market to warrant any change in the policy of buying in sufficient quantity to cover ordinary trade requirements.

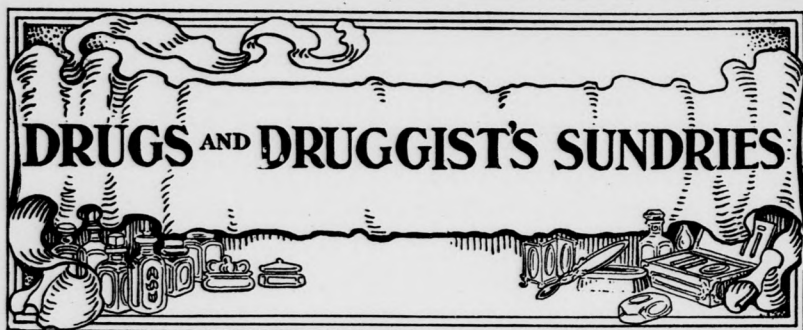
Lloyd E. Smith.

The election of Lee M. Hutchins by such an overwhelming majority testifies to the popularity of that gentleman and the high esteem in which he is held by the people of Grand Rapids. That he will make a most excellent member of the Board of Education goes without saying.

G. A. Lindemulder, city salesman for the Worden Grocer Company, is spending a week or so in the Eastern cities, visiting food factories and sugar refineries.

John D. Martin is able to be about the house again and hopes to be strong enough to resume his office duties in the near future.

Your goods may be better than your competitor's, but if he smiles and you don't, he'll beat you to it.



Mich. State Pharmaceutical Ass'n.
 President—D. D. Alton, Fremont.
 Secretary—L. V. Middleton, Grand Rapids.
 Treasurer—A. A. De Kruif, Zeeland.
 Executive Committee—J. A. Skinner, Cedar Springs; J. H. Webster, Detroit; D. G. Look, Lowell; John G. Steketee, Grand Rapids; Ellis E. Faulkner, Midleville; George H. Grommet, Detroit, ex-officio.

Michigan Board of Pharmacy.
 President—James E. Way, Jackson.
 Vice-President—Jacob C. Dykema, Grand Rapids.
 Secretary—H. H. Hoffman, Lansing.
 J. A. Skinner, Cedar Springs.
 Oscar W. Gorenflo, Detroit.
 Claude C. Jones, Battle Creek.
 Director of Drugs and Drug Stores—H. H. Hoffman, Lansing.

Well Rounded Out Prescription Department.

It has struck home rather forcibly that druggists pay too little attention to the ethical prescription preparations marketed by good concerns. We have innumerable calls for Agocholan—a preparation we have advertised to the physicians this past year—from individual physicians and retail stores because the average drug store is too slow in laying in stock. The idea I have runs in general as follows—that the prescription department nets a bigger percentage profit to the pharmacist than any other branch of his business—this is claimed by Dr. Lascoff, who also said, most aptly—that “advertising your prescription department is the best advertising you can do, but this advertising must be supported by Quality and Service.” Surely he is right, for the pharmacist is quickly known and respected if he gives this quality and service in his prescription compounding. The customers enter his store with a feeling of security and this atmosphere must certainly spread to the other counters, be it handkerchiefs, or soap, of his store. I understand quality to mean quality of the compounded prescription, the chemically and pharmaceutically correct admixtures, etc., as well as the quality of the drugs used. Service overlaps somewhat in that it refers to the standard and reliability of the compounding, but it principally means promptness. Indirectly these characteristics demand a close co-operation with the physician. This ideal cannot be served (not drawing the personal character of the pharmacist himself into the discussion) without a well rounded out or complete stock of the drugs, not only N. F. and U. S. P., but also proprietaries of reputable and ethical specialty manufacturers. That he has his line of N. F. and U. S. P. drugs complete we can take for granted. What about the proprietaries? Here is a point where the pharmacists seem to diverge in opinion. How often have I heard it said—“As soon as there

is a call for so and so I'll take it in,” and on the same day we would have phone or personal calls from physician or patient for this preparation because they could not have the prescription filled at that particular place. The pharmacist must understand that when a manufacturing concern of the class mentioned places a new product on the market he does not do so blindly. He spends a lot of time and money on this particular preparation before it is even put out for trial in a medical way (often to have all this work lost through poor reports as to efficacy). Should the product be approved by various medical authorities as a drug of some real value, then the manufacturer can start his advertising. He spends a lot of money advertising and sampling his preparation to the physician who sends his prescriptions to the pharmacist to be filled. What effect would it have on the quality and service of the prescription department if this first (and frequently second, fifth and tenth) prescription cannot be filled? Not a very good one, for the pharmacist cannot just explain it away to the doctor by saying it is a new thing, etc., etc., for the physician knows that the drug has been thoroughly tried out, is of value, is put out by a firm whose goods he knows, and that he expects the druggist to have it ready for him. Now suppose the pharmacist took in stock a quantity of this preparation, procured literature covering its indications and dosage and then got in touch with his particular medical clientele who would be interested in this product—would that not be service as well as quality? Why not co-operate with the manufacturer—his efforts are to the pharmacist's advantage and co-operation of the pharmacist can only increase this advantage and benefit—and in this department lies the percentage profit as well as the reputation of the store.

Ernst A. Bilhuber.

Chief Elements of Destruction of Digitalis.

There is scarcely another drug of vegetable origin more prone to deterioration and decay as a result of exposure to air, light and moisture than digitalis leaves. This is particularly true of the pulverized leaf, which is often found by physicians to be therapeutically inactive, all statements or labels concerning alkaloidal content, assay and standardization, when the drug was packed, being negated by results. It is somewhat remarkable that the susceptibility of digitalis to the deleterious action of air, light and moisture has never been investigated systematically and careful storage of

the drug been directed by the revisers of our pharmacopoeia.

The subject has been studied recently by Dr. J. Gronberg, of the University of Helsinki, who reached the conclusion as a result of experiments extending over a period of three years, that moisture was the chief factor in the deterioration of digitalis. Samples containing more than 1.3 per cent. of water became therapeutically inactive in two to eight months, even if protected against the influence of air and light, the rate of deterioration being proportional to the water content of the drug. This must be deemed a somewhat remarkable statement in view of the fact that most of the digitalis leaves of commerce contains more than 1.3 per cent. of moisture.

It was observed that samples of digitalis leaves kept in amber or smoked glass containers with ground glass stoppers preserved their strength and initial value over a period of three years, provided the moisture present did not exceed 1.3 per cent.

Atmospheric influences, exposure to air, etc., were found to be the chief elements of destruction, but exposure to light brought about a noticeable loss of activity in a comparatively short time. The physical evidences of deterioration included a grayish-green discoloration of the surface layer, gradually changing to brown.

Gronberg advocates a pharmacopoeial regulation forbidding the storage and shipment of digitalis leaves in paper containers and prescribing the use for this purpose of colored glass bottles with airtight seals or of soldered metal containers.

Thomas J. Keenan.

Another Boon For Childhood.

Scarlet fever has been one of the most puzzling as well as most dreaded of infective maladies—puzzling because the microbe causing it was unknown, and both its point of attack and its method of transmission were dubious, and dreaded, not because the direct mortality from it was large as compared with several other diseases, but because it so often left behind it sequelae that were life-long as well as serious. The news, therefore, that a serum for the mitigation of its dangers has been found is of high importance.

The claims in behalf of this discovery are made with reassuring caution and moderation. There is no assertion that a “sure cure” has been found, yet it is something more than the expression of a hope that has been given out, and the statement acquires its weight less from the words used than from the reputation of the investigator, Dr. A. R. Dochez, and that of the institutions with which he is connected, the College of Physicians and Surgeons and the Presbyterian Hospital.

After prolonged research, Dr. Dochez believes that the suspicions long directed against the streptococcus and repeatedly abandoned as unfounded are deserved, and that it is the causative agent of scarlet fever. This has been demonstrated to his satisfaction and that of his colleagues, and a serum has been prepared by means of which

good effects already have been obtained in many cases.

If present expectations are realized, victory over another terror of childhood has been achieved.

How Radium Is Stored.

New York City has the only radium reservoir in the world. It is on the top of one of the highest and most isolated buildings in the city, a building which is swept by the four winds and which has in its vicinity no interfering structure.

The reservoir contains the largest supply of pure radium under individual control. Extraordinary precautions are taken to secure its safety and the necessary safety of those who may come in contact with the emanation. A visit to the place is more or less of an intrusion and the physicists and scientists who keep it under watch and ward are temperamentally averse to advertising its existence.

The room which contains the radium has five tons of lead in its walls to protect people in nearby corridors or comparatively adjacent offices from its influences. A massive lead door with three locks and electrically controlled alarms forms the entrance. Peepholes of lead glass permit the outside observer to see what is happening within. For use, the active substance is, by elaborately devised methods, conducted into capillary tubes for medical uses. The tube is hardly larger than a thread. It is sealed and handled in leaden boxes or containers.

The United States was for a time the largest source of rich ores containing radium, but at present Belgian Congo is giving ore five or six times as rich in productive strength and the Belgians are jealously guarding information as to the extent of the deposits and their exact composition.

Pulled Too Soon.

Young Mrs. Newlywed went out shopping, determining that the grocer should not take advantage of her youth and inexperience.

“These eggs are dreadfully small,” she said, critically, as the grocer served her.

“I know, madam,” he answered, “but that's the kind the farmer brings me. They are just in, fresh from the country this morning.”

“Yes,” said the young bride, wisely, “that's the trouble with these farmers; they are so anxious to get their eggs sold that they take them off the nest too soon.”

Chosen King of California Raisin Fete.

Al. C. Joy, chairman of the Raisin Festival, a National celebration at Fresno each year in honor of the principal industry of central California, has announced the election of Milton Sills, who plays the title role in Frank Lloyd's first National picture, “The Sea Hawk,” as king of the 1924 fete, to be held on April 24. Mr. Sills has been permitted to name the period of design for the costumes of the pageantry division which he will lead, and his selection of the picturesque Algerian settings and fashions of the 16th century will be adopted.

A fool and his money are much respected as long as they stay together.

How About Spraying Material?

ARE YOU WELL SUPPLIED WITH

PARIS GREEN

ARSENATE OF LEAD

TUBER TONIC (Paris Green & Bordeaux Mixture)

ARSENATE OF CALCIUM

PESTOYD (Insecto) (Arsenate Lead and Bordeaux)

DRY LIME AND SULPHUR

DRY FUNGI BORDO (Dry Powder Bordeaux)

BOWKER'S PYREX

BLACK LEAF FORTY

Also

BLUE VITROL, SULPHUR, ARSENIC, FORMALDEHYDE, INSECT POWDER, SLUG SHOT, WHITE HELLEBORE, Etc.

If not well supplied order at once. We carry complete stock all the time.

Hazeltine & Perkins Drug Co.

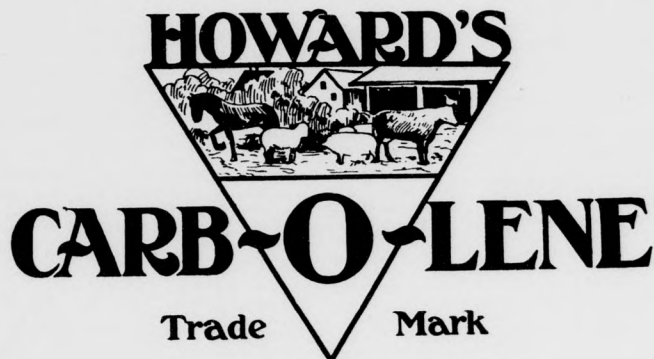
MANISTEE

MICHIGAN

GRAND RAPIDS

...THINK...

If you were Lousy, what would you do?



Kills Lice on Stock and Poultry

No Dip No Dust No Fuss No Muss

"JUST SPRAY"

Hazeltine & Perkins Drug Co.

Distributors

Grand Rapids, Mich.

Odessa Chemical Co.

Manufacturers

Lake Odessa, Mich.

Write for prices.

Please mention the Tradesman.

BROOKS' VALEUR BITTER SWEETS

WHOLESALE DRUG PRICE CURRENT

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

Acids		Lavendar Flow		Cinchona	
Boric (Powd.)	15 @ 25	Lavendar Gar'n	85 @ 1 20	Colchicum	@ 1 80
Boric (Xtal)	15 @ 25	Lemon	1 50 @ 1 75	Cubebs	@ 3 00
Carbolic	47 @ 54	Linseed bld, less	@ 98	Digitalis	@ 1 80
Citric	62 @ 70	Linseed bld, less 1	05 @ 1 18	Gentian	@ 1 35
Muriatic	3 1/2 @ 8	Linseed, raw, bbl.	@ 96	Ginger, D. S.	@ 1 80
Nitric	9 @ 15	Linseed, ra. less 1	03 @ 1 16	Guaiac	@ 2 20
Oxalic	20 1/2 @ 30	Mustard, artifil. oz.	@ 60	Guaiac, Ammon.	@ 2 00
Sulphuric	3 1/2 @ 8	Neatsfoot	1 35 @ 1 50	Iodine	@ 95
Tartaric	40 @ 50	Olive, pure	3 75 @ 4 50	Iodine, Colorless	@ 1 50
Ammonia		Olive, Malaga, yellow	2 75 @ 3 00	Iron, Clo.	@ 1 35
Water, 26 deg.	10 @ 18	Olive, Malaga, green	2 75 @ 3 00	Kino	@ 1 40
Water, 18 deg.	8 1/2 @ 13	Orange, Sweet	4 50 @ 4 75	Myrrh	@ 2 50
Water, 14 deg.	12 @ 12	Origanum, pure	@ 2 50	Nux Vomica	@ 1 55
Carbonate	20 @ 25	Origanum, com'l	1 00 @ 1 20	Opium	@ 3 50
Chloride (Gran.)	10 @ 20	Pennyroyal	3 00 @ 3 25	Opium, Camp.	@ 85
Balsams		Peppermint	5 50 @ 5 75	Opium, Deodorz'd	@ 3 50
Copaiba	60 @ 1 00	Rose, pure	10 50 @ 10 90	Rhubarb	@ 1 70
Fir (Canada)	2 55 @ 2 80	Rosemary Flows	1 25 @ 1 50	Paints.	
Fir (Oregon)	65 @ 1 00	Sandalwood, E.	@ 1 12	Lead, red dry	15 @ 15 1/2
Peru	3 00 @ 3 25	Sassafras, true	2 75 @ 3 00	Lead, white dry	15 @ 15 1/2
Tolu	3 00 @ 3 25	Sassafras, arti'l	80 @ 1 20	Lead, white oil	15 @ 15 1/2
Barks		Spearmin	4 00 @ 4 25	Ochre, yellow bbl.	@ 2
Cassia (ordinary)	25 @ 30	Sperm	1 80 @ 2 05	Ochre, yellow less 2 1/2	@ 6
Cassia (Saigon)	50 @ 60	Tansy	6 00 @ 6 25	Red Venet'n Am.	3 1/2 @ 7
Sassafras (pw. 50c)	@ 45	Tar, USP	50 @ 65	Red Venet'n Eng.	4 @ 8
Soap Cut (powd.)	30c @ 18 @ 25	Turpentine, bbl.	@ 1 12	Putty	5 @ 8
Berries		Turpentine, less 1	19 @ 1 32	Whiting, bbl.	@ 4 1/2
Cubeb	@ 1 25	Wintergreen, leaf	6 00 @ 6 25	Whiting	5 1/2 @ 10
Fish	25 @ 30	Wintergreen, sweet	3 50 @ 3 75	L. H. P. Prep.	2 80 @ 3 00
Juniper	7 @ 15	Wintergreen, art.	80 @ 1 20	Rogers Prep.	2 80 @ 3 00
Prickly Ash	@ 30	Wormseed	9 00 @ 9 25	Miscellaneous	
Extracts		Wormwood	9 00 @ 9 25	Acetanilid	42 1/2 @ 50
Licorice	60 @ 65	Potassium		Alum	08 @ 12
Licorice powd.	70 @ 80	Bicarbonate	35 @ 40	Alum, powd. and	09 @ 15
Flowers		Bichromate	15 @ 25	Bismuth, Subni-	3 92 @ 4 12
Arnica	25 @ 30	Bromide	50 @ 65	Borax xtal or	07 @ 13
Chamomile (Ger.)	35 @ 40	Carbonate	30 @ 35	powdered	07 @ 13
Chamomile Rom.	1 @ 75	Chlorate, gran'd	23 @ 30	Cantharides, po.	2 00 @ 3 00
Gums		Chlorate, powd.	16 @ 25	Calomel	1 59 @ 1 79
Acacia, 1st	50 @ 55	Cyanide	30 @ 50	Capsicum, pow'd	48 @ 55
Acacia, 2nd	45 @ 50	Iodide	46 @ 62	Carmine	6 00 @ 6 60
Acacia, Sorts	22 @ 30	Iodide	46 @ 62	Cassia Buds	25 @ 30
Acacia, Powdered	35 @ 40	Permanganate	30 @ 40	Cloves	50 @ 55
Aloes (Barb Pow)	25 @ 35	Prussiate, yellow	65 @ 75	Chalk Prepared	14 @ 16
Aloes (Cape Pow)	25 @ 35	Prussiate, red	@ 1 00	Chloroform	57 @ 67
Aloes (Soc. Pow.)	65 @ 70	Sulphate	35 @ 40	Chloral Hydrate	1 35 @ 1 85
Asafoetida	65 @ 75	Roots		Cocaine	10 60 @ 11 25
Pow.	1 00 @ 1 25	Alkanet	25 @ 30	Cocoa Butter	55 @ 75
Camphor	1 20 @ 1 30	Blood, powdered	35 @ 40	Corks, list, less	40 @ 50
Gualac	@ 60	Calamus	35 @ 60	Copperas	2 1/2 @ 10
Gualac, pow'd	@ 75	Elecampane, pwd	25 @ 30	Copperas, Powd.	4 @ 10
Kino	@ 85	Gentian, powd.	20 @ 30	Corrosive Sublim	1 23 @ 1 49
Kino, powdered	@ 90	Ginger, African,	20 @ 30	Cream Tartar	33 @ 40
Myrrh	@ 80	powdered	25 @ 30	Cuttle bone	40 @ 50
Myrrh, powdered	@ 90	Ginger, Jamaica	60 @ 65	Dextrose	5 @ 15
Opium, powd.	15 15 @ 15 42	Ginger, Jamaica,	60 @ 65	Dover's Powder	3 50 @ 4 00
Opium, gran.	15 15 @ 15 42	powdered	42 @ 50	Emery, All Nos.	10 @ 15
Shellac	90 @ 1 00	Goldenseal, pow. 5	50 @ 6 00	Emery, Powdered	8 @ 10
Shellac Bleached	1 00 @ 1 10	Ipecac, powd.	@ 3 75	Epsom Salts, bbls.	@ 3
Tragacanth, pow.	@ 1 75	Licorice	35 @ 40	Epsom Salts, less 3 1/2	@ 10
Tragacanth	1 75 @ 2 25	Licorice, powd.	20 @ 30	Ergot, powdered	@ 75
Turpentine	@ 25	Orris, powdered	30 @ 40	Flake, White	15 @ 20
Insecticides		Poke, powdered	30 @ 35	Formaldehyde, lb	15 1/2 @ 30
Arsenic	20 @ 30	Rhubarb, powd.	85 @ 1 00	Gelatine	1 25 @ 1 50
Blue Vitriol, bbl.	@ 07	Rosinwood, powd.	@ 40	Glassware, less 55%	
Blue Vitriol, less 8 1/2	@ 15	Sarsaparilla, Hond.	@ 40	Glassware, full case 60%.	
Bordeaux Mix Dry	14 @ 29	ground	@ 1 00	Glauber Salts, bbl.	@ 03 1/2
Hellebore, White	20 @ 30	Sarsaparilla Mexican,	@ 60	Glauber Salts less 04 @	10
powdered	20 @ 30	ground	@ 60	Glue, Brown	21 @ 30
Insect Powder	70 @ 90	Squills	35 @ 40	Glue, Brown Grd	15 @ 20
Lead Arsenate Po.	26 @ 35	Squills, powdered	60 @ 70	Glue, white	27 1/2 @ 35
Lime and Sulphur	8 1/2 @ 24	Tumeric, powd.	17 @ 25	Glue, white grd.	25 @ 35
Dry	32 @ 43	Valerian, powd.	40 @ 50	Glycerine	22 1/2 @ 40
Paris Green	32 @ 43	Seeds		Hops	65 @ 75
Leaves		Anise	@ 35	Iodine	6 15 @ 6 55
Buchu	1 50 @ 1 60	Anise, powdered	35 @ 40	Iodoform	8 00 @ 8 30
Buchu, powdered	@ 1 75	Bird, ls	13 @ 15	Lead Acetate	18 @ 25
Sage, Bulk	25 @ 30	Canary	10 @ 15	Lycopodium	60 @ 75
Sage, 1/4 loose	@ 40	Caraway, Po.	50 @ 55	Mace	@ 80
Sage, powdered	@ 35	Cardamon	@ 2 75	Mace, powdered	95 @ 1 00
Senna, Alex.	75 @ 80	Celery, powd.	55 @ 60	Menthol	18 00 @ 19 00
Senna, Tinn.	30 @ 35	Coriander pow.	35 @ 40	Morphine	10 58 @ 11 33
Senna, Tinn. pow.	25 @ 35	Dill	12 1/2 @ 20	Nux Vomica	@ 30
Uva Ursi	20 @ 25	Fennell	25 @ 40	Nux Vomica, pow.	17 @ 25
Oils		Flax	07 1/2 @ 12	Pepper black pow.	32 @ 35
Almonds, Bitter,	7 50 @ 7 75	Flax, ground	07 1/2 @ 12	Pepper, White	40 @ 45
true	7 50 @ 7 75	Foenugreek pow.	15 @ 25	Pitch, Burgundry	10 @ 15
Almonds, Bitter,	4 00 @ 4 25	Hemp	8 @ 15	Quassia	12 @ 15
artificial	4 00 @ 4 25	Lobelia, powd.	@ 1 25	Quinine	72 @ 1 33
Almonds, Sweet,	80 @ 1 20	Mustard, yellow	15 @ 25	Rochelle Salts	23 @ 35
true	80 @ 1 20	Mustard, black	15 @ 20	Saccharine	@ 30
Almonds, Sweet,	60 @ 1 00	Poppy	22 @ 25	Salt Peter	11 @ 22
imitation	60 @ 1 00	Quince	1 75 @ 2 00	Seidlitz Mixture	30 @ 40
Amber, crude	1 50 @ 1 75	Rape	15 @ 20	Soap, green	15 @ 30
Amber, rectified	2 00 @ 2 25	Sabadilla	23 @ 30	Soap, mott cast.	22 1/2 @ 25
Anise	1 00 @ 1 25	Sunflower	11 1/2 @ 15	Soap, white castile	@ 11 50
Bergamont	4 50 @ 4 75	Worm, American	30 @ 40	less, per bar	@ 1 25
Cajeput	1 50 @ 1 75	Worm, Levant	@ 5 50	Soda Ash	3 1/2 @ 10
Cassia	4 00 @ 4 25	Tinctures		Soda Bicarbonate	3 1/2 @ 10
Castor	1 75 @ 2 00	Aconite	@ 1 80	Soda, Sal	03 @ 08
Cedar Leaf	1 75 @ 2 00	Aloes	@ 1 45	Spirits Camphor	@ 1 35
Citronella	1 50 @ 1 75	Arnica	@ 1 10	Sulphur, roll	3 1/2 @ 10
Cloves	3 50 @ 3 75	Asafoetida	@ 2 40	Sulphur, Subl.	04 @ 10
Cocoonut	25 @ 35	Belladonna	@ 1 35	Tamarinds	20 @ 25
Cod Liver	1 35 @ 1 45	Benzoin	@ 2 10	Tartar Emetic	70 @ 75
Croton	2 00 @ 2 25	Benzoin Comp'd	@ 2 55	Turpentine, Ven.	50 @ 75
Cotton Seed	1 40 @ 1 60	Buchu	@ 2 85	Vanilla Ex. pure	1 75 @ 2 25
Cubebs	8 50 @ 8 75	Cantharadics	@ 2 20	Witch Hazel	1 51 @ 2 10
Eigerson	3 00 @ 3 25	Capsicum	@ 1 75	Zinc Sulphate	06 @ 15
Eucalyptus	1 25 @ 1 50	Catechu	@ 1 75		
Hemlock, pure	2 00 @ 2 25				
Juniper Berries	2 25 @ 2 50				
Juniper Wood	1 50 @ 1 75				
Lard, extra	1 35 @ 1 45				
Lard, No. 1	1 25 @ 1 35				

GROCERY PRICE CURRENT

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

ADVANCED

Nutmegs
Canned Beets

DECLINED

Some Prunes
Bakers Chocolate
Bakers Cocoa
Some Cheese

AMMONIA

Arctic, 16 oz. ----- 2 00
Arctic, 32 oz. ----- 3 25
1 X L, 3 doz., 12 oz. 3 75



AXLE GREASE

48, 1 lb. ----- 4 60
24, 3 lb. ----- 6 25
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
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, 6 lb. ----- 31 20
Rocket, 16 oz., doz. 1 25

BEECH-NUT BRAND



Mints, all flavors ----- 60
Bacon, large ----- 4 05
Bacon, medium ----- 2 40
Sliced beef, large ----- 5 10
Grape Jelly, medium ----- 2 70
Peanut butter, 16 oz. 4 70
Peanut butter, 10 1/2 oz. 3 25
Peanut butter, 6 1/2 oz. 2 00
Peanut butter, 3 1/2 oz. 1 25
Baked beans, 16 oz. ----- 1 40

BLUING

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

BREAKFAST FOODS

Cracked Wheat, 24-2 3 85
Cream of Wheat ----- 6 90
Pillsbury's Best Cer'l 2 20
Quaker Puffed Rice ----- 5 65
Quaker Puffed Wheat 4 40
Quaker Brfst Biscuit 1 90
Ralston Purina ----- 3 60
Ralston Branzen ----- 2 70
Ralston Food, large ----- 3 60
Saxon Wheat Food ----- 3 85



Shred. Wheat Biscuit 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

Parlor Pride, doz. ----- 6 00
Standard Parlor, 23 lb. 7 00
Fancy Parlor, 23 lb. 8 00
Ex. Fancy Parlor 25 lb. 9 25
Ex. Fey. Parlor 26 lb. 10 00
Toy ----- 2 25
Whisk, No. 3 ----- 2 75

BRUSHES

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

Stove

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

Shoe

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

BUTTER COLOR

Dandelion, ----- 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 50
Apples, No. 10 ----- 4 00@4 25
Apple Sauce, No. 2 ----- 2 00
Apricots, No. 1 1 35@1 90
Apricots, No. 2 ----- 2 85
Apricots, No. 2 1/2 2 60@3 75
Apricots, No. 10 ----- 8 00
Blackberries, No. 10 12 50
Blueberry, No. 2, 1-75@2 50
Blueberries, No. 10 ----- 11 00
Cherries, No. 2 ----- 3 00@3 50
Cherries, No. 2 1/2 4 00@4 95
Cherries, No. 10 ----- 10 50
Loganberries, No. 2 ----- 3 00
Peaches, No. 1 1 10@1 80
Peaches, No. 1, Sliced 1 40
Peaches, No. 2 ----- 2 75
Peaches, No. 2 1/2 Mich 2 25
Peaches, 2 1/2 Cal. 3 00@3 75
Peaches, 10, Mich 5 50@6 50
Pineapple, 1, sliced 1 80@2 25
Pineapple, 2 sl. 3 10@3 25
Papple, 2, br sl. 2 75@2 85
Papple, 2, cru. ----- 2 60
Pineapple, 10 cru. ----- 13 00
Pears, No. 2 ----- 2 90
Pears, No. 2 1/2 ----- 3 50@3 75
Plums, No. 2 ----- 1 25@1 40
Plums, No. 2 1/2 ----- 2 50
Raspberries, No. 2, blk 3 00
Raspb's, Red, No. 10 14 00
Raspb's, Black
No. 10 ----- 11 50@12 50
Rhubarb, No. 10 ----- 5 50

CANNED FISH.

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch'der, No. 3 3 00@3 40
Clams, Steamed, No. 1 1 80
Clams, Minced, No. 1 2 50
Finnas, Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. ----- 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small ----- 1 35
Cod Fish Cake, 10 oz. ----- 1 85
Cove Oysters, 5 oz. ----- 1 75
Lobster, No. 1/4, Star 3 15
Shrimp, 1, wet 2 10@2 25
Sard's, 1/4 Oil, ky 6 25@7 00
Sardines, 1/4 Oil, k'less 6 00
Sardines, 1/4 Smoked 7 50
Salmon, Warrens, 1/2 8 00
Salmon, Red Alaska ----- 2 95
Salmon, Med. Alaska 1 85
Salmon, Pink Alaska 1 65
Sardines, Im., 1/2, ea. 10@28
Sardines, Cal. ----- 1 65@1 80
Tuna, 1/2, Albocore ----- 95
Tuna, 1/2, Curtis, doz. 2 20
Tuna, 1/2, Curtis, doz. 3 50
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT.

Bacon, Med. Beechnut 2 25
Bacon, Lge. Beechnut 3 65
Beef, No. 1, Corned ----- 2 70
Beef, No. 1, Roast ----- 2 70
Beef, No. 2 1/2, Eagle sli 1 75
Beef, No. 1/2, Qua. sli. 1 25
Beef, 5 oz., Qua., sli. 2 50
Beef, No. 1, B'nut, sli. 5 10

Beefsteak & Onions, s 2 75

Chili Con Ca., 1s 1 35@1 45
Deviled Ham, 1/4s ----- 2 20
Deviled Ham, 1/2s ----- 3 60
Hamburg Steak &
Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/2 Libby 50
Potted Meat, 1/2 Libby 90
Potted Meat, 1/2 Rose 85
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/2 1 35
Veal Loaf, Medium ----- 2 80

Baked Beans

Campbells ----- 1 15
Climatic Gem, 18 oz. 95
Fremont, No. 1 ----- 1 20
Snider, No. 1 ----- 95
Snider, No. 2 ----- 1 25
Van Camp, small ----- 85
Van Camp, Med. ----- 1 15

CANNED VEGETABLES.

Asparagus.
No. 1, Green tips 4 50@4 75
No. 2 1/2, Lge. Green 4 50
W. Bean, cut ----- 1 85
W. Beans, 10 ----- 8 50@12 00
Green Beans, 2s 1 85@3 75
Gr. Beans, 10s 7 50@13 00
L. Beans, 2 gr. 1 35@2 65
Lima Beans, 2s, Soaked 95
Red Kid. No. 2, 1 20@1 35
Beets, No. 2, cut ----- 1 60
Beets, No. 3, cut ----- 1 80
Corn, No. 2, Ex stan 1 45
Corn, No. 2, Fan 1 60@2 26
Corn, No. 2, Fy. glass 3 25
Corn, No. 10 ----- 7 50@16 75
Hominy, No. 3 1 00@1 15
Okra, No. 2, whole ----- 2 00
Okra, No. 2, cut ----- 1 60
Dehydrated Veg Soup 90
Dehydrated Potatoes, lb 45
Mushrooms, Hotels ----- 38
Mushrooms, Choice ----- 50
Mushrooms, Sur Extra 70
Peas, No. 2, E.J. 1 50@1 80
Peas, No. 2, Sift. -----
June ----- 1 90@2 10
Peas, No. 2, Ex. Sift. -----
E. J. ----- 2 60
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 35@1 50
Pumpkin, No. 10 4 50@5 60
Pimentos, 1/4, each 12@14
Pimentos, 1/2, each ----- 27
Sw't Potatoes, No. 2 1/2 1 60
Sauerkraut, No. 3 1 40@1 50
Succotash, No. 2, glass 2 50
Succotash, No. 2, glass 2 80
Spinach, No. 1 ----- 1 10
Spinach, No. 2 ----- 1 35@1 75
Spinach, No. 3 ----- 2 00@2 40
Spinach, No. 10 ----- 6 00@7 00
Tomatoes, No. 2 1 30@1 60
Tomatoes, No. 3 1 90@2 25
Tomatoes, No. 2 glass 2 50
Tomatoes, No. 10 6 50@7 00

CATSUP.

B-nut, Small ----- 2 25
Lilly Valley, 14 oz. ----- 2 50
Libby, 14 oz. ----- 2 25
Libby, 8 oz. ----- 1 75
Lilly Valley, 1/2 pint 1 75
Paramount, 24, 8s ----- 1 45
Paramount, 24, 16s ----- 3 40
Paramount, 6, 10s ----- 10 00
Sniders, 8 oz. ----- 1 85
Sniders, 16 oz. ----- 2 85
Royal Red, 10 oz. ----- 1 40

CHILI SAUCE.

Snider, 16 oz. ----- 3 35
Sniders, 8 oz. ----- 2 35
Lilly Valley, 8 oz. ----- 2 10
Lilly Valley, 14 oz. ----- 3 00

OYSTER COCKTAIL.

Sniders, 16 oz. ----- 3 25
Sniders, 8 oz. ----- 2 85

CHEESE

Roquefort ----- 59
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 60
Brick ----- 24
Wisconsin Flats ----- 24
Wisconsin Daisy ----- 27
Longhorn ----- 23
Michigan Full Cream 21
New York Full Cream 30
Sap Sago ----- 30

CHEWING GUM

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

CHOCOLATE.

Baker, Caracas, 1/4s ----- 37
Baker, Caracas, 1/2s ----- 35
Hersheys, Premium, 1/4s 35
Hersheys, Premium, 1/2s 36
Runkle, Premium, 1/2 31
Runkle, Premium, 1/4s 34
Vienna Sweet, 24s ----- 2 10

COCOA.

Bunte, 1/4s ----- 48
Bunte, 1/2 lb. ----- 35
Bunte, lb. ----- 32
Droste's Dutch, 1 lb. 9 00
Droste's Dutch, 1/2 lb. 4 75
Droste's Dutch, 1/4 lb. 2 00
Hersheys, 1/4s ----- 33
Hersheys, 1/2s ----- 28
Huyler ----- 36
Lowney, 1/4s ----- 40
Lowney, 1/2s ----- 38
Lowney, 5 lb. cans ----- 31
Lowney, 1/4s ----- 75
Van Houten, 1/4s ----- 75
Van Houten, 1/2s ----- 75

COCOANUT.

1/4s, 5 lb. case Dunham 42
1/4s, 5 lb. case ----- 40
1/4s & 1/2s 15 lb. case ----- 41
Bulk, barrels shredded 24
48 2 oz. pkgs., per case 4 15
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 ----- 3 50



COFFEE ROASTED

Bulk
Rio ----- 25
Santos ----- 31@33
Maracaibo ----- 37
Gautemala ----- 39
Java and Mocha ----- 41
Bogota ----- 41
Peaberry ----- 33 1/2
McLaughlin's Kept-Fresh
Vacuum packed. Always
fresh. Complete line of
high-grade bulk coffees.
W. F. McLaughlin & Co.,
Chicago

Coffee Extracts

M. Y., per 100 ----- 12
Frank's 50 pkgs. ----- 4 25
Hummel's 50 1 lb. ----- 10 1/2

CONDENSED MILK

Eagle, 4 doz. ----- 9 00
Leader, 4 doz. ----- 7 00

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



Quaker, Tall, 4 doz. ----- 4 65
Quaker, Baby, 8 doz. 4 55
Quaker Gallon, 1/2 doz. 4 50
Blue Grass, Tall, 48 5 00
Blue Grass, Baby, 72 3 75
Carnation, Tall, 4 doz. 4 90
Carnation, Baby, 8 doz. 4 80
Every Day, Tall ----- 4 90
Every Day, Baby ----- 4 80
Goshen, Tall ----- 4 50
Pet, Tall ----- 4 90
Pet, Baby, 8 oz. ----- 4 80

Borden's, Tall ----- 4 90
Borden's Baby ----- 4 80
Van Camp, Tall ----- 4 90
Van Camp, Baby ----- 3 75

CIGARS

Lewellyn & Co. Brands
Garcla Master
Cafe, 100s ----- 37 50
Swift
Wolverine, 50s ----- 130 00
Supreme, 50s ----- 110 00
Bostonian, 50s ----- 95 00
Perfecto, 50s ----- 95 00
Blunts, 50s ----- 75 00
Cabinet, 50s ----- 73 00

Tilford Cigars

Clubhouse, 50s ----- 110 00
Perfecto, 50s ----- 95 00
Tuxedo, 50s ----- 75 00
Tilford, 50s ----- 35 00

Worden Grocer Co. Brands

Henry George ----- 37 50
Harvester Kiddies ----- 37 50
Harvester Record B. ----- 75 00
Harvester Delmonico ----- 75 00
Harvester Perfecto ----- 95 00
Webster's ----- 37 50
Webster Savoy ----- 75 00
Webster Plaza ----- 95 00
Webster Belmont ----- 110 00
Webster St. Reges ----- 125 00
Starlight Rouse ----- 90 00
Starlight P-Club ----- 150 00
La Azora Agreement ----- 58 00
La Azora Washington ----- 75 00
Little Valentine ----- 37 50
Valentine Victory ----- 75 00
Valentine DeLux ----- 95 00
Valentine Imperial ----- 30 00
Tiona ----- 35 00
Clint Ford ----- 35 00
Picadura Pals ----- 25 00
Quality First Stogie 18 50

Vanden Berge Brands

Chas. the Eighth, 50s ----- 75 00
Whale-Back ----- 50s 68 00
Blackstone ----- 50s 95 00
El Producto Boquet ----- 75 00
El Producto, Puri-
tano-Finos ----- 92 00

CONFECTIONERY

Stick Candy Pails
Standard ----- 18
Jumbo Wrapped ----- 20
Pure Sugar Stick 600s 4 25
Big Stick, 20 lb. case 21
Mixed Candy
Kindergarten ----- 19
Leader ----- 18
X. L. O. ----- 15
French Creams ----- 20
Cameo ----- 22
Grocers ----- 13

Fancy Chocolates

5 lb. Boxes
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 20
A. A. Pink Lozenges 20
A. A. Choc. Lozenges 20
Motto Hearts ----- 21
Malted Milk Lozenges 23

Hard Goods. Pails

Lemon Drops ----- 20
O. F. Horehound dps. 20
Anise Squares ----- 20
Peanut Squares ----- 22
Horehound Tablets ----- 20

Cough Drops Bxs.

Putnam's ----- 1 30
Smith Bros. ----- 1 50

Package Goods

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

Specialties.

Walnut Fudge ----- 24
Pineapple Fudge ----- 22
Italian Bon Bons ----- 20
Atlantic Cream Mints 32
Silver King M. Mallows 32
Hello, Hiram, 24s ----- 1 50
Walnut Sundae, 24, 5c ----- 85
Neapolitan, 24, 5c ----- 85
Yankee Jack, 24, 5c ----- 85
Gladstone, 24, 10c ----- 1 60
Mich. Sugar Ca., 24, 5c ----- 85
Pal O Mine, 24, 5c ----- 85
Scaramouche, 24-10c 1 60

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.

CREAM OF TARTAR

6 lb. boxes ----- 32

DRIED FRUITS

Apples

Evap. Choice, bulk ----- 13

Apricots

Evaporated, Choice ----- 18
Evaporated, Fancy ----- 22
Evaporated Slabs ----- 15

Citron

10 lb. box ----- 48

Currants

Package, 15 oz. ----- 19
Boxes, Bulk, per lb. ----- 18
Greek, Bulk, lb. ----- 15 1/2

Peaches

Evap. Choice, unp. ----- 12
Evap., Ex. Fancy, P. P. 17

Peel

Lemon, American ----- 25
Orange, American ----- 26

Raisins

Seeded, Bulk ----- 10 1/2
Seeded, bulk Calif. ----- 09 1/2
Seedless, 15 oz. pkg. ----- 12
Seedless, Thompson ----- 11
Seeded, 15 oz. pkg. ----- 12
California Sulanas ----- 09 1/2

California Prunes

90-100, 25 lb. boxes ----- 05
80-90, 25 lb. boxes ----- 09
70-80, 25 lb. boxes ----- 10
60-70, 25 lb. boxes ----- 11 1/2
50-60, 25 lb. boxes ----- 12
40-50, 25 lb. boxes ----- 15
30-40, 25 lb. boxes ----- 17 1/2

FARINACEOUS GOODS

Beans

Med. Hand Picked ----- 06 1/2
Cal. Limas ----- 15
Brown, Swedish ----- 08 1/2
Red Kidney ----- 02

Farina

24 packages ----- 2 25
Bulk, per 100 lbs. ----- 05 1/2

Hominy

Pearl, 100 lb. sack ----- 2 75

Macaroni

Domestic, 20 lb. box ----- 08
Armours, 2 doz., 8 oz. 1 80
Fould's, 2 doz., 8 oz. 1 80
Quaker, 2 doz. ----- 1 80

Pearl Barley

C

GELATINE	
Jello-O, 3 doz.	3 45
Knox's Sparkling, doz.	2 25
Knox's Acidu'd, doz.	2 25
Minute, 3 doz.	4 05
Plymouth, White	1 55
Quaker, 3 doz.	2 70

HORSE RADISH	
Per doz., 5 oz.	1 15

JELLY AND PRESERVES	
Pure, 30 lb. pails	3 80
Imitation, 30 lb. pails	1 90
Pure 7 oz. Asst., doz.	1 20
Buckeye, 22 oz., doz.	2 10

JELLY GLASSES	
8 oz., per doz.	35

OLEOMARGARINE	
Kent Storage Brands.	
Good Luck, 1 lb.	25½
Good Luck, 2 lb.	25
Good Luck, solid	24
Gilt Edge, 1 lb.	25½
Gilt Edge, 2 lb.	25
Delicia, 1 lb.	22
Delicia, 2 lb.	21½
Swift Brands.	
Gem Nut	24
Special Country roll.	27

Van Westenbrugge Brands
Carload Distributor



Nucoa, 1 lb.	25½
Nucoa, 2 and 5 lb.	25

MATCHES	
Crescent, 144	5 75
Diamond, 144 box	8 00
Searchlight, 144 box	8 00
Red Stick, 720 1c bxs	5 50
Red Diamond, 144 bx	6 00

Safety Matches	
Quaker, 5 gro. case	4 75
MINCE MEAT	
None Such, 3 doz.	4 85
Quaker, 3 doz. case	3 50
Libby, Kegs, wet, lb.	22

MOLASSES.



Gold Brer Rabbit	
No. 10, 6 cans to case	5 55
No. 5, 12 cans to case	5 80
No. 2½, 24 cans to cs.	6 05
No. 1½, 36 cans to cs.	5 00

Green Brer Rabbit	
No. 10, 6 cans to case	4 20
No. 5, 12 cans to case	4 45
No. 2½, 24 cans to cs.	4 70
No. 1½, 36 cans to cs.	4 00

Aunt Dinah Brand.	
No. 10, 6 cans to case	3 00
No. 5, 12 cans to case	3 25
No. 2½, 24 cans to cs.	3 50
No. 1½, 36 cans to cs.	3 00

New Orleans	
Fancy Open Kettle	68
Choice	52
Fair	32

Half barrels 5c extra	
Molasses in Cans.	

Dove, 36, 2 lb. Wh. L.	5 20
Dove, 24, 2½ lb. Wh. L.	5 20
Dove, 36, 2 lb. Black	4 30
Dove, 24, 2½ lb. Black	3 90
Dove, 6, 10 lb. Blue L.	4 45
Palmetto, 24, 2½ lb.	4 55

NUTS.

Whole	
Almonds, Terregona	20
Brazil, Large	22
Fancy mixed	20
Filberts, Sicily	15
Peanuts, Virginia, raw	09½
Peanuts, Vir. roasted	11
Peanuts, Jumbo, raw	12
Peanuts, Jumbo, rstd	13
Pecans, 3 star	23
Pecans, Jumbo	24
Walnuts, Naples	22

Salted Peanuts.	
Fancy, No. 1	17
Jumbo	23

Shelled.	
Almonds	48
Peanuts, Spanish,	16
125 lb. bags	32
Filberts	90
Pecans	90
Walnuts	60

OLIVES.	
Bulk, 2 gal. keg	3 50
Bulk, 3 gal. keg	5 00
Bulk, 5 gal. keg	7 75
Quart, Jars, dozen	5 50

Pint, Jars, dozen	3 25
4 oz. Jar, plain, doz.	1 35
5½ oz. Jar, pl., doz.	1 60
9 oz. Jar, plain, doz.	2 35
16½ oz. Jar, Pl. doz.	4 50
4 oz. Jar, Stu., doz.	1 90
6 oz. Jar, stuffed, dz.	2 60
9 oz. Jar, Stuffed, doz.	3 60
12 oz. Jar, Stuffed,	
20 oz. Jar, stuffed dz.	7 00

PEANUT BUTTER.



Bel Car-Mo Brand	
8 oz., 2 doz. in case	
24 1 lb. pails	
12 2 lb. pails	
5 lb. pails 6 in crate	
14 lb. pails	
25 lb. pails	
50 lb. tins	

PETROLEUM PRODUCTS	
Iron Barrels	
Perfection Kerosine	13.1
Red Crown Gasoline,	
Tank Wagon	18.7
Gas Machine Gasoline	37.2
V. M. & P. Naphtha	23.6
Capitol Cylinder	39.2
Atlantic Red Engine	21.2
Winter Black	12.2



Iron Barrels.	
Light	59.2
Medium	61.2
Heavy	64.2
Special heavy	66.2
Extra heavy	69.2
Transmission Oil	59.2
Finol, 4 oz. cans, doz.	1.90
Finol, 8 oz. cans, doz.	1.90
Parowax, 100, lb.	7.9
Parowax, 40, 1 lb.	8.1
Parowax, 20, 1 lb.	8.3



Semsdac, 12 pt. cans	2 80
Semsdac, 12 qt. cans	4 15

PICKLES	
Medium Sour	
Barrel, 1,200 count	19 00
Half bbls., 600 count	10 50
10 gallon kegs	9 50

Sweet Small	
30 gallon, 3000	38 00
30 gallon, 3000	43 00
5 gallon, 500	7 75

Dill Pickles.	
600 Size, 15 gal.	10 00

PIPER	
Cob, 3 doz. in bx. 100	1 20

PLAYING CARDS	
Broadway, per doz.	2 75
Blue Ribbon	4 00
Bicycle	4 50

POTASH	
Babbitt's 2 doz.	2 75

FRESH MEATS	
Beef	
Top Steers & Heif. 18	19
Good Steers & Heif. 16	17
Med. Steers & Heif. 12	13
Com. Steers & Heif. 10	12

Cows.	
Top	12
Good	11
Medium	09
Common	08

Veal.	
Top	12
Good	10
Medium	08

Lamb.	
Good	24
Medium	22
Poor	16

Mutton.	
Good	12
Medium	10
Poor	06

Pork.	
Heavy hogs	08
Medium hogs	09½
Light hogs	09
Loins	15
Butts	12
Shoulders	10
Hams	13
Spare ribs	10
Neck bones	06

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 ¼
Pure in tierces	15 ½
69 lb. tubs	advance ¼
50 lb. tubs	advance ¾
20 lb. pails	advance ¾
10 lb. pails	advance 1
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound Lard	14½@15½

Sausages	
Bologna	12½
Liver	12
Frankfort	16
Pork	18@20
Veal	11
Tongue	11
Headcheese	14

Smoked Meats	
Hams, 14-16, lb.	21@ 24
Hams, 16-18, lb.	21@ 26
Ham, dried beef	
sets	38 @39
California Hams	12@ 13
Picnic Boiled	
Hams	30 @32
Boiled Hams	34 @37
Minced Hams	14 @15
Bacon	18 @30

Beef	
Boneless	23 00@24 00
Rump, new	23 00@24 00
Mince Meat	
Condensed No. 1 car.	2 00
Condensed Bakers brick	3 11
Mollet in glass	8 00
Pig's Feet	
¼ bbls.	2 15
½ bbls., 35 lbs.	4 00
¾ bbls.	7 00
1 bbl.	14 15

Tripe	
Kits, 15 lbs.	90
¼ bbls., 40 lbs.	1 60
½ bbls., 80 lbs.	3 00
Hogs, per lb.	6@42
Beef, round set	14@26
Beef, middles, set	25@30
Sheep, a skein	1 75@2 00

RICE	
Fancy Head	8½@9
Blue Rose	6½@7
Broken	4

ROLLED OATS	
Steel Cut, 100 lb. sks.	4 75
Silver Flake, 12 Fam.	2 30
Quaker, 18 Regular	1 80
Quaker, 12s Family N	2 75
Mothers, 12s, 11½ num	3 25
Silver Flake, 18 Reg.	1 45
Sacks, 90 lb. Jute	2 80
Sacks, 90 lb. Cotton	2 90

SALERATUS	
Arm and Hammer	3 75

SAL SODA	
Granulated, bbls.	2 00
Granulated, 100 lbs. cs	2 25
Granulated, 36 2½ lb. packages	2 50

COD FISH	
Tablets, 1 lb. Pure	20
Tablets, ½ lb. Pure, doz.	1 40
Wood boxes, Pure	28
Whole Cod	11

Holland Herring	
Mixed, Kegs	1 15
Queen, half bbls.	8 25
Queen, bbls.	16 00
Milkers, kegs	1 25
Y. M. Kegs	1 15
Y. M. half bbls.	9 00
Y. M. Bbls.	17 50

Herring	
K K K K, Norway	20 00
8 lb. pails	1 40
Cut Lunch	1 25
Boned, 10 lb. boxes	28
½ bbl., 100 lbs.	6 50

Mackerel	
Tubs, 100 lb. ficy fat	24 50
Tubs, 60 count	5 75

White Fish	
Med. Fancy, 100 lb.	13 00

SHOE BLACKENING.	
2 in 1, Paste, doz.	1 35
E. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90

STOVE POLISH.	
Blackline, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enamaline Paste, doz.	1 35
Enamaline Liquid, 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 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoil, per doz.	3 00

SALT.	
Colonial, 24, 2 lb.	95
Log Cabin 24-2 lb. case	1 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, Table	40



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



Bbls. 30-10 sks.	5 40
Bbls. 60-5 sks.	5 55
Bbls. 120-2½ sks.	6 05
100-3 lb. sks.	6 05
Bbls. 280 lb. bulk:	
A-Butter	4 20
AA-Butter	4 20
Plain 50-lb. blks.	52
No. 1 Medium bbl.	2 75
Tecumseh 70-lb. farm	92
sk.	
Cases, Ivory, 24-2 cart	2 35
Bags 25 lb. No. 1 med.	26
Bags 25 lb. Cloth dairy	40
Bags 50 lb. Cloth dairy	76
Rock "C" 100-lb. sacks	70

SOAP

Am. Family, 100 box	6 00
Export, 120 box	4 90
Flake White, 100 box	4 40
Fels Naptha, 700 box	5 50
Grdma White Na. 100s	4 50
Rub No More White	
Naptha, 100 box	5 00
Swift Classic, 100 box	4 40
20 Mule Borax, 100 bx	7 55
Wool, 100 box	6 50
Fairy, 100 box	5 50
Jap Rose, 100 box	7 85
Palm Olive, 144 box	11 00
Lava, 100 box	4 90
Octagon	5 95
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 00
Grandpa Tar, 50 lge.	3 45
Quaker Hardwater	
Cocoa, 72s. box	2 70
Fairbank Tar, 100 bx	4 00
Trilby Soap, 100, 10c.	
10 cakes free	8 00
Williams Barber Bar, 9s	50
Williams Mug, per doz.	43

Proctor & Gamble.

5 box lots, assorted	
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

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, March 28—On this day were received the schedules in the matter of Marine Wheel Co., Bankrupt No. 2439. The schedules list assets of \$4,603.88, and liabilities of \$22,188.53. The first meeting has been called for April 16. A list of the creditors of the bankrupt is as follows:

City of Grand Rapids	\$385.36
James Webber, Grand Rapids	40.00
Thomas J. Wilson, Grand Rapids	40.00
Frank Veley, Grand Rapids	25.00
Michigan Wheel Co., Grand Rapids	9,234.40
American Exporter, New York	14.81
Atlantic Fisherman, Boston	45.00
Bixby Office Supply Co., Grand Rapids	37.90
Blood Bros., Allegan	41.87
Geo. B. Carpenter Co., Chicago	52.53
Boating Pub. Co., Peoria	5.50
Carborundum Co., Niagara Falls	3.19
Central Mich. Paper Co., Grand R.	8.68
Commercial Letter Co., Grand Rap.	4.25
Canadian Motor Boating, Toronto	15.00
Didot Boutin, New York	105.00
Fishing News, New York	5.00
Gleye Hardware Co., Grand Rapids	2.51
G. R. Art Glass Co., Grand Rapids	7.90
G. R. Forging Iron Co., Grand Rap.	46.58
Harring Foundry Co., Grand Rap.	108.74
A. L. Holcomb Co., Grand Rapids	21.64
Hayden Supply Co., Grand Rapids	5.13
Ideal Foundry Co., Grand Rapids	100.50
Jardine Lumber Co., Grand Rapids	102.63
Jeffers & Co., Grand Rapids	63.80
Litscher Electric Co., Grand Rapids	12.70
Leitelt Iron Co., Grand Rapids	60.00
Leonard Industrial Bldg., Grand R.	191.00
Metal Trades Association, Grand R.	62.80
Motor Boat Pub. Co., New York	538.00
Michigan State Tel. Co., Grand Rapids	10.45
Marine News Co., New York	6.00
Miss. Valley Boat Association, Peoria	9.00
Mitts & Merrill, Saginaw	3.44
E. J. Marin, Grand Rapids	991.87
Monarch Ptg. Co., Grand Rapids	65.29
Pacific Motor Boat, Seattle	50.00
Phila. Comm. Art Museum, Philadelphia	14.39
Perkins & Co., Grand Rapids	8.25
Rudder Pub. Co., New York	40.41
Rempis & Gallmeyer, Grand Rapids	36.45
Dr. Rowe Estate, Grand Rapids	2.00
Dr. Allen, Grand Rapids	3.00
Sterling Sales Co., Sterling, Ind.	2.90
Steel Sales Corp., Chicago	17.67
Dr. Towles, Grand Rapids	3.00
Viscosity Oil Co., Grand Rapids	4.00
Weatherly Co., Grand Rapids	3.00
Western Union Tel. Co., Grand R.	5.62
Ernst & Ernst, Grand Rapids	458.00
W. J. Tiebout, New York	105.00
Michigan Wheel Co., Grand Rapids	3,734.40
Stanley Foundry Co., Grand Rap.	1,000.00
Ideal Foundry Co., Grand Rapids	175.00
Hanschett Swage Wks., Big Rapids	135.15
Mills-Broderick Ptg. Co., Grand Rapids	530.18
Motor Boating, New York	2,974.47
Motor Boat, New York	471.94
Power Boating, Cleveland	477.63
American Exporter, New York	500.00
Monarch Ptg. Co., Grand Rapids	225.00
E. J. Marin, Grand Rapids	2,400.00
March 29. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Roy L. Drukker, doing business as Century Casket Co., Bankrupt No. 2463. The matter has been referred to Charles B. Blair as referee in bankruptcy. The schedules list assets of \$1,353.74, of which \$250 is claimed as exempt to the bankrupt, with liabilities of \$4,650.71. The bankrupt is a resident of the city of Grand Rapids, and has conducted the manufacture of caskets at such city. The first meeting of creditors has been called for April 24. A list of the creditors of the bankrupt is as follows:	
T. M. Raymond, Grand Rapids	\$ 11.16
Consumers Power Co., Grand Rap.	1.50
Engle Lumber Co., Grand Rapids	662.73
B. F. Edge Lumber Co., Grand R.	212.62
Frank & Lambert, New York	989.97
Foster, Stevens Co., Grand Rapids	9.27
Globe Transfer Co., Grand Rapids	6.00
G. R. Bedding Co., Grand Rapids	27.00
G. R. Notion Co., Grand Rapids	66.03
G. R. Lumber Co., Grand Rapids	34.95
Hudsonville Lumber Co., Hudsonville	58.00
Merritt Hardware Co., Chicago	144.81
Muller De Vos Co., Grand Rapids	18.00
National Flexible Glue Co., Chicago	11.17
Quimby-Kain Paper Co., Grand R.	5.68
H. Schunbeck Co., Grand Rapids	287.50
A. Steil Mfg. Co., Grand Rapids	37.50
United States Glue Co., Grand R.	2.50
Engel Lumber Co., Grand Rapids	900.00
Quigley Lumber Co., Grand Rapids	330.00
Commercial Sav. Bank, Grand R.	840.00
March 31. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Andrew Todd, Bankrupt No. 2464. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of the city of Grand Rapids, and is a merchant. The schedules list assets of \$250, all of which is claimed as exempt to the bankrupt, with liabilities of \$1,000.73. The court has written for funds, and upon the arrival of the same the first meeting will be called, and note of the same made here. A list of the creditors of the bankrupt is as follows:	
H. Van Enenaam, Zeeland	\$ 70.45
Herald Pub. Co., Grand Rapids	18.16
Peterson Beverage Co., Grand R.	26.25

Heyman Co., Grand Rapids	28.00
Winegar Furn. Co., Grand Rapids	50.00
Arctic Ice Cream Co., Grand Rap.	235.00
Phil Simon, Grand Rapids	1.05
Northern Coca Cola Co., Grand R.	17.25
Vanden Berge Cigar Co., Grand R.	158.17
C. N. Prange, Grand Rapids	9.00
Kuppenheimer Cigar Co., Grand R.	17.05
A. E. Brooks & Co., Grand Rapids	23.38
National Grocer Co., Grand Rapids	183.06
Blatz Brewing Co., Grand Rapids	20.05
Fisher Co., Grand Rapids	2.56
Creditor unknown, Kalamazoo	65.55
Creditor unknown, Grand Rapids	50.00
Mr. Harris, Grand Rapids	25.75
March 31. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of E. Judson Wellman, Bankrupt No. 2462. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Greenville, and is a thresher by occupation. The schedules list assets of \$3,428.80, of which \$400 is claimed as exempt to the bankrupt, with liabilities of \$2,527.50. The first meeting of creditors has been called for April 23. A list of the creditors of the bankrupt is as follows:	
Advance Rmley Co., Battle Creek	\$1,870.00
Greenville National Bank, Greenville	175.00
International Harvester Co., Grand Rapids	450.00
William Bradley Sons, Greenville	31.00
Don Beardsley, Greenville	1.50
April 2. On this day were received the schedules, order of reference and petition in the matter of A. Verne Hornbeck, alleged bankrupt No. 2458. The reference is for the purpose of calling a meeting of creditors of the matter and determining if a composition by the alleged bankrupt with his creditors will be accepted. The party is a resident of the village of Remus and has conducted a hardware store at such place. The schedules list assets of \$5,636.82, of which \$250 is claimed as exempt, with liabilities of \$8,647.92. The meeting is called for April 15, and creditors should attend at such time for the filing of claims, the examination of the bankrupt, and the transaction of such other business as may properly come before this meeting. A list of the creditors of the alleged bankrupt is as follows:	
Bostock Stove Co., Lapeer	\$ 2.88
Richards Mfg. Co., Grand Rapids	302.00
Michigan Hdwe. Co., Grand Rapids	319.07
Beckwith Co., Dowagiac	33.99
Chicago Paint Works, Chicago	47.91
Gilbert & Bennett, Chicago	43.98
Bradley & Vrooman, Chicago	120.42
Aluminum Goods Mfg. Co., Manitowoc	25.44
Fort Wayne Iron Store Co., Fort Wayne	3.72
Sheffield Mfg. Co., Burr Oak	25.55
Empire Cream Separator Co., Bloomfield, N. J.	321.96
Fairfield Plow Wks., North Fairfield, Ohio	7.54
Morley Bros., Saginaw	195.22
Johnston Pressed Gear Co., Ottumwa, Ia.	22.00
J. N. Zimmerman, Owosso	18.93
Enderes Inc., Albert Lea, Minn.	8.94
Saginaw Hardware Co., Saginaw	554.78
Toledo Plate & Window Glass Co., Toledo	8.58
Saginaw Mirror Works, Saginaw	29.98
Aspinwall Drew Co., Jackson	300.00
John Deere Plow Co., Lansing	500.00
Saginaw Ladder Co., Ltd., Saginaw	45.17
Lansing Silo Co., Lansing	40.00
Johnston United Chemical Co., Clare	10.00
Engman Matthews Range Co., Goshen	93.00
C. W. Mills Paper Co., Grand R.	5.94
Flint & Walling Mfg. Co., Kendallville	27.42
Butler Bros., Chicago	35.46
Oliver Chilled Plow Works, South Bend	90.00
Moore Plow & Implement Co., Greenville	500.00
Philip Walsh, Remus	3,865.00
Globe Stove & Range Co., Kokomo	82.01
Standard Oil Co., Grand Rapids	1.54
Wood Mowing Machine Co., Hoosick Falls, N. Y.	57.49
Union Cutlery Co., Olean, N. Y.	17.78
S. A. Maxwell & Co., Chicago	3.85
Cattagraugus Cutlery Co., Little Valley, N. Y.	15.13
Leonard Metal Works, Chicago	39.12
The Cedar Grove Stove Co., Cedar Grove, Wis.	83.75
U. S. Line Co., Westfield	17.95
Franklin Barn Equipment Co., Monticello, Ia.	17.15
Great Western Oil Co., Grand Rap.	11.40
Ohio Cultivator Co., Bellevue, Ohio	225.00
Allen Sparks Co., Lansing	4.41
Citizens State Bank, Big Rapids	100.00
April 2. On this day were received the schedules, order of reference and adjudication in bankruptcy of Ralph Boerma, bankrupt No. 2465. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and is a laborer by occupation. The schedules list assets of \$275, all of which is claimed as exempt to the bankrupt, with liabilities of \$2,138.53. The court has ordered funds to be deposited for the first meeting, and upon receipt of the same the first meeting of creditors will be called, and note of the same made here. A list of the creditors of the bankrupt is as follows:	
State and township taxes	\$ 3.25
Industrial Mortgage & Investment Co., Grand Rapids	150.00

John C. Buth, Grand Rapids	160.00
Schoolmaster & Alward, Hudsonville	275.00
Universal Car & Service Co., Grand Rapids	30.00
Noe Gietzen, Moline	100.00
Moline Bank, Moline	20.00
Moline Farm Bureau, Moline	15.00
Fred Vander Scheer, Moline	250.00
Davis Bros., Dorr	13.00
Fred West, Dorr	75.00
Dr. Jacob Meengs, Grand Rapids	13.50
National Clothing Co., Grand Rap.	17.00
C. B. Kelsey, Grand Rapids	150.00
Fred Klumper, Jenison	72.00
Claude Youdan, Grand Rapids	20.00
Thomas Snyder, Dorr	110.00
B. T. Hughes, Hudsonville	15.00
Dr. Dupree, Burnips Corners	10.00
Dr. Klunstecker, Burnips Corners	6.00
L. & L. Jensen, Jenison	180.00
John McQueen, Grand Rapids	25.00
W. W. Putner, Grand Rapids	295.00
Peter Snyder, Grand Rapids	13.00
David Lowe, Moline	6.00
Sinclair Refining Co., Grand Rapids	9.78
April 3. On this day was held the first meeting of creditors in the matter of George Olsson, the Boyne Falls druggist, Bankrupt No. 2455. The bankrupt was present in person and by attorney. Creditors were present or represented. Claims were proved and allowed. Herman C. Meyer, of Boyne Falls, Michigan, was elected trustee and the amount of his bond placed at \$2,000. The bankrupt was then sworn and examined without a reporter. The meeting was then adjourned to April 17 to allow the bankrupt to pay into court \$1,500, which he agreed to pay in order that the creditors may realize a better position of the claims against the estate. The bankrupt also turned over to the receiver \$420 in cash at the meeting.	
On this day also was held the first meeting of creditors in the matter of Peter A. Nelson, Bankrupt No. 2456. The bankrupt was present in person. Robert J. Quail, of Ludington, was present for creditors. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Nathan Joseph, of Ludington, was elected trustee and the amount of his bond placed at \$500. The meeting was then adjourned without date.	
April 3. On this day were received the schedules in the matter of Electric Service Co., Bankrupt No. 2426. The case is an involuntary one and was received some time ago. The schedules list assets of \$914.82, with liabilities of \$4,543.92. The first meeting of creditors has been called for April 21. A list of the creditors of the bankrupt is as follows:	
Julius Andrae & Sons, Milwaukee	\$ 73.70
Andrews Printing Co., Muskegon	18.50
American Pub. & Engraving Co., New York	36.20
Automotive Electric Sales Co., no address	35.50
Brown & Caine Co., Cleveland	9.22
Beckley Ralston Co., St. Louis	26.79
W. A. Burt, Detroit	47.04
Boomhower Auto Supply Co., Muskegon	4.21
Bilt Well Products Co., Bay City	13.21
Chicago Armature Exch., Chicago	10.00
Cummings Bros., no address	5.00
Donaldson Litho. Co., Newport, Ky.	72.00
Grasselli Chemical Co., Grasselli, Ind.	59.43
Hutley Machine Co., Muskegon	25.65
J. J. Howden Co., Muskegon	24.07
Heth Auto Elec. Co., Grand Rapids	39.35
Michigan Oxhdric Co., Muskegon	10.50
Midwest Electric Co., Milwaukee	97.34
F. D. Smith, Muskegon	116.10
D. P. Stehete, Muskegon	50.00
Western Insulation Co., Chicago	12.26
B. H. Bloch Coal Co., Muskegon	59.30
United Home Tel. Co., Muskegon	44.00
Towner Hardware Co., Muskegon	21.91
U. S. Gas Machine Co., no address	27.86
C. J. Litscher Elec. Co., Grand R.	1,002.27
Independent Elec. Co., Muskegon	475.00
Western Electric Co., Chicago	2,127.60
April 4. On this day was held the sale of assets in the matter of Ter Haar & Roon, Bankrupt No. 2432. The bankrupts were present in person. J. N. Clarn and Geo. S. Norcross were present for creditors. The property was sold, subject to the claims of the bankrupts for exemptions, to J. N. Clark, for \$6,450. The meeting was then adjourned without date.	
On this day also was held the first meeting of creditors in the matter of John S. Hedges, Bankrupt No. 2453. The bankrupt was present in person. One creditor was present. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The meeting was then adjourned without date, and the case closed and returned to the district court as a no asset case.	
April 4. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Chris J. Wolbers, Bankrupt No. 2468. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Wyoming township, Kent county and is a welder by occupation. The schedules list assets of \$300, of which \$250 is claimed as exempt to the bankrupt, with liabilities of \$3,102.15. The court has written for funds for the first meeting, and upon receipt of the same the first meeting will be called, and note of the same made here. A list of the creditors of the bankrupt is as follows:	

Charles V. Hilding, Grand Rapids	\$ 50.00
Valley City Milling Co., Grand R.	16.75
Heyboer Stationery Co., Grand R.	75.00
C. W. Mills Paper Co., Grand Rap.	87.00
Vanden Berge Cigar Co., Grand R.	97.32
Hekman Biscuit Co., Grand Rapids	101.00
A. R. Walker Candy Co., Muskegon	60.20
W. F. Rea, Grand Rapids	13.15
Johnson Cigar Co., Grand Rapids	37.76
Kent Storage Co., Grand Rapids	365.00
Rademaker Dooce Co., Grand Rap.	425.00
Hoekstra Ice Cream Co., Grand R.	459.00
Judson Grocer Co., Grand Rapids	407.00
Consumers Power Co., Grand Rap.	4.61
Jake Start, Grand Rapids	10.00
Wilson & Co., Grand Rapids	13.00
Brooks Candy Co., Grand Rapids	35.00
Superior Garage, Grand Rapids	36.00
A. L. Alward & Sons, Grand Rapids	30.10
Abe Schefman & Co., Grand Rapids	6.00
Adrian De Young, Grand Rapids	36.58
H. Schneider Co., Grand Rapids	41.75
D. L. Caver, Grand Rapids	156.00
H. L. Joyce & Sons, Grand Rapids	53.40
Holland Cigar Store, Grand Rapids	6.65
I. Van Westenbrugge, Grand Rap.	30.16
Specialty Candy Co., Grand Rapids	41.45
Woodhouse Co., Grand Rapids	135.00
Holland-American Wafer Co., Grand Rapids	4.98
Van Driele & Co., Grand Rapids	3.85
National Soap & Salt Co., Grand R.	11.00
Washburn-Crosby Co., Grand Rap.	7.90
Galewood Garage, Grand Rapids	32.87
Muller Houseman Co., Grand Rapids	11.40
William McCarthy Co., Grand Rapids	35.60
Steel Weddes Co., Chicago	57.00
G. R. Grain & Milling Co., Grand Rapids	18.75
Kuppenheimer Cigar Co., Grand Rapids	34.95
Henderson Milling Co., Grand Rap.	8.40
National Candy Co., Grand Rapids	5.00
J. L. Marcero & Co., Detroit	40.64
April 4. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of August Luskin, Bankrupt No. 2467. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of the city of Grand Rapids. The occupation of the bankrupt is not indicated in his schedules. The schedules list no assets of any kind, and list liabilities of \$1,031.35. The court has written for funds for the first meeting, and upon receipt of the same the first meeting will be called, and note of the same made here. A list of the creditors of the bankrupt is as follows:	
Vanden Berge Cigar Co., Grand R.	\$ 68.31
Lewellyn & Co., Grand Rapids	141.35
A. L. Joyce & Co., Grand Rapids	219.11
Lee & Cady, Grand Rapids	20.63
National Grocer Co., Grand Rapids	44.50
Berghoff Products Co., Grand Rap.	7.35
Mrs. Cordes, Comstock Park	25.00
Kuppenheimer Co., Grand Rapids	11.20
E. A. Wood Cigar Co., Grand Rap.	53.90
Hans Warner, Grand Rapids	140.00
John Dunham, Grand Rapids	300.00
In the matter of Wolverine Electric Co., Bankrupt No. 2241, the trustee has filed his final report and account and a final meeting will be held at the office of B. M. Corwin, referee, on April 14. The trustee's final report and account will be passed upon, the receiver's and attorney's bills considered, and a first and final dividend to creditors paid.	
In the matter of Israel Smith, Harry Smith, Samuel H. Smith and Smith Bros. Iron & Metal Co., Bankrupt No. 2078, the trustee's final report and account has been filed and a final meeting has been called for April 14. The final report and account of the trustee will be passed upon and the administration expenses of the estate and a first and final dividend to creditors paid.	
In the matter of Joseph J. Rushe, Bankrupt No. 2346, the trustee has reported that he has received an offer for certain real estate in Leonard & Co.'s addition to the city of Grand Rapids, and that he has been offered the sum of \$1,000, together with the payment of a certain mortgage of \$5,000 on the property, and also for back unpaid taxes the sum of \$1,504.79. All such offer is made by the Old National Bank of Grand Rapids. The date fixed for hearing and sale is April 18, at the office of Benn M. Corwin, referee.	
In the matter of Bernhard & Plag, Bankrupt No. 1947, a special meeting of creditors has been called for April 13, for the consideration of the trustee's report, the payment of administration expenses and to consider the payment of a supplemental first and also a second dividend to creditors.	
In the matter of Samuel Kassel, Bankrupt No. 2356, record of the final meeting was given in a previous writing, but the amount of final dividend was not given, as the same had not been ascertained at that date. The final dividend paid was 3.8 per cent.	
April 7. On this day was held the first meeting of creditors in the matter of Fred J. Biggs, Bankrupt No. 2451. The bankrupt was present in person and by attorney. Creditors were present. No claims were proved. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The meeting was then adjourned without date, and the case closed and returned as a no asset case.	
On this day also was held the first meeting of creditors in the matter of George Rigdon, Bankrupt No. 2445. The bankrupt was present in person and by attorney. No creditors were present or	

represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The case being no asset the meeting was adjourned without date and the case closed and returned to the district court.

On this day also was held the first meeting of creditors in the matter of Wilber T. Norris, Bankrupt No. 2454. The bankrupt was present in person and by attorney. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was then sworn and examined without a reporter. The case being one without assets the meeting was then adjourned without date and returned to the district court.

On this day also was held the final meeting of creditors in the matter of Arthur Wyman, Bankrupt No. 2257. The bankrupt was not present or represented. The trustee was present in person. One additional claim was proved and allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of administration expenses and for the payment of a first and final dividend of 12 per cent. There was no objection to the discharge of the bankrupt. The meeting was then closed without date. The case will be closed and returned to the district court.

Fliers Encounter Flock of Geese.

Mitchel Field, L. I., April 8—Lieut. M. L. Elliott and Lieut. H. B. Chandler made a record flight from Buffalo the other day. Starting from there at 2.10 p. m., with a favoring wind of 40 miles an hour, they arrived here at 4.31 p. m. The distance by air is 318 miles and the average train time is 10 hours. South of Binghamton, N. Y., at a height of 6,000 feet, the fliers encountered a flock of 500 Canadian geese flying north in "V" formation. The geese broke into a circular formation in time to avoid a collision. If one of the birds had been hit the propeller probably would have been broken and a serious accident would have resulted.

Burbank Offers "Creation Gardens" to California.

San Francisco, April 8—Luther Burbank, plant wizard, has offered his \$100,000 "creation gardens" to the State of California for educational and scientific purposes. This became known last week when petitions, approved by Mr. Burbank, appeared, asking the Board of Regents of the University of California to take over the gardens. The botanist has been offered \$500,000 for the gardens by

corporations, but he says commercial profits interest him less than the carrying on of the gardens on a scientific basis.

An Apt Answer.

A city business man was very keen on having proficient clerks in his employ. Before a clerk could enter his office he was required to pass a written examination on his knowledge of business.

At one examination one of the questions was: "Who formed the first company?"

A certain bright youth was a little puzzled at this, but was not to be floored. He wrote:

"Noah successfully floated a company while the rest of the world was in liquidation."

He passed.

His Platform.

Congressman Blather was a passenger on the steamship Sieve, which was slowly sinking. The passengers were climbing into the lifeboats.

"Congressman," suggested a reporter aboard the ill-fated craft, "here's a chance for some publicity. If you cared—"

"You may quote me as saying," replied the statesman, "that I am heartily in favor of a back-to-the-land movement."

AGENTS:

In MICHIGAN, ILLINOIS and WISCONSIN to handle the fastest selling AUTOMOBILE TROUBLE LIGHT on the market. New Patented Suction Grip. Send for sample inclosing One Dollar. Money Back if not satisfied. EXCLUSIVE TERRITORY to right party.

**CENTRAL STATES
SPECIALTY CO. (Not Inc.)**
448 Henry Street.
DETROIT, MICHIGAN.

BUSINESS WANTS DEPARTMENT

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$3 per inch. Payment with order is required, as amounts are too small to open accounts.

FOR SALE—Dry goods stock and fixtures; running business; good location; McCall pattern agency. Fine opportunity. H. J. Verhoeks, Grand Haven, Mich. 545

FOR SALE—The D. McCauley STORE BUILDING at Merrill. On main corner. Terms reasonable. Mrs. C. McCauley, Merrill, Mich. 546

GENERAL STORE—I own one of the best general stores in Wisconsin, located in a thickly settled farming community; very good buildings, including nice home. Our stock is as clean as you can find. Will sell with \$10,000 down and the balance on easy terms; or my manager, a former Michigan man, will take a half interest with \$5,000 down. O. H. Adams, 330 Caswell Block, Milwaukee, Wisconsin. 547

For Sale—Restaurant, confectionery, and soda fountain on two trunk lines. Good fixtures, living rooms, low rent. \$1,500 will handle. Poor health reason for selling. L. Box, 213, Manton, Mich. 548

A Bargain—Grocery fixtures, Northwestern Furniture Co. make, quarter-sawn oak, marble base, counters, shelving, etc. Finest in Upper Peninsula. Must be taken by June 1. Werner Bros., Marquette, Mich. 549

MEAT COOLER FOR SALE—10x16 foot meat cooler, perfect condition. Must see it to appreciate real value. Cheap for cash. George Gaiser, 220 Monroe Ave., Grand Rapids, Michigan. 550

Exceptional Chance—If you are looking for, and have the money, I will sell you one of the best paying neighborhood grocery stores in Grand Rapids. No chain store competition. If you have \$10,000, or its equivalent in city property, write under letter S, c/o Michigan Tradesman. 551

FOR SALE—Stock of general merchandise on Dixie Highway 7 miles from Flint, doing \$30,000 cash business a year. Village of 2,000. Only store carrying full line of dry goods and shoes. Failing health reason for selling. JOHN LAYMAN, MT. MORRIS, MICH. 552

For Sale—Wholesale bakery, brick oven, modern machinery. Will sell or rent building. Address No. 553, c/o Michigan Tradesman. 553

FOR SALE—Grocery stock and fixtures, about \$900, in good town and farming country in Central Michigan. Rent \$15. Address Box 16, Cedar Lake, Mich. 554

For Sale—Small grocery stock and fixtures. Must move out of building. Write for particulars. C. B. Tuger, St. Louis, Mich. 535

General Stores—Few good ones on sale at right price. Excellent trading centers. To buy a business or sell yours quickly for cash, write Sales Manager, Chicago Business Exchange, 327 S. LaSalle St., Chicago. 536

For Sale—Sheet metal and furnace business, including house, lot, and shop in rear. Shop is large enough for plumbing in connection. Address F. G. Oberlin, 214 South Larch St., Lansing, Michigan. 538

FOR SALE—Lease and fixtures consisting of three floor revolving clothing cabinets 7 feet long, 4 feet 5 inches wide, 4 feet 3 inches high, just like new. Also two floor cases each 10 feet long, and one case 8 feet long electric wired. Will sell it at a big sacrifice. The best location in town. Has been a clothing, shoe and furnishing store for twenty-five years. A wonderful opportunity for somebody. Enquire of A. M. Radin, Lakeview, Mich. 539

For Sale—7x8 ice box. First class condition. J. H. Shoemaker, Lyon, Mich. 540

Store Fixtures Wanted—What have you in cash registers, show cases, scales, adding machines, etc. A. L. Redman, Olney, Ill. 513

For Sale—Modern store building and residence, electric lighted, water system, bath, furnace, garage, good barn, etc., in small town. Good farming community. Also general stock of groceries, dry goods and shoes. Well established, growing business. Good reasons for selling. George H. Brown, Crystal Valley, Mich. 503

For Sale—Principal undertaking business and furniture stock in a live city. Old established trade. Will sell undertaking alone, or both; and either sell or rent building. Age and poor health compel me to sell. Address No. 504, c/o Michigan Tradesman. 504

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

For Sale—Flour, feed and grocery business doing a fine business. Also buildings and real estate. Located on finest corner in the city. 87 feet on main street, 130 feet on side street. Store building 22x100. Hay barn, two small warehouses, large store shed, small store building on corner occupied as a millinery store. Good reason for selling. Address No. 208, c/o Michigan Tradesman. 208

CASH For Your Merchandise! Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, ect. LOUIS LEVINSON, Saginaw, Mich.

1882 - AWNINGS AND TENTS - 1924



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.

Fieglers
Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

THERE IS MONEY
FOR YOU IN

Straub
5c. and 10c. Bars.

TRY
HI-NEE ----- 10c
OH BILL ----- 5c
CHOC LOGS ----- 5c

STRAUB CANDY COMPANY
Traverse City, Mich.
1018 Clinton St., Saginaw, W.S., Mich.

FORTY YEAR ESTABLISHED GENERAL BUSINESS FOR SALE.

Located in Lenawee County Town near Toledo and doing better business every year. Takes about \$18,000 including home. Wonderful opportunity for hustlers. Write Box 1,000, Care Michigan Tradesman.

TITLE RETAINING NOTES

Under a recent decision of the Michigan Supreme Court, title notes are not valid unless recorded with the city, village or township clerk. This means that they must embody affidavits setting forth the conditions under which the notes are uttered. We have had our attorney prepare proper drafts of notes covering this requirement and can furnish same in any quantity desired on short notice. Our price for these notes is as follows:

500	-----	\$6.75
1,000	-----	\$8.25

TRADESMAN COMPANY
GRAND RAPIDS

Propose To Reclaim Michigan for Detroit Wholesalers.

Detroit, April 8—Firm in their determination to reclaim Michigan for Michigan wholesalers, a group of Detroit wholesalers, manufacturers and bankers are planning the greatest trade promotion trip ever conducted by the Wholesale Merchants Bureau of the Board of Commerce on April 16 and 17 to Ionia, Belding, Greenville and St. Johns.

Announcement of the trip follows closely on the heels of a most successful journey last Tuesday, April 1, to Mt. Clemens, when wholesalers took the gospel of better trade relations between Detroit firms and retailers of Mt. Clemens and surrounding towns and served as hosts to the retailers at a dinner which served as a climax of a day's activities.

The trip held last week to Mt. Clemens proved so successful that officials of the Bureau are anticipating a splendid trip to the central part of the State, which is one of the richest from an agricultural standpoint in Michigan.

Local wholesalers are trying to improve their service to customers and most conscientious efforts are being made on the part of all Detroit interests to make the problems of the retail merchants their very own. What wonderful results are being accomplished from this series of trips has been amply demonstrated on more than one occasion, but never more so than at Mt. Clemens last week when more than fifty additional plates had to be arranged at the dinner given by the Wholesale Merchants Bureau at St. Mary's auditorium.

In spite of the careful efforts of Detroit and Mt. Clemens business leaders to determine the number who might be present, the accommodations at the dinner were inadequate. It was the general consensus among the Detroiters that this was merely an indication of the tremendous interest being taken in Detroit's wholesale activities by Michigan merchants in every section of the State.

The Detroit party left the city at 12:15 p. m. on the special interurban car Yolande, arriving in Mt. Clemens about an hour later. The afternoon was spent in calling upon customers and prospective ones, the dinner in the evening culminating a half day's activities.

T. F. Ferguson, chairman of the Wholesale Merchants Bureau, presided at the dinner. James M. Golding, sales manager of A. Krolik & Co. acted as toastmaster. The address of welcome was extended to the Detroit party by Mayor William Streit, of Mt. Clemens. A. H. Nichols, of Buhl Sons Co., responded to the address of welcome.

Mr. Nichols was followed by Louis F. Wolf, president of the Business Men's Association of Mt. Clemens, who pointed to specific instances in which Detroit wholesalers might improve their service to the retailers of Mt. Clemens and other cities. Omar P. Stelle, chairman of the Gratiot Avenue Improvement Association, spoke briefly upon the general subject of better transportation facilities between Detroit and Mt. Clemens. He pointed out that Gratiot avenue is the heaviest traveled main artery out of the city, and he urged that everything possible be done to improve the service between the two cities.

Harvey J. Campbell, secretary of the Board of Commerce, made the closing address, dwelling at length on general salesmanship practices and giving several suggestions on what could be done to further the mutual interests of the Wayne and Macomb county-seats.

Representatives from the following firms comprised the Detroit party:

Chope Stevens Paper Co., Cary Co., Farrand Williams & Clark, Buhl Sons Co., C. A. Finsterwald Co., Edson

Moore & Co., Commercial Milling Co., W. H. Edgar & Sons, A. Krolik & Co., E. B. Gallagher & Co., J. T. Woodhouse Co., Burnham, Stoepel Co., Lee & Cady Co., Michigan Drug Co., Detroit United Railway, First National Bank, Geo. F. Minto Co., Crowley Bros., Crane Co., National Grocer Co., Standart Bros. Hardware Corp., Newton Annis Fur Post, Murray W. Sales & Co., U. S. Chamber of Commerce, and Board of Commerce.

On the next trip the Detroit delegation will leave this city at 7 a. m., Wednesday April 16, from 212 Bagley avenue, in specially equipped automobiles. Every car will be equipped with balloon tires, and everything possible is being done to make the journey most comfortable for the Detroiters.

Ionia will be reached about 11:30 and luncheon will be served to the Ionia merchants at 12 noon at the Elks Temple. Customers of Detroit firms from Lyons, Muir, Haynor, Henderson, Saranac, Portland, Lowell, Collins, Lake Odessa, Clarksville, and Webber, all of which are towns near Ionia, are being invited to this luncheon.

The Detroiters will leave for Belding in the afternoon and will be hosts to merchants of Belding and nearby towns including Mosley, Smyrna, Orleans, Shiloh, Vicksburg, Rockford, Hubberton and Palo, at a dinner.

After remaining in Belding over night, they will leave for Greenville Thursday morning. Luncheon will be served at the Phelps Hotel at noon to invited guests from Greenville and surrounding cities such as Sheridan, Sidney, Fenwick, Lakeview, Stanton, Trufant, Sheffield, Harvard, Cedar Springs and Fishville.

Thursday afternoon will be spent at St. Johns, the day closing with a dinner in the Masonic Temple. Merchants from Ovid, Fowler, Pewamo, DeWitt, Maple Rapids, and Westphalia, are being invited to this dinner. The Detroit party will return to the city at night.

April a War Month in American History.

Grandville, April 8—April is again with us, America's great war month.

Our two greatest wars began in April and the Civil War ended in that month. It would seem to be a month to be reckoned with. It was in April that the great tragedy of Lincoln's assassination took place.

It has been a month of mourning and of the gladness of victory and cessation of war. Well may we take note of this month and recall what it means in a National way to our people.

Abraham Lincoln had not been long in office when the guns in Charleston harbor sounded the tocsin of war. At half-past four o'clock on the morning of the 12th of April the first shot was fired on Fort Sumter. The deep thunder woke the morning echoes and rolled away over the trembling waters of the bay. At that moment the great clock of destiny struck its warning note. No single cannon, shot before ever bore such destinies on its darkened flight.

A few moments of dead silence followed the first explosion—and then came the earthquake. From Fort Moultrie, Point Pleasant, Fort Johnston, Cumming's Point and Sullivan's Island well trained batteries poured in their concentric fire until sea and shore shook with the terrible reverberations.

Thus was begun the war against the Union, which was not to halt until millions of treasure and thousands of lives were laid upon the altar of a devoted country. The crowned heads of Europe rejoiced at the thought that the Republican bubble in America had exploded.

English aristocracy rubbed their hands in glee when the cannon fired on Sumter tolled the funeral of a dead Republic.

But that Republic did not die. It was God ordained and through the smoke of battle was to receive a new birth of freedom which good patriots believe is to last through all future ages as a monument to liberty and the rights of man.

The great war began and ended in April.

The dates, April 12 and 19, are marked as two of the most important days in our calendar of time.

The war of the Revolution opened on the 19th of this month, when at Lexington and Concord was shed the first blood of our conflict with the mother country. The first blood of the Civil War was spilled in the streets of Baltimore while our troops were on the march to Washington in 1861. The month of April has made history for these United States and we can never forget that Abraham Lincoln, our greatest American, died on the 15th of that month.

It was in April that the battle of Pittsburg Landing was fought, one of the most severe struggles of the war for the Union.

It was here that the name of U. S. Grant loomed large in the public vision, although the rebel attack was a surprise and the Union army was at one time very near to defeat. There were many other small battles during the month at various times during the four year war.

General U. S. Grant was born on the 27th of April, becoming the head of the National army, and is recognized as the greatest American general.

What more need be said of this month which should hold high place as a war month of American history?

Lexington and Concord bring thoughts of our first war for independence, when the shots then fired were heard round the world. The cannon which boomed at Charleston when the walls of Sumter were assailed heralded to the people of earth announcement of a final assault upon the tree of liberty which had been planted by Washington, Jefferson and Adams in the long ago.

That assault met with miserable failure, although it heralded the opening of a four year fratricidal war which drenched the land in blood and piled a debt mountain high.

All of this is to the past. What has this month to do with our future history? There will be no more wars, say some. The churches are speaking out in no uncertain tones in deprecation of war, all quite agreeing with General Sherman, that war is hell. Very good, and a very humane declaration, no doubt, is that against all forms of war, but should the honor of America ever be again at stake, if foreign ships should fire on our defenseless merchantmen, sinking and drowning American citizens, what then?

Think you that our religious brethren would be behind the rest of our citizens in demanding reparation and abundant satisfaction for such wholesale murder?

Think you any religious denomination in America would turn the other cheek also and say "hit us again, we won't fight!"

Think you any church or society would feel too proud to fight? Not on your life. Members of churches are human and are usually patriotic to the core. This being true, when next the United States enters war, as she surely will at some distant day, every church denomination in the land will stand behind Uncle Sam and use every honorable effort to assist in winning the war.

It may be well enough to resolute against war, yet when the tug comes because of unjustifiable assault, we'll all be behind the flag with men, guns and money to prosecute it to the bitter end.

Old Timer.

One way to cut down the returned goods cost and loss is to see that no goods are overrated by the clerk making the sale.

Manufacturing Matters.

Detroit—The American Etherphone Corporation, 39 West Milwaukee street, has been incorporated to manufacture and sell radio and electrical apparatus, with an authorized capital stock of \$50,000, \$25,000 of which has been subscribed and paid in in property.

South Haven—The Michigan Garment House, Quaker street, has merged its business into a stock company under the same style, with an authorized capital stock of \$75,000, of which amount \$51,700 has been subscribed, \$4,700 paid in in cash and \$36,700.14 in property.

Detroit—The R. L. Spitzley Heating Co., 243 Larned street, has merged its business into a stock company under the same style, with an authorized capital stock of \$100,000 common and \$100,000 preferred, \$175,000 of which has been subscribed and paid in in property.

Mount Morris—The Central Gasket & Stamping Co. has been incorporated with an authorized capital stock of \$100,000 preferred and 400,000 shares no par value, of which amount \$100,000 and 200,000 shares has been subscribed, \$300 paid in in cash and \$32,891.30 in property.

Detroit—The Hanwood Tire & Rubber Co., 49 West Hancock street, has been incorporated to deal in tires, rubber goods, auto accessories, parts and supplies, with an authorized capital stock of \$10,000, all of which has been subscribed, \$200 paid in in cash and \$5,000 in property.

Romeo—The Cornell-Goold Co. has been incorporated to manufacture and deal in electric storage batteries, battery parts, auto parts and accessories, with an authorized capital stock of \$50,000, of which amount \$5,820 has been subscribed and paid in, \$200 in cash and \$5,620 in property.

Grand Rapids—The Safety Devices Corporation, 701 Wm. Alden Smith Jr., building, has been incorporated to manufacture and sell check protectors, safety devices, etc., with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed and paid in, \$5,000 in cash and \$1,000 in property.

Detroit—The Klean-Oil Cleaning Co. has merged its business into a stock company under the style of the Klean-Oil Manufacturing Co., Inc., 3456 East Jefferson avenue, with an authorized capital stock of \$30,000, \$20,000 of which has been subscribed and paid in, \$1,000 in cash and \$19,000 in property.

Detroit—The Reinforced Paper Products Co., 707 Hofman building, has been incorporated to manufacture and sell reinforced waterproof paper, milk bottles, cream and cheese containers, etc., with an authorized capital stock of \$150,000 preferred and 10,000 shares at \$5 per share, of which amount 10,000 shares has been subscribed and \$50,000 paid in in property.

In whatever capacity you may be employed in whatever place of business, don't stand idly by while a customer comes in and waits for recognition.