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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 30, 1924

Number 2119

A Country Girl's Creed

I BELIEVE that the country is a better place for me to live than the city, because it is cleaner, quieter and more beautiful. I believe that I can find no nobler work than to use all the knowledge and skill I can obtain to make my country home a place of happiness for my family and friends.

I believe that the community in which I live is a part of my home and that I should work earnestly with my neighbors to bring more helpfulness and joy into the community life.

I believe that God did not mean to shut me in a house, away from the free air and sunshine. I believe that all the blessings of the great outdoors are intended for me.

I believe that for me, too, it is an ennobling privilege to work with Nature—to care for the life giving soil with my own hands, to sow the seed and help it grow. I believe that all my life I should plan to have some work that calls me every day into the open air.

I believe in learning to enjoy good books, good music and good pictures. But most of all I believe in reading in Nature's unwritten books the wonderful stories of plants and animals; in listening to the music of birds and insects, of wind and rain; in watching the ever-changing pictures of earth and sky. For I believe that God has made my country home beautiful and dear to me.



FLORA BULLOCK

Public Reference Library,
Library St

Now is the time to order *Parowax*

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

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

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

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



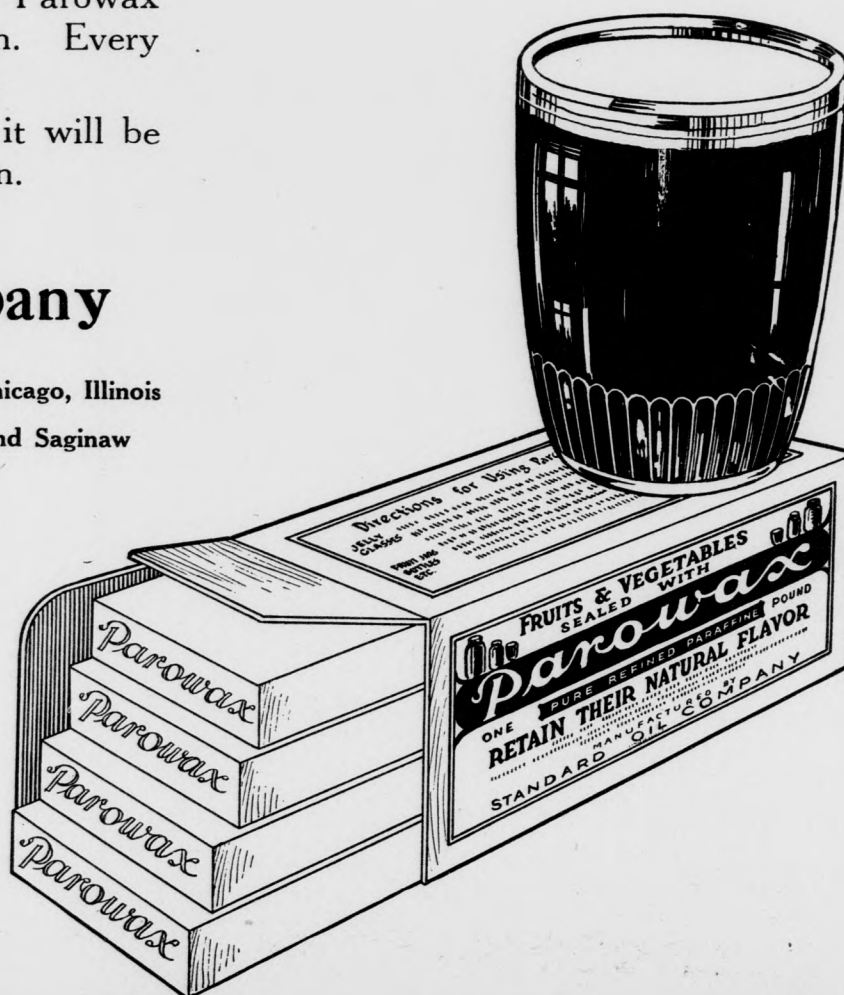
One of these two color counter display cartons is packed in each case of Parowax.

Standard Oil Company (INDIANA)

910 S. Michigan Avenue

Chicago, Illinois

Michigan Branches at Detroit, Grand Rapids and Saginaw



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MICHIGAN TRADESMAN

(Unlike any other paper.)

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

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

Subscription Price.

Three dollars per year, if paid strictly
in advance.

Four dollars per year, if not paid in
advance.

Canadian subscriptions, \$4.04 per year,
payable invariably in advance.

Sample copies 10 cents each.

Extra copies of current issues, 10 cents;
issues a month or more old, 15 cents;
issues a year or more old, 25 cents; issues
five years or more old 50 cents.

Entered Sept. 23 1883, at the Postoffice
of Grand Rapids as second class matter
under Act of March 3, 1879.

CANNED FOODS CONDITIONS.

April is below par as a distributing month for canned foods and as the month progressed business decreased, causing one of the dullest periods experienced in a long time. Everything on the list is bought sparingly and only for immediate needs, no matter whether an article is scarce and on the upgrade as to prices or whether it is plentiful. There is a strong preference for spot stocks and the weak holders are being favored. It is an indifferent market without any real encouraging features to warrant the belief that there will be a decided change in attitude in the near future. True enough the majority of offerings are either scarce or in no large surplus, but this does not bring about a demand for stocks for later use. Judging by the attitude as to futures the trade intends to operate conservatively for some time to come.

France in a new sense is making history. The government is co-operating with an association formed to make films of epic incidents in France since the reign of Louis XI. These motion pictures will visualize to the world the magnitude of the achievements of the monarchy and the republic, in war and in peace, and America will figure in the scenes of the Revolutionary epoch and of the World War. It is the best imaginable advertisement of what France has done for civilization and will remind the country's own citizens, young and old, of a proud heritage. It would be a good idea if an elaborate pictorial history of America could be compiled in similar fashion under Government auspices.

Judge Gary put the question of Japanese immigration in a nutshell in one sentence of a recent newspaper interview. Wisdom, discretion, and tact, he remarked, might solve the question to the satisfaction of every one and without offending those who have been

and are and desire to be our good and loyal friends. This is the attitude that has been taken all along by the National Administration, whither it was the Administration of Roosevelt, Taft, Wilson, Harding or Coolidge. The trouble has been made by parochial-minded Congressmen who have not seen the perils in a policy of discrimination. No one questions the right of the United States to limit immigration. The point, as Judge Gary observes, is that our laws should apply to all nations alike. It is easy to imagine the war cries that would be entitled by our anti-Japanese Congressmen if some Government were discriminating against us.

The French franc, which a few weeks ago was being beaten to death, is now skyrocketing out of range. Too rapid a deflation is in many aspects almost as worrisome as too rapid inflation. Each phase is abnormal; each throws out of gear the economic life of the community, the prices of commodities, the wages of labor, the charges of capital. Some experts compute the real value of the franc at about eighteen to the dollar; to-day a dollar buys only fourteen or fifteen. Speculation undoubtedly has a part in the present rise of the franc, just as it did in its fall. Profits can be made with the unit of currency going in either direction. The ideal, of course, is a reasonable fixed value, so that prices and the cost of living may be definitely known from day to day and from month to month. The German mark stabilized at just this side of zero at least has a real and known value.

Trotsky wants to burst the chains that shackle Russian women to the kitchen and the nursery. His rhetoric o'erleaps the carking boundaries of domestic science and household economics, banishing the oven, the dishpan and the crib, while it blazes a trail to the heights where freedom shrieks above the crying of babies. In plain Russian, he means that women shall not be hindered by home ties from public duties. But his rosy eloquence omits to ask who is going to do the drudgery and keep the wheels of the domestic machinery somehow revolving. The glib tongues and fluent pens which issue such emancipation proclamations are usually those of men who could not boil an egg without burning their fingers nor wash a dish without dropping it.

The man who would be king is not Alfonso of Spain. Frankly he wishes that his mother could have brought him up to be a soldier. In an outburst of candor to a newspaper correspondent he almost bewails the fact that he was born to the throne and could not

help himself. He displays little more enthusiasm for the post of a constitutional monarch than is manifested by the Prince of Wales. The difference between Alfonso and some other European monarchs who no longer wield a scepter is that they did not discern the signs of the times and gracefully submit to the inevitable. Alfonso accepted the dictatorship of Rivera as meaning the necessary and long-overdue political housecleaning. Rivera undertook drastic reforms that no constitutional monarch would dare attempt, however, secure the official tenure of his absolutism might be.

Enduring fascination attaches to the rules of longevity as issued by those who have attained vigorous old age, no matter how contradictory these rules may be. Chauncey M. Depew, ninety years old April 22, has been telling the world for a good many years how to grow old cheerfully. His recipe has the virtue of being comparatively easy to take, with assured rewards in increased happiness whether one lives much beyond the Biblical limit or not. Humor and optimism, moderation, the ability to lay worries aside when it becomes necessary, and, above all, faith in one's fellow men—these are simple rules which if followed may not lead to long life, but will certainly help to make life more pleasant.

Greece becomes a republic as the result of a plebiscite. The protests of ex-King George from the wooded heights of Transylvania could not prevent the eviction of his dynasty. The political creed of modern Greeks is that monarchs are but men, that the divine right of kings is a figment of superheated royalists imagination and that the fact as well as the name of "democracy" is essentially a Greek invention. If ex-Premier Zaimis is chosen President it will be a belated satisfaction to Venizelos in Exile. But a proposal to prohibit the discussion of the constitution for five years will be more difficult to enforce than the prohibition of liquor in America. Every Greek from the cradle to the grave is a partisan, and political talk will be as insuppressible and incorrigible in the new Greek Republic as in Ireland.

Governmental Price Fixing Hurting.

Written for the Tradesman.

The growing crop of wheat as a general proposition is in good condition; better than a year ago. The crop in Kansas looks very good, indeed, but not quite so favorable in Illinois, Missouri and Southern Indiana. The Northern and Central Indiana and Ohio territory shows good prospects; in Michigan excellent; in the Northwest, particularly the Northern half of North Dakota, the acreage being

sown to flax, corn and barley is materially larger than last year and the acreage sown to spring wheat reduced in proportion to increased acreage of the other grains. This particular section will show about a 20 per cent. decrease in wheat seeding.

The proposed legislation favoring the wheat farmer has driven practically all traders in this grain to cover. In fact, the possibility of price fixing by the Government is hurting business in general. Everyone is on the anxious seat, waiting to see what is going to happen.

The farmer cannot be blamed for seeking special legislation, in view of the fact that during the war the wages of certain classes of railroad labor were raised by legislation, and the Adamson law was one of the most infamous pieces of legislation ever enacted, in that it let down the bars to additional class legislation. Furthermore, just as certain as the Government goes into price fixing, just so certain will there be a serious reaction to it, and those who might be temporarily benefited will ultimately be seriously harmed by the consequences of unwise and uneconomic laws.

The farmer is not alone in distress; business failures have been alarmingly heavy in the past six months and a very little "rocking of the boat," so to speak, will create greater disturbance in all lines of business, farming included, for it is absolutely out of the question to favor one class above another without causing ultimate damage to all.

There have been more laws enacted during the past ten years than were enacted during the previous 138 years; we are surfeited with legislation, and it would be better for the American people to have Congress adjourn for two years, even neglecting important legislation, rather than continue in session and enact special laws that interfere with the proper functioning of natural laws.

Until price fixing legislation is settled one way or the other, there will be very little trading in futures, and the purchase of flour and feed to cover actual requirements only is advisable.

Lloyd E. Smith.

Detroit—The Auto City Sales & Manufacturing Co., 424 Book building, has been incorporated to deal in auto accessories, supplies and parts, with an authorized capital stock of \$20,000, of which amount \$12,010 has been subscribed, \$600 paid in in cash and \$11,000 in property.

A real salesman will increase your business while an order-taker won't even hold what trade you have.

Take the Convention Home With You.

The convention season is on the wane. The half-way mark has already been passed and within a short time the season of State meetings for the retail trade will be over. Newly elected State officers have already entered upon the performance of their duties and the members of the associations have once more turned their attention toward their own individual problems.

The convention season of 1924 has to date been one of the most successful ever experienced in the annals of the trade. The meetings, in point of attendance and work accomplished, have been far above the average. The past may well be reviewed with pride; the present will soon be the past, but what of the future?

Time was when a convention was regarded in the nature of an annual get-together affair; a period of hand-shaking and banquets; a time to renew old friendships and form new ones; in short, it was held to be primarily in the nature of a social event. The social features still remain prominent but not pre-eminent. Business now occupies the center of the stage and the discussion of retail problems has crowded all else into a secondary position.

No one denies the fact that the modern convention with its instructive addresses question boxes and open discussions should be extremely helpful to the average retailer. The question is, does it really help him?

The solution of the question lies with the individual merchant himself. He may attend conventions without end, but if he does not attend them in a receptive spirit if he does not go with a determination to learn something and apply it to his own case, the chances are that he will have only succeeded in wasting a considerable portion of his time, and, the convention, as far as he individually is concerned, will have been a failure.

The man who profits by the annual meetings is the man who either takes an active part or who keeps his eyes and ears open, remembers the lessons learned and applies them to the conduct of his own business. A convention is in reality a clearing house for ideas and problems. The more a man gives in the way of ideas and suggestions the more he will receive.

Perhaps the most important feature at any convention is the question box. The discussions that grow from the seed of some specific question often form the basis of a liberal merchandising education. This is particularly true at conventions where the sessions are thrown open to store salesmen. At many of the conventions held this year it was not an uncommon sight to see merchants in different parts of the room during a session, jotting down notes of the answers given to questions relating to turnover, overhead and discounts.

There is no merchant in the country who has attended any of the conventions this year who has not taken home with him invaluable ideas for the improvement of his business.

But how many merchants have com-

municated these ideas and suggestions to their store salesmen? How many merchants have sincerely attempted to hold store meetings with their own store salesmen or have requested traveling salesmen to talk to them about effective selling points?

At every convention that has been held, the importance of increasing turnover has been emphasized repeatedly, in the question box discussions, by economic authorities, by jobbers, manufacturers and association leaders. No one attending any of the conventions could have gone home without carrying with him the impression that the fundamental merchandising principle to follow in 1924 is to maintain a thoroughly balanced stock, and to turn it over as rapidly and as often as possible by every legitimate means known to modern salesmanship. If this is done, buying and overhead problems will automatically be taken care of in the ordinary course of time. Furthermore, the conventions of 1924 will have fulfilled their intended purpose, and will have contributed powerfully to the reconstruction of the Nation's business.

Code of Business Ethics.

A code of ethics for the guidance of business men has been drawn up by a special committee appointed for this purpose by the Chamber of Commerce of the United States. The code will be brought up for consideration by the chamber at its annual meeting in May, and in the meantime it will repay careful consideration by business men. It lays down fifteen fundamental principles, whose observance is regarded as essential to the proper conduct of business under modern conditions.

The first three are broad, general propositions: The foundation of business is a fair profit plus a safe reserve, and equitable consideration in business dealings is due alike to capital, management, employees and the public.

Then come a number of more specific rules of conduct. There should be thorough knowledge of a business before there can be efficient service. Permanency and continuity of service should be basic aims (no fly-by-night adventures). There should be constant aims to improve the service in every particular. Contracts must be executed in both letter and spirit. All representations of goods and services must be truthfully made and scrupulously fulfilled. Waste in any form is intolerable; excesses of every character which create artificial conditions and lead to crises are condemned; unfair competition is a public wrong. Controversies are to be adjusted by voluntary agreement or arbitration, and corporate forms do not absolve from the moral responsibility of individuals.

The last two paragraphs of the code prescribe methods for making its observance effective. Business organizations are exhorted to co-operate in lawful manner to support these principles, and business should so conduct itself as to render restrictive legislation unnecessary.

Any business man who promises more than he delivers sends the public away complaining, to stay away, to keep others away.

HEKMAN'S

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

Delicious cookie-cakes and crisp appetizing crackers—There is a Hekman food-confection for every meal and for every taste.

Hekman Biscuit Co.
Grand Rapids, Mich.



HOLLAND RUSK

Made of whole milk, wheat flour and fresh eggs. Baked and toasted to golden crispness.

The moisture-proof wrapper keeps them always fresh and delicious.

Holland Rusk Co. Inc.

Holland Michigan

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.

Live News From a Live Town.

Boyne City, April 29—James B. Tryone, who for several years has conducted a restaurant here, has bought the Riverside Hotel. He is repairing the building, inside and out, and will furnish it in a good, plain, comfortable way. He intends, as soon as he can do so, to open a hotel for the care of people who cannot afford to pay more than a very moderate price for hotel accommodations. There is no doubt that this place will meet a demand that has not been catered to in Boyne City for many years. Mr. Tryon proposes to furnish good beds and good substantial meals in a clean and orderly place. He knows how and the traveling public will welcome just such a place.

C. A. W. Chew, who came to our city last fall from Indiana, is tearing down the old Beardsley store building on Lake street. We do not know how long it has been in existence, something near a half century. It was the first real store building in town. We will have to ask Bill Bailey how long since it was built. He is the authority on Medieval Boyne City. We are not sure, but we think that this is the place from which a young bride wrote to friends in a down-state city that she was the happy occupant of a plastered house. Her friends did not quite get the dazzling elegance of this, but any one who has been acquainted with conditions in those prehistoric days can appreciate her enthusiasm. It is understood that Mr. Chew has in mind the starting of a small manufacturing plant here. By the way, Mr. Chew says that he has not spent so comfortable a winter in many years. We always did think that Northern Michigan is a good winter resort.

The fates decreed our attendance on the annual dinner of the Rod and Gun Club, which took place at our Wolverine Hotel last Thursday. Three hundred and sixty days in the year the

Club is principally John Parker, Will Vought, Ed Duel and Frank Barden, but the other five or six days they wake up the town to the extent of a dinner that takes in anywhere from 250 to 350 people, and draws to our modest (?) burg the shining lights of all our surrounding towns and many from the Southern cities. This year was more than usually prolific in interesting speakers. William Fuehrer gave the audience his usually good ideas as to making our boys into good citizens, not by prohibition or inhibitions, but by training the natural tastes and desires to find proper expression in right actions. He was followed by Prosecuting Attorney Elmer Smith, of Gaylord, who answered the question, "Where do you fit?" in which he filed them all in their proper place. William Pierson, our one and only Bill, talked on future legislation. Mr. Pierson always has something to say and likes to say it and everybody likes to hear him. It makes no difference whether Pierson talks five minutes or fifty, everybody always listens and always gets something to store away and think about. After a short talk on fire prevention by C. A. Peterson, Chief Fire Warden, the real fun of the evening began. A prominent citizen of our neighboring town, who has been identified with the Conservation Commission, took the floor in a discussion of that body, which we are inclined to think from all reports was more in the nature of a cussing than anything else. Anyway, one would be inclined to think that he had a very poor opinion of the personnel of the Commission, particularly the head.

Fortunately or unfortunately, the speaker slated for the next number was Edgar Cochran, Secretary of the Commission, who had prepared a talk on "Conservation." He forgot his set speech and immediately proceeded to destruction of the critic of his depart-

ment, all in a quiet, gentlemanly and forceful way. From all reports, when he got through with it, there was nothing left of John but "a rag and a bone and a hank of hair." We are informed that the correspondent of a Grand Rapids daily, who was brought along to record the discomforture of the Conservation Commission, did not get anything satisfactory to report, but did sidetrack the local scribe who furnishes the rival paper with Boyne City news.

Altogether, the 1924 meeting of the Rod and Gun Club will go down to the future generation as one of the most interesting, if not instructive, of any of the series.

The anemone hepatica and arbutus families have come out from their winter seclusion in their new Easter clothes and are decorating all the sunny glades and swamps with their bright faces. They report a very comfortable and quiet winter and seem very glad to be with us again and we surely are glad to welcome them.

Maxy.

Scotch Thrift.

She was a comely widow and, moreover, she was Scotch. She mourned MacIntosh, her late husband, for eighteen months and then from a flock of suitors chose honest, homely MacIntyre for her second.

"I'm not guid enough for ye, dear," he whispered. "What for did ye choose me oot o' sae mony?"

"Ah, weel, ye see, your name's MacIntyre."

"Yes, but—" began the bewildered suitor.

"And' ye ken," finished the widow, "all my linen is marked 'McI.' That is why, Donald."

Some Results of the Tea Campaign.

One remarkable result of the campaign being waged in this country for India tea is that several big business houses in New York have adopted the practice of serving 4 o'clock tea to their employes, finding that the few minutes relaxation and particularly the stimulating and refreshing quality of the tea does a great deal toward increasing the working efficiency of the closing hours of the day. This is instanced by the example of such firms as Rogers Peet & Co., The John Budd Co. and others who serve 4 o'clock tea to their employes every afternoon. And now the New York League of Business and Professional Women have adopted the 4 o'clock tea habit. Tea shops have been newly opened in large cities, and a majority of the better class restaurants are now making a special point of advertising that they serve 4 o'clock tea.

Announce New Summer Colors.

The four colors selected by the National Garment Retailers' Association for the new Summer and sports apparel season have been announced. They are: Titian sand, citrina, ruby red and shrimp pink. Titian red, known as Maya on the latest color card of the Textile Color Card Association, is a reddish brown and is suggested for coats, suits and skirts. Citrina is a bright yellow for dresses, blouses, sports wear, knitwear and bathing suits. Shrimp pink is the cameo pink shade appearing on the color card. It is primarily a sports wear color, as is ruby red, which is a deep red.



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

Barney Says—

Many of the retailers who came to Grand Rapids for the Retail Grocers' Convention, talked about it when they were going through our warehouse.

They said it was the best convention the Retail Grocers had ever had; that the talk and discussion brought out more help than any convention ever had done before.

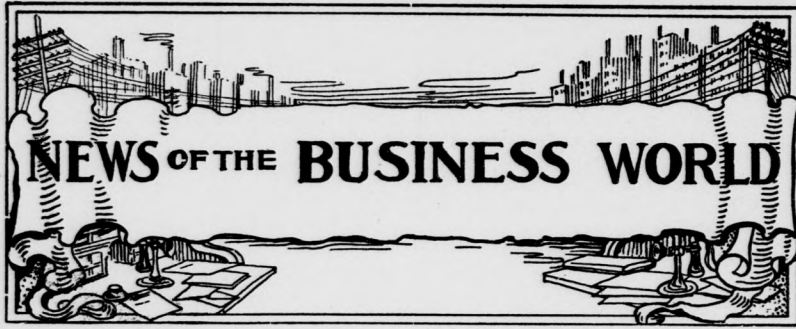
They also told me there were more of the better merchants at this convention than at any other time, and,

By Golly, the good merchants are all set on co-operating with those manufacturers who work for the retailer as they are tired of being used as a "cat's paw" by the manufacturers who are playing double.

WORDEN GROCER COMPANY

GRAND RAPIDS
KALAMAZOO—LANSING—BATTLE CREEK

THE PROMPT SHIPPERS



Movement of Merchants.

Detroit—The United Pretzel Co. has changed its name to the United Pretzel & Cone Co.

Detroit—E. V. Burroughs will open a meat market at 7735 Hamilton avenue May 1.

Detroit—The tailor shop of Mortel Pridgett, 542 Watson street, has been sold to Johnnie Favors.

Detroit—Fannie Faber has bought the grocery at 8501 Cameron avenue from Etzhok Wainer.

Ypsilanti—Henry A. Gilmore is closing out his stock of wall papers, paints, etc., at special sale.

Saginaw—The Saginaw Malleable Iron Co. has decreased its capital stock from \$1,150,000 to \$250,000.

Detroit—John Debs' variety store, at 9212 Gratiot avenue, has been sold to Charles D. Bates.

Dollar Bay—The Dollar Bay Lumber Co. has increased its capital stock from \$50,000 to \$200,000.

Detroit—W. R. Caplis opened a men's furnishings store at 11425 Charlevoix avenue a few days ago.

Detroit—Marie J. Gray bought the millinery shop of Anna R. Holden, 9113 Woodward avenue, lately.

Detroit—Doty M. Carol, cloak and suit dealer at 1564 Woodward avenue, will discontinue business shortly.

Detroit—W. G. Longpre has bought the confectionery stock of Harry Angelus, 4892 Grand River avenue.

Frankfort—The West Michigan Fruit Products Co. has increased its capital stock from \$10,600 to \$50,000.

Detroit—Joseph Goldstein has sold a half interest in the St. Louis Tailors, 653 Gratiot avenue, to Max Lampert.

Detroit—The Wilkowski Hardware Co., 4801 Chene street, has increased its capital stock from \$15,000 to \$30,000.

Lansing—The E. E. Chapman Sporting Goods Store, 112 East Michigan avenue, is being remodeled and enlarged.

DeWitt—Norris & Eldredge have redecorated the interior of their hardware store and installed new show cases.

Muskegon Heights—The Michigan Washing Machine Co. has decreased its capital stock from \$200,000 to \$5,000.

Detroit—On April 25 Charles Gerish bought the confectionery store at 1401 Lawndale avenue from Steve Aubrosi.

Detroit—The Office Appliance Exchange, 737 Griswold street, moved to 1140 Griswold May 1. H. H. Rowe is manager.

Detroit—William Donato opened a tire shop at 14420 Charlevoix avenue,

a few days ago. It is known as Bill's Tire Shop.

Detroit—Green's Hardware, 3240 Joy road, opened to the public last Saturday. Edward S. Green is the proprietor.

Detroit—Charles A. Richey and wife have sold their confectionery at Buchanan and Thirty-first streets to DeCoursey Gleeson.

Detroit—The store of Bernard Samuels, jeweler at 632 Woodward avenue, will henceforth be known as the Woodward Jewelry Shop.

Detroit—An involuntary petition of bankruptcy has been filed against the Supreme Oil Co., 2223 Fenkell avenue. The claims total \$1,961.73.

Brightmoor—Sam Hutton's dry goods and women's furnishings store, 19805 Twelfth street, has been sold to Saul Karpf.

Battle Creek—The Sanitarium Equipment Co. has changed its name to the Sanitarium & Hospital Equipment Co.

Detroit—Yett Chasen has sold his grocery stock at 7449 and his meat market at 7453 Gratiot avenue to Max Genendlis.

Highland Park—Sam Torack and wife are the new owners of the grocery at 13935 Second avenue, having bought it from F. A. Mills.

Detroit—Joseph E. Kerig is now the owner of the soft drink and confectionery business at 4248 Third avenue, formerly operated by S. S. Cox.

Detroit—The jewelry store of Frank & Steinberg, 44 Monroe avenue, discontinued business May 1. The store at 32 Monroe remains unchanged.

Detroit—The Seven Mile Road Hardware, Stephen Gymek, 6117 Seven-Mile Road, is one of the latest additions to Detroit's hardware stores.

Detroit—John Ryan and C. MacDonald have purchased the stock and fixtures of the confectionery store at 7622 Twelfth street from Abner Wickham.

Detroit—The Detroit General Markets, grocers at 1501 Pallister avenue, is now owned by Douglas D. Darling, who bought it from Max Lefkowitz April 24.

Kalamazoo—R. W. Cushman has sold his grocery stock at 1410 March street, to Edward H. Brooks, who will continue the business at the same location.

Detroit—Ed Hock, hardware dealer at 9939 Mack avenue, bought the business of the Bryan Hardware, 11508 Mack, and will operate it as Hock & Strudley.

Detroit—Joseph Pojesky has changed the name of his filling station and accessory store to Little Joe's Acces-

sories. The business is at 10213 Harper avenue.

Detroit—Anthony Ceasarz has transferred his confectionery and tobacco stock at 3202 Military avenue to his brother, Thaddeus. The transfer was effected April 25.

Detroit—W. L. Bloome, proprietor of the Charlevoix Dry Goods Store, 11240 Charlevoix avenue, will open another store under the same name at 14409 Charlevoix soon.

Detroit—The grocery and meat business at 18622 Mound avenue is now in the hands of John Sienkiewicz. He took it over from Walter Szczodrowski a few days ago.

Kalamazoo—Michael J. Leo has opened a barber shop for women and children and a beauty parlor in his millinery, women's ready-to-wear clothing, etc., store on West Main street.

Hamtramck—An involuntary petition in bankruptcy has been filed against Ignatz Auslander, shoe dealer, 8571 Joseph Campau avenue. Three creditors claim sums amounting to \$525.23.

Muskegon—The Dolomite Limestone Products Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$7,100 has been subscribed and \$2,000 paid in in cash.

Ishpeming—Frank Clementi and Dominic Nardi have formed a copartnership and engaged in the confectionery, ice cream and soft drink business at the corner of Lake and Division streets.

Ypsilanti—Louis K. Foerster has remodeled his store building at 115 Michigan avenue, West and will install a line of toys, games, etc., in connection with his hardware stock, about Nov. 1.

Detroit—Todd's Clothes Shop, 1012 Woodward avenue, has been incorporated with an authorized capital stock of \$30,000, of which amount \$15,000 has been subscribed and \$10,000 paid in in cash.

Grand Rapids—The General Devices & Fittings Co., 1450 Buchanan street, S. E., has been incorporated with an authorized capital stock of \$100,000, \$25,000 of which has been subscribed and paid in in cash.

Detroit—Walter S. Sprenger, shoe merchant at 9233 Mack avenue, is building a new store at Mack and McClellan avenues. When completed, he will open another store in one side and will rent the other.

Mount Clemens—The Gratiot Oil & Gasoline Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed, \$500 paid in in cash and \$2,500 in property.

Detroit—The Universal Casket Woodworking & Milling Co., 1426 Catherine street, has been incorporated with an authorized capital stock of \$25,000, \$8,800 of which has been subscribed and paid in in property.

Milan—The American Boiler & Foundry Co. has been incorporated with an authorized capital stock of \$50,000 preferred and 1,000 shares no par value, all of which has been subscribed and \$5,000 paid in in cash.

Detroit—The Cunningham Plumbing & Heating Co., 2454 Ferry Park, has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in, \$2,942.75 in cash and \$22,057.25 in property.

Pontiac—A blaze of mysterious origin destroyed the four-story building occupied by Whitefield Macotte, wholesale grocers, at 71 West Pike street, causing a loss estimated at \$130,000, most of which was covered by insurance.

Grand Rapids—The Grand Rapids Gilt Edge Co., 1010 Eastern avenue, has been incorporated to deal in heating apparatus, appliances, sheet metal work, etc., with an authorized capital stock of \$6,000, all of which has been subscribed and \$1,000 paid in property.

Calumet—The Carlton Hardware Co. has merged its wholesale and retail business into a stock company under the same style, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in, \$501.28 in cash and \$24,498.72 in property.

Detroit—Sidney M. Netzorg, who bought the Elliott-Taylor-Woolfenden department store, has incorporated a portion of the business as Elliott-Taylor, Inc., with a capital of \$350,000 and 15,000 shares of non-par value stock. The new company will handle only the wearing apparel. The remainder of the business will be conducted as the Detroit General Store Co.

Manufacturing Matters.

Saginaw—The Saginaw Malleable Iron Co. has decreased its capital stock from \$1,150,000 to \$250,000.

Detroit—The F. C. Pingree Sons Co., manufacturer of shoes, has increased its capital stock from \$50,000 to \$75,000.

Detroit—The Edwards Lawton Manufacturing Co., 617 Glover street, has changed its name to the Detroit National Stamping Co.

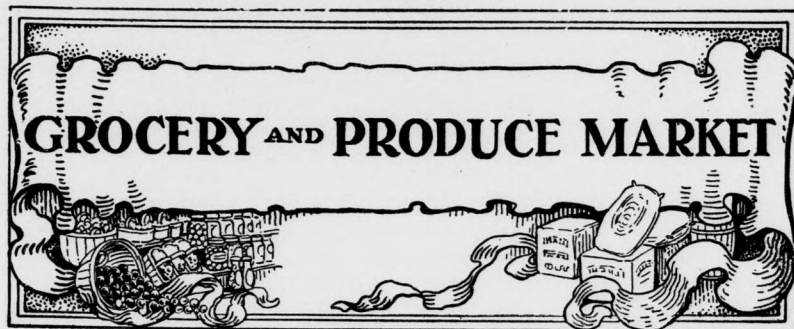
Niles—The Acme Red Cedar Chest Co. has filed a petition asking for the appointment of a permanent receiver and the dissolution of the company.

Detroit—The Petroleum Heat & Power Co., 238 West Larned street, has changed its name to the Universal Automatic Oil Burner Corporation.

Detroit—Stiner Piston Ring, Inc., 535 West Larned street, has been incorporated with an authorized capital stock of \$50,000, of which amount \$24,500 has been subscribed and paid in, \$22,500 in cash and \$2,000 in property.

Detroit—The Oil Burning Engineering Co., 4155 Cass avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$75,000, \$16,860 of which has been subscribed and paid in in property.

Grand Rapids—Winters & Stryker, 339 Commerce street, S. W., manufacturer of refrigerator hardware, metal stamping and tool making, has merged its business into a stock company under the style of Winters, Stryker & Cramton, with an authorized capital stock of \$85,000, all of which has been subscribed and paid in in property.



Essential Features of the Grocery Staples.

Sugar—Local jobbers hold cane granulated at 8.80c. H. L. Harrsen, formerly of Grand Rapids, but now located in New York, has recently returned from Cuba. He says the high price of raw sugar in Cuba has demoralized everyone engaged in the production of that staple. Cuban growers can make money growing raw cane sugar at 3c, but now that the product commands 5c, the producers are uneasy because of the abnormal condition of the market and labor is utterly unreliable and unstable.

Tea—The market has shown some business during the week, although the situation is by no means active. There is a steady business, but mostly small lots. Prices remain about unchanged, although Ceylons are working up.

Coffee—The market for Rio and Santos coffee has continued somewhat unsettled during the week. Futures in these grades, green and in a large way, have shown a little more strength, but spot coffee has certainly been no more than steady. Prices are no higher for the week and the demand is only fair. No price changes in any grade of Rio and Santos have occurred since the last report. Milds, green and in a large way, have firmed up a little during the week and show a better demand. The jobbing market on roasted coffee is steady and fairly active.

Canned Fruits—California fruits are dull as to spot trading. There is a natural jobbing demand, but this has been scaled down to the bare requirements of the moment. Cannerymen are not free sellers and have light reserves of all grades and varieties which they are either withdrawing or are advancing. Jobbers are not buying for later use even though the market is advancing and supplies are more difficult to locate. Neither are they ready to consider futures. Pineapples are steady, but not a big seller. Gallon apples are not in much demand as fresh fruit is still too plentiful in the market.

Canned Vegetables—In major vegetables corn and tomatoes drag, but peas of most sieves are so scarce that they are naturally firm. Corn is only a routine seller in standards which are picked up as they are needed. Fancy lines are in the best demand as they are scarce in Golden Bantam and Crosby. There is more or less pressure to sell tomatoes, more so by second hands than by canners. There are some packers who are in need of money who are shading under the established prices at the factory, but the larger interests are liquidating as the

outlets permit. At best it is an indifferent market. Futures remained at former levels last week but were not freely taken. Many of the minor vegetables, if not all of them, are scarce on the spot.

Canned Fish—The new season for Maine sardines is about opening, but buyers are not specially interested. The demand for old pack is light. Other grades of sardines are unchanged and dull. Salmon of all grades is dull and featureless. New pack lobster is wanted to some extent. Shrimp is firm on account of scarcity.

Dried Fruits—Prunes seem to cast a shadow over other dried fruits and tend to make jobbers conservative in their buying policy. It is the adopted custom of the trade at present to buy as goods are needed and spot offerings are often preferred to those in transit or on the Coast. In prunes, the market has made no material progress during the past week in the way of liquidation from the source, but the most significant development was the refusal of the California Association to be stampeded into cutting its prices on medium sizes. Such a course was expected by a large part of the Eastern trade and evidently by some packers who, before the association took definite action, began to shade their prices. The association, however, stood pat and intends, apparently to follow that policy until new crops are ready to be offered to the trade. The matter of a price change was not an easy problem to solve for there are arguments for and against such a course. The spot market is quiet. Distributors are pushing their own goods, but buying response from the interior and city dealers is not very gratifying. Oregon prunes are as dull as California lines, with more sellers than buyers. Raisins, even though there is a large tonnage, part of which is not of bang up quality, have been moving steadily and in satisfactory volume. The offerings are now largely by the association as independents are retiring from the market. The concentration of the offerings tends toward a general betterment. Renewed interest is being shown in bulk packs. Package lines are moving well where the nickel package seems to have taken on a new lease of life. Spot stocks of the latter are closely sold up and the next shipment will not be here for two weeks. Apricots are not plentiful and their scarcity here and on the Coast makes them firm in tone although distributors prefer to buy in small jobbing parcels. Peaches are steady, with a fair spring demand but along conservative lines. Pears are one of the scarcest items

on the list, while currants are merely steady and featureless.

Beans and Peas—The demand for dried white beans is dull. Holders are pressing most grades for sale and the market is a buyer's market. Most grades of beans are easy. Green and Scotch peas dull at ruling prices.

Syrup and Molasses—The demand for molasses has fallen off slightly the past week, although business is still doing. Prices are still steady to firm as stocks are low. Sugar syrup is also in small supply and the demand is good. Prices firm. Compound syrup is in fair demand at unchanged prices.

Salt Fish—Mackerel is unchanged and steady. New Irish fish is becoming available, with a possible light pack. Codfish in fair demand at steady prices.

Cheese—The market shows a fair demand at steady prices during the week. No particular change in any respect.

Provisions—A decline in hog prices caused some weakness in hog products during the week, although declines were not heavy. The demand for all grades of provisions is quiet. Beef products about unchanged and slow.

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—The market is now supplied from Illinois. Recent receipts fetch \$4.25 for box of 2 doz.

Bananas—6@6½c per lb.

Beets—New from Texas, \$2.50 per bu.

Butter—The market has developed some firmness during the past week, but is unchanged in price. The demand has been excellent. First-class butter seems to be in rather strong hands. Local jobbers hold extra fresh at 36c in 60 lb. tubs; prints, 38c. They pay 20c for packing stock.

Cabbage—New from Texas, \$4.50 per 100 lbs.

Carrots—\$1.25 per bu. for old; \$2.75 per bu. for new from Texas.

Cauliflower—California, \$4 per doz. heads.

Celery—90c@\$1 per bunch for Florida; crates of 4 to 6 doz., \$5.50@6.

Cucumbers—Hot house command \$2.75 for fancy and \$2.50 for choice.

Eggs—The cold season has had an effect in production, although the supply is still heavy and in consequence of it the market declined a fraction during the week. The demand is a little slow. Eggs are still being stored, the storage record being higher now than ever before at this season of the year. Local dealers pay 20c 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—\$5 per hamper.

Green Onions—75c 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 ----- 21c

Lemons—The market is now on the following basis:

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

Onions—Texas Bermudas command \$3.25 for White and \$2.75 for Yellow per crate; home grown, \$2 per 100 lb. sack.

Oranges—Fancy Sunkist Navels are now quoted on the following basis:

100 ----- \$6.25
126 and 150 ----- 6.25
176 and 200 ----- 5.50
216 ----- 4.75
252 ----- 4.50
288 ----- 4.25

Floridas fetch \$4.50@5.

Parsley—65c per doz. bunches.

Parsnips—\$2.25 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 ----- 24c
Heavy springs ----- 24c
Light fowls ----- 18c
Stags ----- 14c
Ducks ----- 17c

Radishes—\$1 per doz. bunches for hot house.

Rhubarb—8c per lb. for Florida.

Spinach—\$2 per bu for home grown.

Strawberries—Louisiana stock commands \$7.50 for quarts and \$4 for pints—both 24 box crates.

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

Tomatoes—Southern grown \$1.40 per 5 lb. basket.

Turnips—\$1.50 per bu.

Veal—Local dealers pay as follows:

Fancy White Meated ----- 11c
Good ----- 09c
60-70 fair ----- 8c
Poor ----- 6c

It begins to appear that Henry ford will not get Muscle Shoals unless he or his spokesmen make considerable change in their bids. The Senate committee is placing him on a level with the other bidders. Other concerns as well as the ford interests have consulting engineers and these experts are rather riddling the ford bid. They are offering to make more nitrates than ford and take less money from the Government in so doing. Where ford would turn over a net return to the Treasury of about \$90,000,000 in fifty-six years, other concerns are offering from \$136,000,000 to about \$300,000,000. Where Mr. ford insists he must have it for 100 years or not at all, other interests offer to take it under the fifty-year clause of the Federal water power act. Meanwhile a poll of the Senate indicates that a majority of twelve is in sight against the unchanged ford offer. The Senate does not seem to be quite so closely in touch with Detroit as the House was a little while back.

Middleville—Laban Barnhart, formerly engaged in the grocery and meat business at Wayland, will open a new grocery store and meat market at this place in the near future.

Public Appointments Should Be Made Solely on Merit.

Glen Lake, April 29—Chief Justice Taft, the other day in a public address, spoke on the advisability of abolishing the system of requiring senatorial sanction of appointments for important positions made by the President, such as members of his cabinet, Federal judges, diplomatic officials and postmasters of the first class.

His position is that such appointments by the chief executive should be based on the merit of the individual for such position; that the executive is in a better position to judge of the capabilities of the appointee than a Senate which is controlled by political considerations only.

I claim he is right. Members of the Senate have no means of informing themselves as to the ability of the applicant and, as a matter of fact, he may be known to but a few of the members who pass upon his case.

In practice, all that senatorial consideration of such appointments assures is that such confirmation shall conform as nearly as possible with the "spoils system" of selection. The present plan really acts as a check on the President, should an effort be made to appoint a man exclusively on the ground that he is fitted for the position although his party affiliation may be less pronounced than that of the rank politician.

The Chief Justice recognizes that difficulties would be encountered in bringing these upper branches of the service under control of the civil service board. The politician whose stock in trade is the political patronage he is able to control would naturally be opposed to it, and the system of awarding such offices to the applicants ranking highest in competitive examinations would hardly be possible, since in many cases the most competent candidates would be so occupied with their own business affairs that they would not feel disposed to spare the necessary time to "cram" their brains for such tests.

The real facts are that the competitive examination should not be an insurmountable obstacle, in that in cases where conditions did not make it a necessary test of capability, it should be abrogated, and the executive be permitted to exercise his own good sense, making the appointment upon his own knowledge of the merits of the case. Political expediency should not be permitted to enter into the conditions surrounding the President's action.

With the absolute knowledge that he candidate is possessed of a fair equipment of intelligence and that his former career has been above suspicion the President ought certainly to be allowed to select his lieutenants without the interference of a body or board, who would base business ability on the basis of political pull.

Under such conditions high grade individuals might be induced to enter public service for the public benefit. There is little danger of just now getting beyond the evils of the "spoils system," but it is something of calm consideration and the U. S. Senate would dignify its existence by allowing the executive to use his own judgment in his selection of appointees, and at the same time invest him with a moral responsibility of acting with calmness and due deliberation.

How many of those philanthropists who are howling and demanding that the United States do something to relieve financial conditions in Europe really understand the reasons for such conditions?

Pure and unadulterated selfishness is at the foundation of all the troubles we have gone through in an effort to alleviate the sufferings of these natives. Selfishness on their part.

It is not denied that France has

been the recipient of rebates collected from Germany for the support of our military which performed police duty after the war, and yet they want us to forget all this just because we have been easy on our debtors.

Now that these claims are being referred to diplomatically, with no shade of serious demand, the French press are howling that America is one gigantic pawnbroker's shop and that they are the victims of oppression. In other words, we are placed in the position of Shylock demanding his pound of flesh.

If the French government would evidence some disposition to help themselves there might be some justification for this continual clamor favoring something to relieve the tension of the financial situation, but the French people are still crazy for military prowess and are expending all their efforts in that direction.

What France needs is not political or military power, but peace. Those now in power there are its own worst enemies. Never was France in such sore distress as now, nor were her people, distinguished from politicians, ever more deserving of sympathy than now. In the light of these facts the aspirations and ambitions of a few leading politicians and imperialists to make their country a dominant power in Europe, and the burdens of another and more disastrous war, stand out in frightful irony.

Here we might supply a survey of the physical conditions of France today, as compared to the period immediately preceding the war.

In 1911 the population, excluding foreigners, was about 38 millions. In 1921, ten years later, the population, including that of Alsace-Lorraine (which in 1911 was nearly two millions) was shown to be about 37 millions, a net loss in population of two and one-half millions.

This represents the men murdered in the war, those who died on account of the hardships of life during that period, and the children who would have been born if those who engaged in the war had remained at home and married.

Not the least distressing feature of the case is the fact that war's casualties, and diseases allied therewith, wiped out those who were physically and mentally competent.

And yet through political intrigue France has alienated the sympathy at least of a greater portion of the people of the United States and still has the audacity to supply propagandists to further the scheme to promote further assistance in a financial way from this country.

A weak cause, still further weakening through political mismanagement. Frank S. Verbeck.

Cost of Living.

During the past twelve months the cost of living scored a net advance in the United States, but in the last quarter of this period there was a marked downward trend, according to data recently published by the Bureau of Labor Statistics. The bureau's index is based on statistics collected in thirty-two of the principal cities of the country. From December, 1923, to March, 1924, living costs declined in every one of these cities, the range being from 0.9 to 2.6 per cent., and the general average being 1.6 per cent. For the twelve months ending with March, however, the movement was much more irregular. Seven cities in this period showed declines and twenty-five showed advances. The net movement in the different cities during the whole year ranged from a decline of 1 per cent. in Denver to an advance of 2.7 per cent. in Seattle.

Thoughts on the Present Political Situation.

Grandville, April 29—Bloc legislation is utterly vicious.

It cannot be defended on any theory advanced by its advocates. It is pure class legislation and should be relegated to the limbo of forgotten things. And this would be the case had our Republican standpatters the backbone of a calf.

Compromise is often quite necessary to accomplish some good object, but knuckling to a radical wing which has not the good of the country at heart is little less than treason, of which the majority in the present Congress has been guilty since its organization.

A very small minority at Washington rules the United States to-day. Is not this fact a disgrace to that body of men who were chosen to carry out certain principles supposed to be of benefit to the people? Is it not also a nauseating pill for the American people to swallow?

However much the Democrats expect to profit by the treason of these pretended Republicans, at heart they despise them above ground. The LaFollette gang has made a name for itself far worse than the nullifiers of Carolina in 1832 or the Hartford conventionites at the time of our last war with Great Britain.

While pretending to be party men these plotting few run a knife under the fifth rib of the party, thus out Brutusing Brutus at the time of Caesar's assassination.

In old days we compromised with slavery until it drove us into the Civil war. Compromise with wrong is never advisable and profits nobody in the long run.

The party which is supposed to profit by this cowardly blocking of legislation, while accepting the aid of these reds, at the same time despise the traitors from the bottom of their hearts. Treason to party or country can have no apologists.

As Benedict Arnold was despised by the British whom he thought to aid, so is LaFollette and his gang of disreputables despised by the Democratic minority in Congress. These reptiles may find the bed they have made for themselves a hard resting place, yet they owe all their troubles to themselves, and will never again be welcomed back to the party they have betrayed.

Aaron Burr and Benedict Arnold are representatives of a class who never got far toward winning the affections of their fellow citizens.

A few radicals who sit in Congress and rub their hands in unholy glee over blocking every bit of remedial legislation demanded by the people do not make a pleasing picture. A man who is elected on a party ticket and refuses when the chance offers to carry out the wishes of his constituents is of all men the most despicable.

A man without a party is to be compared with a man without a country. He loses the respect of everybody and is truly to be pitied. We can honor the man who is true to party principles even though we do not agree with him; but the betrayer of his party isn't regarded with any degree of confidence by even those who may profit by his treachery.

There are many things, of course, which come up in the way of legislation which are not strictly party ideas, and such often require individual consideration of a nature wholly divorced from party action. It is easy to conceive of this, but when it comes to well known principles of party alignment, it is then the duty of the party man to vote and work as his party expects him to do. If he cannot do this he had better resign and take the first train for home.

There will be an election this fall between the two principal parties of the country and the principles around

which each party will rally will be plainly defined, so that there may be no mistake when the voter enters his booth to mark his ballot.

The scandals among public men have rather whetted the appetite of the mob for more, but that a party can carry on a campaign demanding strict honesty in governmental affairs, expecting to make it a party slogan, will excite a smile of derision. Honesty and party are always with us. Neither party has a monopoly on honesty. If one party was known to be dishonest and the other the contrary, the election would be quickly and overwhelmingly carried for the latter.

There are certain basic principles, however, coming to the front this fall which must not be lost sight of, and one of the most important is that of the tariff.

This is not a dead issue by any means. Protective tariffs are as much a part of Republicans as tariff for revenue only is a part of the Democrats.

No man or woman will vote the Democratic ticket expecting a strong protective tariff policy to be inaugurated. On the other hand none will vote for a Republican President expecting to thereby gain comparative free trade. There are other questions dividing the parties, but none of equal importance to the well being of the country.

It is well enough to judge the future by the past and act accordingly. There can be no doubt but the Tariff will occupy the center of the stage when the campaign opens with full vigor, and bloc legislation may be forgotten under the stress of this wider, more important subject. Old Timer.

White Hose Coming Strongly.

So marked has the improvement been in the demand for white silk hose of the better grades of late that, last week, it topped the color list of one of the most prominent manufacturers. This was the first time in many months that white had been at the top, or even very close to it. Based on recent sales there is little question that the big white season promised in hosiery this Summer will come to pass. Like most changes, the vogue for white hose has started at the top but the call for it is expected to sift its way into the cheaper lines as the season advances. There are already indications of this, but so far the better business in whites is being done in the more expensive goods.

Hats of Belting Ribbon.

Something new in millinery for wear with tailored suits has been put on the market by a manufacturer of women's hats. It consists of hats made entirely of belting ribbon. Not even a wire frame is used, the stiffness of the ribbon affording its own support. Several rows of machine stitching are used to make them a little firmer, however, this being done in black, white, navy and beige. Ruffled flares and draped coronets are the leading types. Pearl buckles, buttons or pins trim them. The same types of hats have also been made up in bengaline, but the all-belted hat is the newer. The neutral colors appear to be favored most, even black and white giving way to beige and silver gray.

Some big men pride themselves on their ability to select men, some bigger men on their ability to make men.

Even "natural" gifts need to be diligently cultivated.

MEN OF MARK.

J. F. Tatman, the Veteran Merchant of Clare.

John F. Tatman was born March 25, 1859, in the same township in which Gen. U. S. Grant was born in Clermont county, Ohio. His father was of Yankee descent, having been a cigar maker and tobacco grower by occupation. His mother was born in Maryland, but was brought up in Virginia. When he was five years old the family removed to Peru, Ind., his father engaging in farming pursuits near that city. Fourteen years later the family removed to Clare county, where Mr. Tatman has since resided. He taught school four years. Then he clerked in the general store of the Bicknell Co. two years. He then started in business for himself on a capital of \$125. The venture was a success from the start and is now—after a career of forty continuous years—regarded as one of the outstanding establishments of the kind in Central Michigan. A general stock was carried for many years but more recently the other lines were closed out and the business confined to the

Association of Michigan for many years and has served on the board of directors for five or six years. He suffered a bad loss by fire some years ago, but has always paid 100 cents on the dollar.

Mr. Tatman owns up to three hobbies—forestry, trout fishing and travel. He can talk trout fishing with the most devoted disciple of Isaac Walton, and because he is regarded as an authority on piscatorial pursuits his store is always regarded as headquarters for anglers and 50 per cent. of his cash trade during the summer is from tourists.

Mr. Tatman attributes his success to close attention to business. He has made it the rule of a lifetime never to ask a clerk to do anything he is not willing to do himself.

Mr. Tatman stands well in his home town and everywhere else where he is known on account of his sterling qualities of head and heart. He is the soul of honor and a prince of good nature. His friends are legion and all who possess his friendship feel that they are especially favored.

Application of the Three-Quarter Clause.

April 27—I have a \$6,000 stock of general merchandise, which I keep insured for \$4,500. I formerly carried \$6,000 insurance, but about six months ago our local insurance agent was instructed to renew my policies with the 75 per cent. clause—meaning, as I understand it, that I must assume one-quarter of the loss in the event of a fire. Now I would like to have you inform me how much indemnity I would receive if I had a fire and saved

\$2,000 worth of my stock, leaving my total loss \$4,000? Merchant.

According to the local manager of the Western Adjustment Bureau, you would receive \$4,000.

If your loss was total you would receive the full face of your policies or \$4,500.

Rider No. 117, which is the form used by insurance companies in writing policies in towns of the sixth class, provides that:

"In the event of loss, this Company shall not be liable for an amount greater than three-fourths of the actual cash value of the property covered by this policy at the time of such loss."

In other words, the three-quarter class applies to the property and not to the insurance on the property.



J. F. Tatman

sale of groceries and provisions.

Mr. Tatman was married in 1880 to Miss Lizzie Berry, of Clare. Three children were the fruit of this marriage, all now grown up. A son is in charge of a department in a large store in Los Angeles. One daughter is teaching economics in the public schools of Saginaw. The other daughter is attending the Normal school at Mt. Pleasant. Mrs. Tatman died in 1896 and three years ago Mr. Tatman married Mrs. A. D. Chase, of Munising. They reside in their own home in Clare.

Mr. Tatman attends the Methodist church and at one time was affiliated with the Knights of Pythias. He was Secretary of the Clare Board of Education for fifteen years and served two terms on the Common Council. On the formation of the Northern Michigan Retail Grocers Association, some years ago, he was elected President, a position he held for three years. He subsequently was elected Treasurer. He has been a member of the Retail Grocers and General Merchants

92 New Threats Against Service

It may surprise you to know that the present Congress of the United States has already before it for consideration no less than ninety-two bills, each proposing to further restrict Railroad activities.

So wide is the scope of this proposed legislation, and so serious are many of its threats, that the Railroads have been forced to shape their affairs accordingly, as mariners take in sail when storm clouds the horizon.

Michigan's 24 steam railroads are today holding in suspense plans for the expenditure of large sums of money, pending legislative action on these ninety-two bills.

These expenditures, if released, would go into labor and materials—into Prosperity and Better Service.

Is it wise or just to thus threaten and impede the efforts of any honest business?

How would you welcome ninety-two additional threats against your independence of action in the pursuit in which you are yourself engaged?

We invite any thought on this matter which you care to express.

Michigan Railroad Association

508 Railway Exchange Bldg., Detroit, Mich.

(7-27)



COTTON AND COTTON GOODS.

What interest there is in the existing stock of cotton seems to be confined to the speculators, under whose operations prices keep seesawing. It is to be noticed, however, that the range of quotations is narrowing and that fluctuations rarely reach 100 points. Spinners are fighting shy of the market because of a lack of demand for fabrics and knitted goods. Shutdowns or curtailments of production by mills have become quite general and are likely to remain so until the promise of the next cotton crop is somewhat determined. Planting of that has been delayed in certain sections by unfavorable weather, but there has been no reduction in acreage. The greater use of fertilizers is also noted. By a bill passed by Congress the other day the Agricultural Department is forbidden to report "intention to plant" statements and is required to furnish semi-monthly crop estimates at the same time that the Census Bureau gives out ginning figures. The idea apparently is to have one set of figures act as a kind of check on the other. What the effect is likely to be no one knows, but the chances are that there will be less notable discrepancies between the two sets of figures than has been the case in the past. Private reports will continue to be made by various factors in the trade and will be considered, as hitherto, in forming the judgment of dealers and speculators. The goods market continues to show few features. Reduced prices on fabrics, whether in the gray or finished state, have stimulated business to only a slight extent. Buying continues on a small scale, although there are many repeat orders on popular weaves. More movement is expected shortly on ginghams. Slackness remains a feature of the knit goods division of the market, although lowered prices are helping hosiery distribution.

WOOL FABRIC DEMANDS.

As in cotton, so in the wool market the prices of the raw material are being influenced by the production of fabrics. There is no great amount of eagerness shown in the securing of wool supplies in spite of the possibility of a scant supply. In this respect the mills are following the cutters and garment and clothing retailers. A number of the mills are supposed to have on hand enough wool to fill the orders they have received and are awaiting developments as to the purchase of more. The price they will have to pay cannot exceed the world price plus the duty, and this is not likely to be added to in the near future. They are willing to buy the wool if they can get a market for the goods. So far, they have been able to sell more wools than worsteds in the men's wear trade, because the clothing manufacturers are finding more call for cheaper suits and overcoats. Clothing salesmen are on the road soliciting business, which is showing up to better advantage now that spring retail buying results are known. Garment manufacturers, although faced with a possible strike of operatives,

have been making up their fall samples and will soon be in position to figure on the future. As the time draws nearer for a settlement of the labor problem one way or the other there is less apprehension that matters will reach a crisis. The time does not seem propitious for this. As soon as a settlement is in sight there will be more call on the mills for women's wear fabrics.

MISBRANDING MEASURES.

Hearings went on in Washington during the past week on the dozen measures whose avowed purpose it is to prevent the misbranding or wrongful description of various articles of merchandise. Most interest continued to be attracted toward the matter of labeling woolen goods in such a way as to show the proportions of new and reworked wool contained in them. But nobody assumed or attempted to show how one kind of wool can be distinguished from another once it is made up into yarn or cloth, or what good it would be if that could be done. Then, too, there is the outstanding fact that certain fabrics made wholly or in part of reworked wool cost more and are worth more than certain others made of new wool. There is another aspect of the misbranding measures to which attention has been called. This is the futility of National legislation on the subject unless similar legislation is enacted by each of the states, because the former can be made to apply only to interstate commerce and becomes inoperative when a product is once in a particular state for distribution wholly within that state. Cases of the kind have arisen in attempts to apply the Federal anti-trust laws. An effort to apply a State law for the branding of wool fabrics is now being litigated in Wyoming, the authorities there having been apparently forced to take action to enforce an old enactment of the kind by the taunts of its opponents. It is pretty safe to assume that the effort will be a failure, and it is equally certain that no Federal law of the kind could be enforced.

Judge Gary put the question of Japanese immigration in a nutshell in one sentence of a recent newspaper interview. Wisdom, discretion, and tact, he remarked, might solve the question to the satisfaction of everyone and without offending those who have been and are and desire to be our good and loyal friends. This is the attitude that has been taken all along by the national Administration of Roosevelt, Taft, Wilson, Harding, or Coolidge. The trouble has been made by parochial-minded Congressmen who have not seen the perils in a policy of discrimination. No one questions the right of the United States to limit immigration. The point, as Judge Gary observes, is that our laws should apply to all nations alike. It is easy to imagine the war cries that would be emitted by our anti-Japanese Congressmen if some Government were discriminating against us.

"To Let" signs can now be seen.

DAILY PRESS FOOLISHNESS.

The sensational articles recently appearing in the uninformed daily press, which charge that a great monopoly of fishing privileges has been granted by the Government to certain canners of salmon are without foundation in fact.

The restrictions that have been placed upon trapping salmon have been for the protection of the fish and to prevent their extermination. They are caught in these weirs or traps on their way to the spawning grounds, and if the trapping privilege were indiscriminately allowed the fish would be quickly destroyed.

The Government has therefore refused to allow this trapping privilege to go further, and has been restricting the quantity of fish trapped.

It is true that a large quantity of canned salmon has been condemned in two years past by the Government inspectors, but nearly all of it was from one cannery whose processing operatives were incompetent, and the fact that the fish had spoiled was not discovered until after considerable of it had been shipped to the wholesale trade.

There is no special Government privilege either in the waters of the United States or Canada which is not available to all, except that the protection of the fish from extermination is attempted for the greatest good of the greatest number.

STEADY SWEEP TO COOLIDGE.

What is it in Calvin Coolidge that has seized upon the imagination of the country? As nearly as can be determined, it is the faith of plain men in a plain man's solid honesty and steady courage. Given these two qualities, any man in American politics will go far. No man questions the Coolidge honesty and there has never been a doubt of the Coolidge courage since he took his stand against the bonus and in favor of the Mellon plan for tax relief.

In the quiet, almost aloof, New England manner the President has somehow dramatized these qualities which are his strength. In his support the shouting, hallelujah quality is missing, but the voters have rallied to him with a steady and unmistakable fervor. His party flatly refuses to consider any other man.

Almost unaware, the millions of voters, the rank and file, have come to place their faith in him as the man to jail the guilty who should be jailed, to "clean up" where "housecleaning" is needed and to maintain that balance and stability necessary to the welfare of more than 100,000,000 Americans. In an unsafe and uncertain time they know him to be safe and certain.

PRESENT BUYING PROBLEMS.

When business is brisk, as is frequently the case in this country, there is no general curiosity about the causes producing it. Merchants and traders are too busily occupied in buying and selling to bother much concerning the factors producing the conditions under which they are operating. It is different when circumstances change

and business is done only with great effort and then not in satisfactory volume. At present this is the case in certain lines of industry, more especially those in which the textiles figure. Those interested in such lines have enough leisure just now to study conditions with a view to discovering the causes of some very apparent shortcomings and for the purpose of applying any correctives that may suggest themselves. Latterly, as a result of such communings, certain conclusions have been come to, not all of which are entitled to the consideration they have received. One of these is the recurring notion that a Presidential year must needs be a bad one for business. This is not founded on fact any more than is the notion of recurring cycles in trade. But both have been reiterated so often as to have become a part of the business creed of a fair number of people and occasionally do produce a little effect indirectly by unsettling the minds of such persons and so tend to check their initiative. Dragging the boggy out to light, however, is usually enough to dissipate its potency.

There are certain factors, however, which have been operating and which continue to operate to restrict sales volume in the primary textile markets and in the field of garment manufacture, as well as in regard to other articles of apparel. The weather has been one of these. Another has been the instability of values, particularly those of the raw materials, while a third has been the disposition to spend money for diversion rather than for articles of utility. And yet there are exceptions in the last-mentioned matter. While buying of certain articles of dress has languished, purchases of millinery have been very good. Offerings of housefurnishings of all kinds also have met with a liberal response. But money is still going into automobiles and radio sets which used to go into apparel, despite the well-designed campaign for better dressing which has been in progress for some time. Certain shifts in buying were noticeable during the past week because of a belief that prices had about touched bottom. Some effect was also produced by the more liberal purchasing at retail caused by the improvement in the weather. This led to further hurry orders for immediate delivery to fill in broken assortments of stocks that had been "starved" by the smallness of the initial purchases. But there is yet no sign of a change in the character of the buying, which promises to continue of the piecemeal variety now so long in vogue. The orders for fall are practically all of this kind despite the predictions that goods when wanted will not be forthcoming unless contracted for much in advance.

Before you fire a disgruntled man, find out what is on his mind. Maybe you can make him over into the best man you have.

A contract showing that its terms are to be performed on Sunday is not valid. A receipt or a bill of sale made on Sunday is good.

BEST MEETING EVER HELD.**Retail Grocers and General Merchants Score Success.**

The twenty-sixth annual convention of the Retail Grocers and General Merchants Association of Michigan proved to be the most profitable and progressive meeting the organization has ever held. Last week's Tradesman contained the report of the Tuesday afternoon meeting up to 4 p. m. The succeeding report is made up from the Secretary's minutes, as follows:

The reports of local secretaries were as follows:

Ann Arbor, Mr. Sorg: Mentioned the importance of the credit bureau.

Bay City, Mr. Monks: Said they were working for the standard loaf of bread and emphasized the necessity of each one putting himself into the work of this Association.

Cadillac, Mr. Schalow: Hoped to unite with this Association again.

Battle Creek: Mr. Hocott responded.

Central Lake, Mr. Martin G. Smith responded.

Clare, Mr. Tatman: Emphasized

meeting, we have built the Association up to fifty-eight members, with many more having expressed their willingness to join as soon as we are able to get around to them and write them up. Since March 18 our meetings have been well attended, with much more enthusiasm and a more friendly spirit than has prevailed for some time. At one of our meetings the question of co-operative buying was taken up and in a very few minutes an order for 100 cases of soap was ready to be placed with the jobber who could give us the best price. With these and many more things we hope to accomplish this year, we hope to be with you with a larger and better organization in 1925.

Merrill, A. E. Crosby: Spoke a few words.

Muskegon, Mr. Marvin: Told of the splendid new organization with 142 members.

Remus: A. J. Diehm responded.

Saginaw, Otto M. Rhode: Reported in his inimitable manner and told a good story. He also mentioned that they were refusing accounts of the slow ones and in that way relieving both the merchant and the debtor of worry.

Watervliet: Mr. Middleworth responded.

Ypsilanti, John Lamb: Told of the conditions in his town and recommended a large delegation should attend the Los Angeles convention of the National Association.

The following committees were appointed:

Auditing—J. F. Tatman, Clare; L. E. Schwemer, Saginaw.

Credentials—L. A. Monks, Bay City; John Schafer, Merrill; Martin G. Smith, Central Lake.

Rules and Order—M. C. Goossen, Lansing; F. G. Middleworth, Weidman.

Telegrams of regret and felicitation were read from John A. Lake, Frank McConnell and National Secretary H. C. Balsinger. The Secretary was ordered to send letters to each sender.

Tuesday evening we enjoyed a splendid banquet in the courtesy of W. R. Roach & Co. Mr. Roach was the gracious host and John Affeldt, Jr., of Lansing, was toastmaster. After a wonderful repast, the toastmaster called for music from Van Dusen's Orchestra.

E. A. Stowe was the first speaker of the evening. He said that organization was shown by this gathering. In a few well chosen words he complimented Mr. Roach on his hospitality and also the Association upon its splendid turnout. Mr. Stowe proposed a toast to Mr. Roach which was drunk standing.

Mr. Judson next spoke a few words of felicitation to Mr. Roach. Mr. Judson firmly believes in friendly co-operation.

Dr. Owen, of the Michigan State Department of Health, then spoke upon the subject of iodized salt. He complimented this Association upon choosing the most beautiful city in America, as its meeting place, and praised the Pantlind Hotel as being the finest in the United States. He

said that while the water of Michigan was the finest quality to drink, it was too hard and contains practically no iodine. This causes the thyroid gland to become enlarged from overwork. He mentioned that in the Northern counties, where there is almost a complete absence of iodine in the water, nearly 100 per cent. of the school children have goiters. He said that the manufacturers had agreed to put a small amount of iodine in a portion of the salt to be sold to the retail trade. He said that we could stamp out goiter within a few years by pushing the sale of the salt. He emphasized that there would be no extra cost to the consumer.

Especially the ladies in the audience enjoyed Dr. Owen's talk and we all felt that it was a very interesting and timely subject.

Toastmaster Affeldt interspersed the speeches with a few of his good stories.

Next, our host, Mr. W. R. Roach, spoke upon the subject "The Canning Industry of Michigan," after welcoming the delegates and their wives to this banquet, he assured them that it was his greatest pleasure to have the delegates and their wives as his guests. He said that canned goods are 33 1/3 per cent. of all the goods the grocer sells. He told of the value of chemistry in the canning business and said that investigation shows that the reported cases of ptomane poison were not caused by canned foods. He said that a good tin can is the most perfect receptacle for food and the sterilization kills all germs.

We thoroughly enjoyed the many good things Mr. Roach told us concerning the canning industry of Michigan. The banquet closed at 10 o'clock after a few words of thanks by President Christensen in behalf of the delegates.

Wednesday morning meeting called to order at 9:40 and the committee on Rules and Order made the following report:

Your Committee recommend the Roberts rules of order in procedure of business. We recommend the time of adjournment for morning session at 11:45, not later than 12 m. Afternoon session adjourn at 5, subject to extension to 5:30 should business demand. We recommend questions of debate be limited to five minutes, unless further time be granted by the chair; and further recommend that questions debated be as brief as possible, and hereby offer the book on Roberts' Rules of Order as reference on any question not understood, as authority.

Paul Gezon read a paper on the subject of Relegating Cut Price Articles to a Place Under the Shelves, which was well received. It was as follows:

The year 1923 has been an uneventful one for the grocers in that everything has moved along smoothly. No great change has taken place in the grocery and meat business this year, although we all feel that competition is growing keener every year. Of course, a good merchant is not afraid of clean competition, but we are all beginning to realize that competition from the National chain stores has reached the stage where it cannot be called fair competition. When manufacturers can be bullied into selling their goods direct at jobber's prices it is time that we sit up and take notice. It is time that we look around for other high class merchandise to

take the place of Nationally advertised goods which are being sold on an unequal basis.

But I would not have the members of this Association think that all manufacturers are discriminating against the individually owned store.

"There are yet 7,000 priests who have not bowed the knees to Baal," is a passage from the Scripture which gives us the assurance that we are not alone in this fight.

I believe that my plan, as set forth in my letter of Nov. 13 to members, is the best and easiest yet suggested. The letter read as follows:

"Dear Member—We desire to seek your advice and co-operation concerning a matter which vitally affects all independent stores. You are familiar with the Nationally advertised goods sold at jobber's prices direct to companies conducting chain stores. This makes it possible for these stores to sell these goods at less than our cost price in some cases.

"Is it not possible for us to start pushing other high class goods, which the chain stores cannot buy direct from the manufacturer? In our store we have taken off the shelves many items sold to the chain stores below our cost, and have put such goods under the shelves. We prominently display those goods not sold in the chain stores, and only sell the other kind when the customers ask for them. If this idea was carried out by all the



Chas. G. Christensen

the necessity of organizing Michigan as a tourist State. Deplored the useless cutting of Christmas trees. Later a motion carried to sponsor a bill to prohibit the sale of Christmas trees. Motion was made by Mr. Monks, seconded by Mr. Weide.

Detroit, Mr. Shieb: Reported very good business conditions, but that our friend, M. J. Maloney, had passed away.

Elsie: Was represented by three delegates and their wives.

Grand Rapids, Mr. Michmershuizen: Told of the value of the credit bureau.

Kalamazoo, Mr. Pease: Told of new interest being shown.

Lansing, Mr. Schafer: In making up my report for this convention I found that I had very little upon which to make a report, as our Association did very little last year. On March 18, 1924, Mr. Goossen, Mr. George Daschur, Mr. O. H. Bailey, Mr. John Affeldt, Jr., and myself met at the C. of C. and took upon ourselves as a committee of five to build up our Association and started out the next afternoon to write up new members. Up to April 17, our last



John A. Affeldt, Jr.

independent stores, the demand for the goods sold direct to the chain stores would soon lessen.

"When the specialty salesman comes into your store and finds his goods under the shelf, and he finds the same thing in other leading stores of the town, something would soon happen at headquarters.

"By co-operation, we could soon force these manufacturers to either sell to us at the same prices paid by the chain stores or the chain stores would be forced to buy through the jobbers.

"This letter is going out to five hundred of the leading merchants in Michigan. We want you to write us concerning the above plan. We, also, want you to make any suggestions, which you think might be helpful in solving this problem. After we receive your reply and go over the various suggestions made, we will formulate some definite plan of action, of which you will be fully advised.

"Kindly do not delay in acknowledging receipt of this letter, and send to us any suggestions you have. Full co-operation is necessary to get results."

I received between fifty and seventy-five replies to this letter and I was really surprised to see the way our members fell in line with the suggestion offered. If time permitted I would like to read each reply, but most

(Continued on page 16)

ASSOCIATION LOYALTY.

Urgent Plea By John A. Green of Cleveland.

The object of the meeting is, I believe, to a great extent, to solve the difficulties which are common to us all, and by our united wisdom and effort to arrive at conclusions which we can put into practice, and thus conduct our business more efficiently and more profitably.

No less than these material aims is the friendship formed. This has a tendency to draw us out of ourselves into one corporate body with a will to help. In order to increase our influence and power it is absolutely necessary that we join our forces. This is no new doctrine that is being preached. Grocers associations have existed for hundreds of years.

When I was in London, England, I came across a book entitled "Historical Retrospect of the Worshipful Company of Grocers." It was very interesting, showing the evolution of the trade, and how history repeats itself. As far back as 1345 we find a record of the first grocers conference. It said, "Every member of the fraternity of grocers on the day of St. Anthony, in the month of May, shall attend church, give one penny to the collection and shall come to converse together." The result of these conferences, was that the grocers company grew in strength, making regulations both for the benefit of their trade and the community.

As the grocers for hundreds of years have been coming together trying to solve their problems, so must we concentrate our efforts toward meeting the new problems that are continually presenting themselves by means of co-operative effort. We are not going to get anywhere if we sit here and express beautiful idealistic thoughts. Idealism is a beautiful and necessary thing. It lifts the business out of the chaos in its thought. It points the way to progress and to business betterment. But idealism has its limitations. It can go just so far, then hard headed business sense and sound commercial brains must take hold or we will slip back to chaos.

The grocery business is the greatest business on earth, the nearest to human necessity and convenience, and consequently bound to exist so long as the human race peoples the earth. Not less than 350,000 retailers are necessary to serve the American people with the daily necessities of life, and I know of no occupation which ought to impell its pursuers to a deeper sense of responsibility or of privilege than the grocery trade.

It was not built out of theories or invented by deliberated design carefully thought out, but has evolved from the hard school of experience. However great our problems of to-day may seem, do not forget that problems quite as intricate have presented themselves to the merchant in all ages; that experiments by thousands have been resorted to and tried out, and that what has survived is the product of severe test and has been found to be the result which worked out best for all concerned.

Of one thing, however, we may be

sure—that the retail grocer is here to stay, changing, no doubt, in his functioning to meet the changing conditions (if he be wise), but remaining permanent so long as he serves the public as it wants to be served and at a cost it is willing to pay.

Between producer and consumer there spreads a wide chasm and always will. To span it certain economic and human service must be performed. If the wholesaler and retailer together can do it better than the chain store, they will remain the ultimate surviving channel. If they cannot they must either modify their functioning or expect to retire.

In my opinion there has been far too much worry on this subject, far too much energy wasted in catering to a scare that might have been applied to improving efficiency by intelligently finding ways to meet a changing public need and methods, individually and collectively.

I refuse to believe that a worth while retailer has ever been driven out of existence or a competent and efficient jobber. If he was not worth while or willing to meet changing conditions of the times, he deserves to go under in the evolutionary flood, and the world is little worse for his going.

One of the questions we might ask ourselves is this: "Why is it that so many of our leading grocers keep away from the association or take very little interest in it?" When there is trouble, either from legislation detrimental to our interests or from any other cause, the association is the one thing on which we all depend to protect our rights.

Can we not during the coming year make a determined effort to bring all the mere prominent, as well as the smallest grocers into the association, especially the largest. If we succeed it will strengthen the association and increase our influence and the benefit will be mutual. For, after all, what is our object as grocers? To make a living by rendering a necessary service to the community in the best way possible.

Our object as an association is to join together, to increase our power for efficient service, to protect the interest of our members, and to secure to the community a high standard of good, pure foods, and plenty of them, at the lowest possible cost commensurate with good service.

Aside from these material gains there comes out of this co-operative movement a personal friendship which draws us closer together and creates a spirit of helpfulness beneficial to all of us.

There never was a time in our trade history when it was so necessary that we get all men possible into the association, and yet we seem to be drifting lazily along the lines of least resistance.

You ask me what the association needs. It needs more men—some men of deeds. Not men who talk, find fault and balk. But men who'll give the best they've got. To make the association what she ought. You say the association's just a clique. Their own advantages just to boost. I grant it friend, but in the end, it's the clique who boosts it—is that true? The thing the association needs—is you.

There's pay for a man
Who can follow a plan
And carry the details through
But the man who feels paid

For the struggle he's made
Is the man who can plan and do.
These are days of keen competition.

New methods of distribution are being tried out. Capital is seeking new avenues for investment. Sometimes we get discouraged, but those of us who have seen so many of these new try-outs come and go do not get excited, but go along in the usual way, keeping our eyes open for any helpful assistance which may present itself.

It would be very unwise to advocate the stifling of honest, legitimate competition in buying or selling, but we do advocate a cessation of wild, insane, jungle competition among men resulting wholly from the efforts of a few men in business to act without due regard to personal or public consequences. If the grocer is to maintain the dignity of his business and maintain a full sense of his obligations to the consumers of this country, he is going to study very carefully to know the cost of his merchandise, that he may be enabled to sell that merchandise intelligently, and at a price which will build up and retain the confidence of the customer. Having so merchandized his goods, he can feel assured that he has rendered to the public that protection and that regard that is its just due. Happy is the man who can see in the results of his effort more than an isolated personal achievement, who can view the organization of which he is a part as a whole; who can see down to the root of it and know that from these he draws the strength and ability to achieve.

I would like to draw you a sketch of a grafted limb on an apple tree. It had more blossoms on it than any other part of the tree. In the Fall it had more apples and it felt that it ought to be a tree by itself; so the next big wind that came, it tore itself off, never realizing that it drew all its strength from the other roots of the tree, which gave liberally to the branch so that it might give more fruit. In a short time the branch was dead, but the tree lived on. There are men who draw the life blood of their inspiration from the organization of which they are a part. They forget the help they have received from the fellows who have given freely of their experience, and many of them die from lack of personal touch with his fellows.

One of the questions the retailer is considering now-a-days is co-operative advertising. In many cities I have seen wonderful results. A few days ago I read an article in the Michigan Tradesman, an article by Harry W. Frazier. I have it in my hand. However, we may advertise from now until doomsday; we can send out our message as by radio, but if the receiving station which reaches out its attractions, does not remove the consumer's resistance, our advertising will come to naught.

The manufacturers are studying the problems of your business as never before. They are spending some of the profits gained from your business in investigating, so that they may offer such constructive advice as they think will be helpful. Most of the manufacturers are broad minded. Many of them have said to me, "Make better grocers and we will stand our chance

in getting business." They contribute to the success of the associations without a selfish thought. I know of some of them who have organized a dealer service, they watch the dealer, and if they see that he is losing ground, they send a man out to look over the situation and in many instances have pointed out the difficulty and the dealer has invariably pulled his business up to a successful paying basis. The advertising of the manufacturer is centered on the idea of pulling the consumer into the store. The retailer who takes advantage of it and cashes in on it is to-day doing a successful business. Sometimes the manufacturer gets discouraged at the indifference of the retailer. The question in his mind is, "What can we do to arouse him to a realization of his own importance as a factor and the method he should pursue to operate a successful business?"

Are we taking advantage of our opportunities? Do we recognize opportunities when we see them? During the last few years I have almost come to the conclusion that it is not that opportunities do not come, but that we do not recognize them when they are right with us and at our very side. I had a talk recently with a Secretary of a retail grocers association. He was telling me all his troubles, his inability to hold his members or to get new ones. I asked him what he gave his members. He wanted to know what I meant. I asked what they paid in dues. He said \$25 per year.

Have you a credit rating bureau. The Chamber of Commerce had one and the members could use it.

He had no information on trade conditions and no market news; in fact, he had nothing to offer his members for \$25 per year.

At a meeting I attended the other night the members swapped soap, cleanser, buckwheat and some other articles. Here was a live co-operative association. The secretary was rendering a great service by calling on the members and listing their surplus of unmoving stock and disposing of it to those who were short.

The Frankford, Pa., Association, numbering 800 members, have opened a regular clearing house for dead stock. The grocers get their dead stock together, clean it and pack it in boxes. The Association trucks call for it and haul it to their warehouse. They dispose of it there in one of two ways. They are offered for sale at the regular meeting or they are sold at auction.

George W. Shaffer, the owner of forty service stores in Altoona, Pa., made the following statement at the retail merchants convention in August:

"It is not best for the individual grocer to buy direct from the manufacturer. Where he would buy one case from the jobber, he will have to buy from five to twenty-five from the manufacturer. Instead of turning his stock over from eight to twelve times a year, he would have to carry much of his purchases for six months. His capital which should be moving is tied up in two or three purchases, and with his limited capital he would be forced to withgo his discount on other purchases. The discount will average

about one per cent. on all his purchases. If he turns his stock over twelve times a year it would mean a saving of twelve per cent.

In all our stores we run an old-fashioned delivery and credit business. We know just what our delivery costs. We know what our credit costs and we know what the difference between the cost of cash and carry and delivery and credit is smaller than what the difference is in the price or the overhead would cost us."

Now there is just one other point I want to speak on. The average retail grocer of to-day thinks that he is making money or that he is improving his business by buying brands of goods which are not nationally known. The cash and carry handles goods which everybody knows on a small margin and depends entirely on the turnover. Thousands of retailers have been ruined by buying off brands of goods. He talks them in preference to the goods which are well advertised and instead of the consumer coming back and buying the same thing over again, they go where they can get the goods they are familiar with.

The cash store turns its stock from fifteen to twenty times a year. You do not make money on goods lying on your shelf; they have got to be sold.

You had better have a larger turnover and make one cent on a can of corn and turn it over twelve times a year than to make three cents and turn it over three times a year. You have more profit and increased your volume, and the individual who increases his volume by a small margin of profit, will have more money at the end of the year, and he can thus meet any competition that presents itself.

This is one of the most comprehensive talks ever given to an assembly of retail grocers. What does it matter how much profit, if the goods do not sell. A brand of anything, no matter how cheaply bought, even though the profit be 100 per cent., carries no profit until it is sold. We can only make money when we have a continual turnover, and when done on a profitable basis.

I would advise you to handle the goods which have a pulling power from the front of the counter and require the least push from the back of the counter. When you have the goods the public are anxious to buy and you are anxious to sell them, you are in a fair way to speed up your business and the result will be more than satisfactory to you. Get away from the thought that business is rotten.

I was talking with a number of manufacturers, wholesalers and retailers. They were relating the number of tight places they had been in and they were all congratulating themselves on being able to pull themselves out and build up a successful business. One man said, "Tight places and business success go together," if the business man put to the test gets on his mettle and fights his way through. Real business men are they who are able to successfully extricate themselves out of the tight places into which, either by some action of their own, or that which they have unconsciously fallen into. There is no one way.

Every one must work out his own salvation. By associating with your fellows in the same line of business, you are able to learn from him something of his success and he in turn can learn something from you. Thus each can, by an exchange of experiences, get some help in determining his method of attack."

At the chain store convention in New York in September, Mr. Ivison, of Louisville, Ky., said, "We all agree that the gross overhead expense has increased to such an extent that our gross profit is not sufficient to bear the increase." He offered a resolution to the effect that staple products, such as sugar, lard and flour, should no longer be sold at cost or a little above, and the chain stores should discontinue advertising these articles.

It was finally decided that each one should use his own judgment and run his own business in his own way. Information of this sort should fill the independent grocer full of enthusiasm and courage and make him feel so optimistic that he will forever stop thinking of this sort of competition as something to be dreaded.

Let me, in my closing words, impress on you the necessity of your loyalty to your association. Loyalty is a word that it fraught with meaning. It is synonymous with honesty of purpose and is the seed from which springs the co-operation, unity and strength. Without loyalty to our organization we cannot long hope to build, nor to continue to have an important part in the building of an association.

Loyalty consists of a will to give our best and make it not only possible but pleasant for others to do likewise. It is that quality in association work that quickens the pulse, makes clear our vision and swoops away into the world of things done what would otherwise have seemed insurmountable difficulties and unrealizable attainments. The elements of loyalty may be likened to a spring of clear, good water or a fast running stream carving its way to the sea; both are restful in their influence and active in their purpose. Let loyalty be our slogan during the coming year, and you will see your association grow in influence and majestic power.

Late Michigan Mercantile News.

Muskegon—The Apple Street Grocery, 279 Apple street, succeeds Jacob Boss in the grocery business.

Hobart—A. J. Yates succeeds O. F. Burke in general trade.

Shepherd—Bert Swix succeeds Frank Taylor in general trade.

Three Rivers—The Wm. M. McAllister Co., 153 St. Joe street, dry goods, has changed its name to the T. H. McAllister Co.

Greenville—Obetts & Loeweke succeeds Obetts & Walters in the grocery, flour and feed business.

Clare—Miller Bros. succeed Ira Lower in general trade at Browns Corners, R. F. D. Clare.

Negaunee—Mrs. Victor Menard has engaged in the millinery business in the Barasa building.

Grand Rapids—Joseph Zoet and R. Zoet have engaged in the hardware business at 1180 Walker avenue.

Fenton—Don McGuire has purchased the store building recently vacated by the Fenton Co-Operative Ass'n., and will occupy it with a stock of shelf and heavy hardware.

Ishpeming—A. C. Braastad has purchased the stock of the John Skoglund estate store, consisting of women's shoes, findings, etc., which he will close out at special sale.

Detroit—The Miller Candy Co., 5026 MacDougall street, has been incorporated with an authorized capital stock of \$10,000, \$5,020 of which has been subscribed and paid in, \$20 in cash and \$5,000 in property.

North Adams—The Graves & Ford Lumber Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$12,000 has been subscribed and \$10,900 paid in in cash.

Zeeland—Clarence Voss purchased the interest of his father, D. Voss, in the grocery and general merchandise stock of D. Voss & Son, R. F. D. 2 and will continue the business under his own name.

Detroit—The Vending Machine Co., 3049 East Grand boulevard, has been incorporated with an authorized capital stock of \$40,000 common and \$20,000 preferred, of which amount \$25,000 has been subscribed and paid in in property.

Detroit—The Chesterfield Metal Co., 261 St. Aubin street, has merged its business into a stock company under the same style with an authorized capital stock of \$25,000 common and \$50,000 preferred, of which amount \$45,000 has been subscribed and paid in in property.

Muskegon Heights—The Heights Products Co. has been incorporated to manufacture and sell at wholesale and retail, pies, pastry, etc., with an authorized capital stock of \$12,000, all of which has been subscribed and paid in in property.

Bessemer—The Bessemer Auto Service Co. has been incorporated to deal in autos, auto parts, accessories and supplies, with an authorized capital stock of \$4,000, of which amount \$2,000 has been subscribed and paid in, \$1,750 in cash and \$250 in property.

Herold-Bertsch Shoes



New Oxford Styles

954—Men's Mahogany Ivory Kip Tip Oxford, Bend Outsole, Grain Insole, Wingfoot heel, leather heel-base and counter, Goodyear welt \$3.40.

942—Men's Mahogany Kip side, Tip Oxford, same as 954, medium Oak sole and guaranteed counter \$3.00.

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Michigan Shoe Dealers Mutual Fire Insurance Co. Lansing, Michigan

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Parcel Post Rates Far Below Express.

President Kressin of the National Delivery Association, quoting figures submitted by the Post Office Department showing that the postal system last year handled over 4,000,000 pounds of parcel post mails, emphasized the statement made by Representative Paige, of Massachusetts, who recently pointed out that parcel post rates "could even be increased 100 per cent. if necessary in the first three zones and yet be 50 per cent. less than express rates." The present parcel post rate for the first pound within the fourth zone, or 600 mile limit, averages somewhat less than 6 cents per pound, additional pounds being at a much lower rate. The minimum express charge, however, quoted at 29 cents.

"The living wage requested by the postal employees," says Mr. Kressin, "would cost about \$75,000,000. A nominal increase of only two cents per pound on parcel post would add \$80,000,000 annually to the revenues of the Post Office Department, or more than enough to provide a decent wage for the loyal postal workers."

"No one familiar with express and delivery rates can seriously contend that an increase of two or three cents per pound in present parcel post rates will injure, much less destroy, parcel post mails. There is every reason to believe that the local delivery costs alone on parcel post are frequently more than the entire amount of postage paid on them. While the Post Office Department does not know what it costs to handle parcel post, according to the Postmaster General, the National Retail Dry Goods Association some time ago in a countrywide investigation found that it cost department stores from 12 to 15 cents per package to maintain their delivery systems."

It is further contended that representatives of the Post Office Department at the current hearings before the post office committee have made it plainly evident that the parcel post is being handled at a tremendous loss. Mr. Stewart, the spokesman for the Postmaster General, has admitted that while the parcel post mails are now 70

per cent. of the entire volume handled, the revenues from them are only \$150,000,000 out of annual receipts running approximately \$600,000,000.

It thus appears that 30 per cent. of the volume of mail represented by first, second and third class produce postal revenue of \$450,000,000 annually, while the 70 per cent. represented by parcel post produce only \$150,000,000 annually.

"It appears very strange to me," says Mr. Kressin, "that the Post Office Department insists on subsidizing the great mail order houses at the expense of the taxpayers, the underpaid postal workers and the other classes of mail matter."

The Postmaster General's proposition to raise an additional \$5,000,000 by raising the rates on second class mail matter, including newspapers, magazines and trade journals, etc., is coming in for a great deal of very sharp criticism. The most experienced observers here do not take the suggestion seriously, but they express the opinion that the public should be made acquainted with certain facts which have an important bearing on this question. In this connection Mr. Kressin says:

"It must be remembered that parcel post is nothing more or less than express and light freight; that it has no direct connection with the principle or purpose of general mail matter. This fact was recognized by Congress when it took over this express and light freight for the postal system, because the enabling act provides that it shall be handled on a self-sustaining basis."

"It was shown at the postal hearings last month by Representative Kelly of Pennsylvania that during the last ten years parcel post rates have been reduced six different times by the Postmaster General. During that same period second class rates have been increased approximately 35 per cent. through higher pound rates and the zone system."

"In addition to this increase in second class rates, newspaper publishers are required by the Post Office Department to spend millions of dollars each year in routing and zoning their

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publications for the mails, in order to expedite handling. This is distribution work and expense properly belonging to the Post Office Department and is the only class of mail where the sender is required to do part of the work of the postal service.

"Experienced postal employees claim that the reduction of service on first and second class mails, during recent years, is due to the loss of postal revenues caused by present parcel post rates. It was shown at the hearings before the Post Office Committee that rates on light and bulky parcel post are frequently less than the Government pays the railroads for transportation, to say nothing of cost of delivery, collecting, distribution, handling and routing."

It is conceded that the investigation recently instituted by the Post Office Department to ascertain the cost of handling parcel post matter cannot be completed in time to enable Congress to use the Department's report as a basis for legislation at the present session. On the other hand, the demand for some increase in the pay of postal employees is so insistent as to threaten serious demoralization of the service if it is not made before Congress adjourns for the summer.

Under the circumstances the advocates of legislation in aid of the postal employees are urging the adoption of the suggestion made by Representative Paige that parcel post rates be temporarily increased sufficiently to meet a reasonable increase in salaries, leaving it for Congress at the next session and in the light of more comprehensive information to readjust both salaries and postal rates.

Repeating Mellon Maxims.

Never buy stocks in mines you know nothing about. Shun alluring promises about mines in a far-away land.

None but the rich can afford to trifle with oil wells.

A patent may be only the right to a lawsuit. Schemers take advantage of every important discovery and invention, and some have nothing but promises to sell.

Do you want to buy a swamp? There are real estate promoters who will sell you swamps as "shore frontage." If you buy property, buy near home.

Look out for new companies that are going to sell by mail. They may never earn more than salary money, and that is paid out.

New manufacturing methods should always be personally checked and investigated.

"Invest quick or it may be too late" is the favorite urge of wildcat stock salesmen. That should make you suspicious.

Look with suspicion on offers with special inducements in cash discounts or stock bonuses.

Your banker will tell you that "tips" on the stock market are worthless. Do not think you will be let in "on the ground floor."

The rich man can afford to speculate. If he loses he has other money in bank. Not so the small investor. Never play the stock market on "margin."

Stock in companies being organized

on the success of others rarely turns out well. Do not put your money into another man's dreams.

Big Business Aids the Farmer.

The advantages of large-scale production to the farmers were well illustrated last year by the ability of the Western packers to absorb the record-breaking movement of hogs to market without any serious disturbance of prices. Last summer when corn became scarce and dear the farmers began to sell their hogs as they had never sold them before. The low price of corn the previous year had stimulated the raising of hogs, as it was much more profitable to sell the corn condensed as meat than it was to offer it in the markets as grain. The result was a huge supply of hogs to be fed in the spring of 1923, with corn becoming so dear that it had ceased to be profitable to feed it longer. So the farmers of the Middle West began to sell both their corn and their hogs. In 1923 14,000,000 more hogs were offered for sale than in the preceding year.

The packers at the stockyards bought everything that would squeal, and paid cash for it. Prices remained fairly stable throughout the year, and the heavy offerings brought no break. But the packers' co-operation did not stop there. They had to find a market for the large offerings of the farmers, and through their efforts the average per capita consumption of pork increased a pound per month during the year. The cash resources, storage facilities and means of promoting distribution offered by the packers were to the farmers a very present help in time of trouble.

When you uncover a new business idea which looks to you like a money maker, use it. The ideas you never use will produce no results.

The only thing sure to turn up in the store of the merchant who plays a waiting game is a neat little placard headed "Sheriff's Sale."

Railway ties wouldn't last long if they didn't give a little.

Your store will be considered just the kind it is, not the kind of a store you wish it was. You are not going to deceive the public much.

Good humor is the best business lubricant.



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Echo of the Fraudulent Mich.-Arkansas Oil Corporation.

The Tradesman herewith presents the opinion of Judge Perkins, of the Kent Circuit Court, in the case of First National Bank of Ludington vs. Michigan-Arkansas Oil Corporation, Colfax Gibbs, Glenn H. Downs, Harry W. Moore and Harry E. Wager:

The defendants, Gibbs, Downs, Moore and Wager are officers and directors of the defendant company, the Michigan-Arkansas Oil Corporation, a Michigan corporation. The defendant Gibbs is President and the defendant Downs is Secretary-Treasurer. No service of process was obtained on Gibbs on account of his continued absence from the State of Michigan.

The company was organized as a joint adventure in 1921 by eighteen men, including the defendants, who contributed \$2,500 each to the enterprise. Whether stock was ever issued for the sums so contributed does not appear. The fund thus raised was to be invested in the purchase and promotion of oil lands and leases in the State of Arkansas.

Gibbs was the promoter of the plan and became, from the beginning, the sole active agent of the corporation. Substantially, all transactions were carried on and consummated by him without any action on the part of the corporation and its directors. Lands and leases were purchased, contracts were let, wells drilled, and all the activities necessary in relation thereto were under the management and control of Gibbs.

Occasionally money collected by Gibbs, as trustee, was turned over to the Secretary-Treasurer, and occasionally the Secretary sent out notices and letters written in behalf of the company by that officer.

Sometime in April, 1922, Gibbs returned to Grand Rapids and a directors' meeting was held, at which it was resolved to sink another well on property claimed to be owned or controlled by the company in Arkansas at an expense of about \$12,000, using \$8,000 said to be on hand at the time and borrowing \$5,000 more on the company's note to be endorsed by the directors for that purpose. After the meeting, two notes of \$2,500 each were immediately prepared, one payable to the plaintiff, the First National Bank of Ludington, and the other to the State Bank of Edmore. All of the directors, except W. L. Hammond, who was Vice-President of the Ludington Bank, endorsed the note payable at that bank, and all of the directors, except Hammond and Wager, who was Vice-President of the Edmore Bank, endorsed the note payable at that bank. After having been so endorsed, the directors turned these notes over to Gibbs to negotiate and the notes were later negotiated by him at the banks named. Another well was put down which Gibbs reported as a failure. No further meetings of the directors were held.

The books of the company were taken possession of by Gibbs and removed to Chicago. Fruitless efforts by the individual directors were made from time to time to get reports from Gibbs as to the financial condition of the company. Finally, August 29, 1922, Mr. Hammond received a letter from him in which an attempt was made to set forth the company's assets and liabilities, showing an excess of debts over credits of \$8,691.30. It is interesting to analyze this statement. Included in the list of assets are, "the proceeds of two discounted notes, \$5,000." This item undoubtedly refers to the two notes of \$2,500 each above mentioned. The same two notes are again referred to in the statement of liabilities. It is quite difficult to understand how the proceeds of these two notes were still on hand after the third well had been put down and after, as shown by the statement, a deficit of over \$20,000 resulted from the drilling of that well and of well No. 2.

It appears that the defendants, Wager and Moore, received a similar statement from Gibbs about the same time. Downs cannot remember receiving it.

The renewal note in controversy is dated November 1, 1922, and is for \$1,500. Downs had sent his personal check for \$1,000 which reduced the amount of the renewal to \$500. It is claimed that he was afterwards reimbursed by money sent on by Gibbs from the proceeds of oil from one of the wells on the company's property.

It is, therefore, clear from these facts and from other facts appearing in the record, that all of the endorers at the time they endorsed the note in question, knew that the maker, the Michigan-Arkansas Oil Corporation, was not only insolvent and unable to pay its debts as they matured, but hopelessly so.

The report of Gibbs of August 29, 1922, was the only tangible information received from him as to the status of the company since the original note had been given in April, 1922. It is also clear that the officers and directors who became endorers of this note failed to perform their clear duty in conserving the assets and attending to the affairs of this company.

After the organization of the company the doors of its office were apparently closed and its officers went away, leaving the entire management of its affairs to Gibbs. That their inattention and neglect led to the dissipation of the company's assets is a reasonable conclusion under the facts and circumstances of this case. It is a reasonable conclusion, also, that the whole transaction, from its inception, was a joint adventure prosecuted in the guise of a corporation with the intention on the part of the contributors to raise a specific fund to be turned over to Gibbs, as trustee, to enable him to prosecute, at will, his oil ventures in Arkansas to the mutual benefit of all concerned. Should these ventures prove successful, they would profit thereby, but should they prove otherwise, they would lose only the amount of their contributions and avoid personal liability for the corporation's indebtedness should any accrue. This conclusion is justified by the testimony of all the witnesses, which clearly shows that the corporation was only a form, without any intention of the incorporators to use it for any lawful purposes for which a corporation is usually organized, but as only a means to an end. So far as the record shows, the corporation, as such, never did any substantial business, except, perhaps, to give the notes in question and to send out a few notices and letters. All its business transactions were carried on by Gibbs, as trustee.

These defendants seek to escape liability, as endorers of this note, for the sole reason that the notice of dishonor was sent 24 hours too late. The note fell due January 2, 1923, and notice of dishonor was mailed January 4, 1923, which should have been sent January 3, 1923. That a notice of dishonor was so sent, is not questioned. As a matter of law, it was sent too late to bind the endorers unless such a notice was either expressly or impliedly waived (See C. L. of 1915, section 6159). I am convinced that it was waived. These endorers knew that the maker was unable to pay the note when it fell due; they knew the company was insolvent at the time they endorsed it. They also knew, as is the fact, that the affairs and property of the company had been early abandoned to the control and management of Gibbs and that Gibbs had repeatedly failed to render proper account of his trust. It follows that it must be held that these defendant endorers participated in the series of events that led to the insolvent condition of this corporation and its inability to pay this note at its maturity. Under the authorities this amounts to a waiver of notice of dishonor.

In my judgment this case goes even farther on its facts, and for the reasons already stated, these endorers became original obligors, not entitled to any notice of dishonor whatever and are each personally liable for the payment of this debt.

Let judgment be entered for the plaintiff for the full amount claimed against the defendants, Downs, Moore and Wager. Judgment has already been entered against the company on default.

Willis B. Perkins, Circuit Judge.

Are you giving proper attention to the ten cents sales in your store, or are you encouraging people to go to the Woolworth store for such things.

Does your store look prosperous on the outside? Go out and look it over and see what you think passers-by would decide.

That man is educated who is master of his job.

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Gentlemen:

The installation of our fixtures has been completed and your work has been handled in a manner very satisfactory to us. We appreciate the difficulties incident to handling a remodel job and are thoroughly pleased with the way our plans have been carried out and the liberal treatment you have given our contract.

Yours Very Truly,

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Why They Welcome It.

Surprise is expressed in some quarters that so many German business men are being quoted as commending the Dawes report on reparations. It is a mistake to assume that because this plan imposes heavy burdens on the country German business leaders will offer opposition. There are other burdens that may prove harder to bear than the scale of payments suggested by the committee of experts.

A continuation of the conditions that have prevailed for the past year would be a much more grievous burden than the payment of reparations. Bankers and business men in Germany realize this more fully than the politician of nationalist leanings. They want an end of the monetary chaos. They realize that Germany cannot hold a place in the world markets if present conditions continue. This was brought out clearly during the recent Leipzig fair. German prices are now above the world level and foreign buyers who went to the fair turned away in disappointment. Nothing more is heard about Germany's capturing the trade of the world with cheap money. The inflation boom could not go on forever and the restoration of economic stability is worth paying reparations to get.

A Warning As To Cost.

About half of the last cotton crop was raised in the Eleventh (Dallas) Federal Reserve District. Federal Reserve Agent Talley of this district says that a considerably larger acreage will be devoted to cotton in this area this year, because of the satisfactory prices which the growers have recently received. He has seen fit, therefore, to issue a warning that the cost of producing the next crop will also be higher. This is addressed directly to bankers, in order that they may advise their clients.

"Unlike the merchant or manufacturer, whose operating policies are predicated upon the inflexible rule that costs must always be held down to an irreducible minimum, the farmer usually relies upon the price received for the previous season's crops as the basis for determining the amount of funds he may safely expend during the current growing season," says Mr. Talley. He calls attention to the fact that the disaster of 1920 was due to the farmers making a crop at top costs in expectation of 40 cents, while the average price received was 15 cents. Since the grower cannot foresee the price which he will receive, but can control his costs, it follows that his problem is one of keeping down costs. If these are held at a minimum, production should be more profitable than will result from a drive for larger yields regardless of expense.

"Psychological Depression."

We sometimes hear references to "psychological depression," and there is a common tendency to poke fun at this term, especially when it is employed by the professional sunshine-spreaders who always come into prominence when business conditions are not satisfactory. When real depression arrives there is sure to be a

small group of publicity men who imagine that they can persuade the country to "kid itself" back into prosperity by telling it that it is only "kidding itself" about hard times. Nevertheless, there are times when a certain amount of psychological depression is to be found. One can encounter sporadic cases of it at present. In spite of statistical showings with regard to production, distribution, and profits that point to a healthy condition of general business, one may hear expressions of uncertainty and misgivings. Since these forebodings have no tangible facts for their foundation, the depression which they reflect must be designated only as psychological.

Shortage of Farm Labor.

The farm labor situation is reported by the Department of Agriculture to be "spotty," but the situation for the country at large is more satisfactory than it was at this time a year ago. The supply is estimated at 92 per cent. on the demand, whereas last year it amounted to only 88 per cent. In the East and South there are shortages, but in the Northwest, the Rocky Mountain, and the Pacific States there is a surplus. The deficiency is greatest in the South Atlantic States, where the supply is reported to be only 84 per cent. of demand. This is due to the migration of the negro workers from the boll weevil sections to the industrial centers. There is also a shortage in the North Atlantic and East North Central States, also because of the migration of labor to the factory towns. In the Northwest, however, the supply is estimated at 102 per cent. of the demand and in the Pacific States it is 110 per cent.

The strongest rope is made of the slenderest of strands, let each worker remember.

The customer who catches you in one lie about your goods will be suspicious of everything you say about them.

Probably there is such a thing as luck, but "Lady Luck" seems to visit oftenest those who work the hardest.

A tree tip for business men: Attend well to the trunk before you put out branches.

The prudent employer doesn't broadcast all the time. He often puts the receiver to his ears.

The Michigan Retail Dry Goods Association

advises its members to place their fire insurance with the

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BEST MEETING EVER HELD.

(Continued from page 9)

of them were published in the Michigan Tradesman with editorial comment and I suppose most of you have read them.

Some tell me that this plan is the biggest thing the State Association has ever attempted and because it is so workable and free from all that is radical and is strictly within the law it will, if consistently and steadily carried out, bring the servile manufacturers to time or drive out some of the unfair competition. I cannot predict how far reaching it will become, but I know that in our store we have been very successful in introducing other goods to take the place of Nationally advertised items which the chain stores are using as leaders. If the Campbell beans or Pet milk are not in sight of clerk or customer we have found that about 75 per cent. of the people go to using something else and like it just as well.

If a customer asks for any item by name, of course we do not argue, but sell her that item at the full price.

As I said, there are many manufacturers who have not "bowed the knees to Baal" and they should be supported.

I should like to see published a list of fair manufacturers similar to the list of unfair ones published by our friend Stowe in his worthy Tradesman in the issue of March 26.

I hope that in the discussion which follows this paper it will be brought out who are our friends and who are our foes.

Gentlemen, the die is cast, the gauntlet is flung, the time is ripe for action. I thank you.

The following took part in the discussion that followed:

Mr. Brainard, of Elsie, and Mr. Pease mentioned the unfair tactics of the National Biscuit Co.

Mr. Goossen said that the Hekman Co. had his preference.

Mr. Green, of Flint, said that Pet milk was being sold to a department store at jobber's prices.

Mr. Tatman called it the liveliest issue under discussion. It was the sense of this convention that the Bureau of Standards and Weights should insist that all goods packed by canner shall bear his name as the packer.

Mr. Ouwendag said that Hart brand canned goods cannot be bought by the chain stores.

Mr. List, of Bay City, said that we should all work on a few items and gradually eliminate the worst offenders from our stock.

Mr. Doolittle said that we should try to get some action from the Federal Trade Commission.

Mr. Affeldt suggested that we fight "fire with fire" by also cutting the price on a few items such as Kellogg's flakes.

Mr. Weide suggested that we pool our purchases in small towns and buy in large quantities.

Mr. Gezon said that we should not stoop to the level of unfair competition, but that we should abide by our store policy.

In closing, the members were urged to concentrate on a few of the worst offenders who advertise in the daily papers.

Then came the question box in charge of John Affeldt, Jr., which brought out some interesting discussions. The questions were as follows:

1. What is the best bonus plan for paying employes and stimulating their interest in the business?

2. How can I increase turn-over and still keep stock low?

3. Can a workable, perpetual inventory system be installed in our store—one that is so simple that it can be operated without extra help?

4. How can overhead be reduced?

5. What suggestions can I get from this convention that I can use to develop better salespeople in my store?

6. Is there any moving van ordinance in any city a success?

7. Explain what the Association is doing for the members.

8. Is there any book published showing the correct margin for groceries and meats?

The questions in the box proved to be a very interesting feature.

The afternoon session opened with a report by the Credential committee, showing 176 delegates, with Muskegon leading with forty-nine and Grand Rapids next with forty.

Next followed the report of the Auditing Committee, which was as follows:

We have carefully examined the books of the Secretary and Treasurer and find that both agree as to receipts and expenditures for the year ending April 22, 1924, as reported by each in their annual reports of yesterday showing gross receipts of \$3,081.60 Showing gross receipts of \$3,081.60

Leaving balance on hand in Treasury \$ 656.25

The question of labeling goods as to solids and liquids was referred to the Legislative Committee.

Mr. Bothwell, former Secretary, spoke a few words.

Mr. E. A. Stowe then spoke at length upon the subject of mutual insurance, closing as follows:

I could go on indefinitely presenting valid reasons why the stock company method of conducting the insurance business is all wrong, contrary to public policy and not in line with good business practice or modern ideas of honesty and service. I think I have said enough, however, to convince any honest man that the sooner the stock companies are mutualized or put out of business altogether, the better it will be for all concerned, because they do not function properly; because they are demoralizing factors in legislative work; because they hold themselves superior to the law, defy the decisions of the courts and the acts of the legislatures; because they charge twice what their services is worth; because they employ dishonest methods to accomplish their aims; because they misuse the money of the policy holder in stock and grain gambling; because they keep unscrupulous and vindictive men in places of trust and responsibility; because they maintain machinery to destroy the men who oppose their nefarious methods; because there is not a single thing they do which cannot be done better by the mutual companies at half the cost.

Mutual insurance affords relief from all of the evil features I have undertaken to describe as accompanying stock fire insurance. In replacing your stock insurance with mutual insurance you automatically secure a reduction in rates ranging from 30 to 65 per cent., depending on the character of your risk and the age and financial condition of the company or companies you do business with. In making the transfer from stock to mutual, you place the seal of disapproval on the present policy of the Michigan Inspection Bureau to penalize those who refuse to do business with stock companies exclusively. You demonstrate your belief in the co-operative spirit which has come to play so strong a hand in business operations

of all kinds. You ally yourself with the best and most progressive minds in the business world. You put the stamp of your approval on economy of operation in the handling of other people's money. You show that you are determined that fair and equitable rates for insurance must prevail and that settlements in the event of losses by fire must be effected in accordance with the Golden Rule. You thus ally yourself with the best there is in business life, instead of consenting to be the victim of the worst combination of marplots and conspirers against the public weal which has ever cursed a free country.

Up to a short time ago I hoped to see this organization create a mutual insurance company of its own. I did my best to induce Mr. Bothwell, while he was Secretary of your organization, to throw the weight of his influence in that direction; but Mr. Bothwell had an assured income from his stock company connections and naturally hesitated to exchange an assured income for what may have looked to him like an uncertainty. Perhaps from his standpoint he was right. It is always easier to work along the lines of least resistance than to establish a new organization and to engage in a long and probably tedious struggle to get it on its feet.

Now that we have so many strong mutual companies in the field—well officered, well managed and amply



Paul Gezon

financed—I think the better course for your organization to pursue is to effect an alliance with some company or agency on a basis which will afford you enough income to enable you to pay your secretary a reasonable salary. I think this can be done and that the result of such action on your part will not only give the organization a lift, but enable every one of your members to profit by the transaction.

The discussion that followed served to show that there is a demand for an alliance with a mutual company and the motion was made and carried that we refer the question to a committee of three, with power to recommend to the board appropriate action. The committee is as follows: Paul Gezon, chairman; O. H. Bailey and M. C. Goossen.

President Christensen appointed the following on the nominating committee: O. H. Bailey, W. Loeffler, C. C. Trahan, E. W. Weide, Ollie Petersen.

The next matter of business was choosing the convention city. While Grand Rapids wishes to make this the permanent headquarters of this Association, Muskegon gave a very hearty invitation for 1925. Glenn Denise made a very stirring appeal in the

interest of Muskegon. He said that Muskegon was the buckle on the fruit belt. Two very hearty invitations were read from the Chamber of Commerce and the Mayor of Muskegon. It was moved by Mr. Affeldt and supported by Mr. Hansen that the rules be suspended and that Muskegon be made the convention city of 1925, which carried unanimously.

John A. Green, of Cleveland, then spoke upon the subject of Modern Merchandising. His talk is published verbatim elsewhere in this week's paper.

Mr. Geigler, of the Michigan State Food Department, then spoke, asking our co-operation with his department in trying to better the food conditions and prevent unfair competition.

The following were appointed delegates to the National convention: D. L. Davis, of Ypsilanti; John Lamb, of Ypsilanti, and Victor Sorg, of Ann Arbor.

Wednesday evening the wholesalers department of the Association of Commerce gave a banquet for the visiting delegates and their wives, which was so thoroughly enjoyed by all that a rising vote of thanks was extended them.

Mr. Jamie Herron, of Chicago, was the principal speaker, choosing as his subject "Building Better Business By Building Better Men." He said in part that "There is only one way to build man and that is by giving service. 'For Others' should be our motto. Your vocation is right if you are happy and you are making others happy. Our business is built by others. The purpose of these conventions is to get charged with new enthusiasm. When you put service into your business you are taking God for a partner. Familiarity never breeds contempt. All reports to the contrary notwithstanding." He closed by saying, "He who would become great let him become the servant of all and showed that competition is being killed by service." He told many humorous anecdotes with a delicious Scotch brogue.

This banquet will long be remembered by the delegates and their wives.

At the close of the meeting Paul Gezon, in behalf of the ladies of the convention, thanked Fleischmann Co. for their entertainment of the ladies of the delegates at a luncheon at the Morton Hotel on Wednesday noon. He also thanked those who had donated their cars for the automobile trips about the city.

Thursday morning the following resolutions were presented by the Resolution Committee and adopted:

Whereas—We believe that unfair trade concessions and discounts are now being made by a number of National manufacturers to chain store organizations; therefore be it

Resolved that we ask our State officers to get squarely behind the National Association in their efforts to combat and eliminate these abuses and that we, the members here assembled, assure them of our moral and financial aid in this just movement.

Resolved—That we are in hearty accord with the action of the conven-

tion in creating a special committee on fire insurance and the appointment of such committee by our president.

Resolved—That in order that the Association and our members may receive immediate benefit from the proposed alliance with some insurance company or agency, we recommend that the committee be fully authorized to conclude such arrangement at the earliest possible moment, after it has been approved by the Board of Directors, and that any contract entered into in our name and in our behalf be given immediate effect.

Resolved—That we, the members of the Michigan Retail Grocers and Meat Dealers here assembled extend our heartiest thanks to all who have done so much to make this, the twenty-sixth annual convention, so successful, especially the following:

E. A. Stowe, of the Michigan Tradesman.

W. R. Roach, of W. R. Roach & Co. John A. Green.

Wholesalers and Chamber of Commerce of Grand Rapids.

Fleischmann Yeast Co.

Pantlind Hotel Company.



Chas. H. Schmidt

Resolved—That a message be sent to H. C. Balsiger, National Secretary, acknowledging receipt of his telegram and commending him on his active work as Secretary, as such work means much to each state organization.

Whereas—The Michigan Tradesman has ever been the friend of the business men of Michigan—it has been particularly so of the retail grocers and meat dealers; therefore be it

Resolved—By this convention assembled that we extend to the Michigan Tradesman our appreciation and thanks for all its good work in our behalf.

Wm. G. List,
D. L. Davis,
B. E. Doolittle,
Basil Gulliver,

Committee on Resolutions.

The Nominating Committee reported as follows:

We, the Nominating Committee, beg to recommend the following gentlemen for your approval and vote:

President—C. G. Christensen.

First Vice-President—Paul Gezon.

Second Vice-President—Chas. H. Schmidt.

Treasurer—Frank H. Albrecht.

Trustees for ensuing year—D. L. Davis, of Ypsilanti; J. F. Tatman, of Clare; Victor Sorg, of Ann Arbor; B. E. Doolittle, of Casnovia; J. W. Carl, of Muskegon.

Orla H. Bailey, Lansing;

W. Loeffler, Saginaw;

C. C. Trahan, Merrill;

Ed. W. Weide, Bay City;

Ollie Peterson, Muskegon.

Nominating Committee.

It was moved and carried that the rules be suspended and we vote by acclamation. The officers recommended by the Nominating Committee were then elected for the following year.

After a few speeches by all newly elected officers, a motion to adjourn was made and supported, but this motion did not carry.

We then discussed the change in the election of officers; change in choosing the convention city and other matters.

A rising vote of thanks was given to the Michigan Tradesman and Paul Gezon for the splendid year book issued.

President Christensen then closed the convention with a few well chosen remarks. A motion to adjourn was then made and carried.

Saginaw, April 25—You, no doubt, have a record of everything but the new Legislative Committee which was to be appointed by mail. The following men constitute said committee:

Mr. John Affeldt, chairman,

Mr. O. H. Bailey,

Mr. George Dashner.

All these men live in Lansing, making it convenient for them to meet and take action. All of them are of the better merchant class.

Charles G. Christensen, Pres.

Convention Notes.

John Affeldt, Jr., made a good suggestion during the convention that the term meat dealer be substituted for that of butcher. He said the average individual regarded the butcher as a horse jockey, and as meat dealers as a class no longer purchase and slaughter their own cattle, he considered the term obsolete. His remarks were greeted with applause, showing clearly that the delegates to the convention were with him to a man in his appeal.

For good and sufficient reasons the subject of manufacturers selling chain stores at jobber's prices was not extensively discussed on the floor of the convention; but a definite understanding was reached by many of the members outside the convention hall which will cause many manufacturers to sit up and take notice during the next few months.

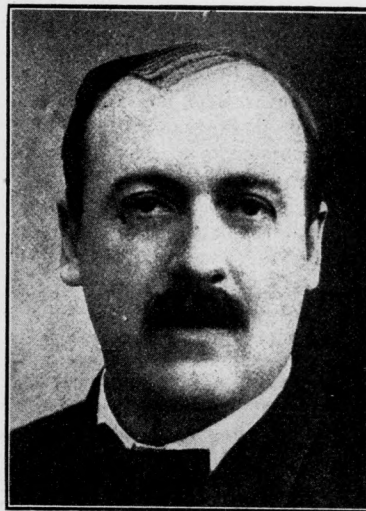
President Christensen and Secretary Gezon did most excellent team work in connection with the preparations for the convention. They labored earnestly to make the meeting a success and succeeded even beyond their most sanguine expectations. President Christensen presided with dignity and discretion and succeeded in bringing the best there was out of every one present. He was supported in every measure he suggested for discussion or action. Mr. Gezon certainly did his full duty, both before and during the convention, and won

the hearty commendation of the members for the faithful service he gave them.

One of the old workhorses who has seldom missed a convention in the past was conspicuous by his absence this year—Charles Wellman, of Port Huron. His many friends would have been glad to welcome him to the Grand Rapids meeting.

Two grocers who have served the organization well and faithfully put in an appearance early and stayed until every piece of business was dispatched. They are John F. Tatman, of Clare, and D. L. Davis, of Ypsilanti.

The inability of John A. Lake, of Petoskey, to attend the convention was a matter of great regret to all present. Mr. Lake did much to put the organization on a good basis while he was president of the Association and much of his labors now begin to bear fruit. He was forced to remain



D. L. Davis

at home owing to an accident to one of his employees.

List of Those Present.

J. F. Tatman, Clare.
H. O. Pearce, Battle Creek.
Walter Hocott, Battle Creek.
Basil Gulliver, Detroit.
Paul Gezon, Wyoming Park.
J. E. Marvin, Muskegon.
C. E. Keur, Muskegon.
O. H. Bailey, Lansing.
John Affeldt, Lansing.
R. E. Johnson, Muskegon.
Geo. Daschner, Lansing.
F. H. Albrecht, Detroit.
M. C. Goossen, Lansing.
John M. R. Schaefer, Merrill.
Clarence E. Trahan, Merrill.
Carl S. Voigt, Grand Rapids.
Ralph A. Voigt, Grand Rapids.
B. E. Doolittle, Casnovia.
Fred R. Smith, Grand Rapids.
R. J. Prendergast, Grand Rapids.
Chas. M. Onendag, Grand Rapids.
Glen E. DeNise, Muskegon.
A. E. Crosby, Merrill.
Victor F. Sorg, Ann Arbor.
Alf Lemble, Ann Arbor.
A. J. Diehm, Remus.
L. A. Monks, Bay City.
Edward Wm. Weide, Bay City.
Peter A. Kloosterman, Kalamazoo.
J. E. Pease, Kalamazoo.
Seth Hyma, Kalamazoo.
Thomas Jenn, Bay City.
Charles H. Schmidt, Bay City.
Martin G. Smith, Central Lake.
John F. Waite, Flint.
J. P. Schaefer, Lansing.
J. A. Mohrhardt, Grand Rapids.
L. W. Van Dunen, Lansing.
Otto M. Rohd, Saginaw.
Ludwig Schwemer, Saginaw.
Walter H. Loeffler, Saginaw.
H. J. P. Graebner, Saginaw.
William Boland, Saginaw.
Bert Boeskool, Grand Rapids.
E. C. Piggott, Fowler.
L. C. Schalow, Cadillac.
J. M. Bothwell, Cadillac.
M. Davenport, Milan.
Charles G. Christensen, Saginaw.
Lee H. Higgins, Grand Rapids.
Fey T. Middlesworth, Weidman.
C. S. Goodrich, Elsie.
F. W. Geller, Fowler.
J. G. Bradley, Bay City.
C. W. Den Herder, Grand Rapids.
J. A. Borgman, Grand Rapids.
J. C. Sproat, Grand Rapids.
Neil De Young, Grand Rapids.
A. G. Van Den Berge, Grand Rapids.
L. Van Dussen, Grand Rapids.
C. F. Seymour, Charlotte.
A. Botting, Grand Rapids.
C. J. Appel, Grand Rapids.
W. H. Beall, Wayland.
A. M. Beall, Wayland.
H. Hanson, Grand Rapids.
O. L. Brainard, Elsie.
C. M. Conklin, Elsie.
A. D. Kendall, Millbrook.
Ben G. Sheets, Lansing.
J. DeHoog, Grand Rapids.
R. H. Smith, Conklin.
John G. Lamb, Ypsilanti.
D. L. Davis, Ypsilanti.
Carl G. Burger, Detroit.
John W. Boonstra, Muskegon.
Gerrit Trap, Muskegon.
Wm. Keillor, Muskegon.
O. A. Peterson, Muskegon.
C. H. Boelkins, Muskegon.
Lloyd Hansen, Muskegon.
H. Jorgensen, Muskegon.
Fred Sarsen, Muskegon.
E. F. Hurlbert, Muskegon.
Axel Anderson, Muskegon.
Geo. K. Butcher, Muskegon Heights.
Thomas Silkenga, Muskegon.
H. D. Olsen, Muskegon.
J. Dykhouse, Muskegon.
H. Johnson, Muskegon.
E. Heese, Muskegon.
W. J. Carl, Muskegon Heights.
John Lubbers, East Saugatuck.
Frank Preuss, Lansing.
M. J. Carlson, Muskegon.
J. W. Peterson, Muskegon.
A. Dahlsted, Muskegon.
Robert N. Johnson, Muskegon.
Frank Van Oss, Fremont.
H. A. McLachlan, Evart.
Robert Anderson, Muskegon.
Harry Monroe, Muskegon.
Earl Rodger, Grand Rapids.
Peter Phillips, Muskegon.
Martin Schreur, Muskegon.
C. J. Zoeller, Muskegon.
J. N. Baustert, Muskegon.
Alfred Smith, Muskegon.
Harry Caverly, Muskegon.
C. R. Carlson, Muskegon Heights.
M. E. A. Aamodt, Muskegon.
H. H. Giroux, Muskegon.
H. Oudsema, Muskegon.
J. A. Bennett, Muskegon.
Paul Hilman, Muskegon.
John M. Johnson, Muskegon.
L. Lillie, Coopersville.
John Bowman, Muskegon.
Ole Peterson, Muskegon.
John Baustert, Muskegon.
A. Janer, Muskegon.
Paquin Bros., Muskegon.
W. J. Blackburn, Muskegon.
A. Burt Boelkins, Muskegon.
B. P. Weennink, Kalamazoo.
J. E. Hammond, Lansing.
C. H. Kinne, Caledonia.
P. W. Thresher, Grand Rapids.
V. Kimick, Muskegon.
J. Olkoskie, Muskegon.
W. T. Parks, Benton Harbor.
Wm. G. List, Bay City.
W. R. Van Anken, Big Rapids.
Dan Kronmeyer, Kalamazoo.
Sam Poelstra, Kalamazoo.
G. Broekema, Kalamazoo.
A. L. Leonard, Benton Harbor.
G. J. Lubbers, East Saugatuck.
Peter Dubois, Muskegon.
James Naylor, Alma.
Clayton Redman, Alma.
W. C. Geagley, Lansing.
Jelle Hekman, Grand Rapids.
C. H. Stuit, Grand Rapids.
Mrs. Anna Nehmer, Big Rapids.
Roy Kinney, Fruitport.
Edw. J. Curry, Grand Rapids.
G. B. H. Hall, Kalamazoo.
Frank Toonder, Kalamazoo.
John Borgman, Grand Rapids.
Frank Kaminski, Grand Rapids.
J. Van McDerby, Nashville.
Arthur B. Krauser, Lansing.
Lawrence A. Gauss, Lansing.
G. C. Gordon, Muskegon.
Staunbrey Bros., Muskegon.
John A. Green, Cleveland.
Bert L. Curtis, Cadillac.
A. Hartsema, Muskegon.
J. Mulder, Fremont.
C. Vander Zand, Grand Rapids.

Would Reduce the Surplus.

"Mother, is daddy rich?" the little girl asked.

"Yes, very rich, Mary. He is worth two millions and a half."

"What in, mother?"

"Oh, he values you at one million, me at one million, and baby at a half a million."

Mary thought the matter over and then made this proposal:

"Mother, I wish daddy would sell the baby and buy us some ice cream."



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.

Wish Silk Would Stay Down.

Some time ago, one of the big concerns manufacturing silk hosiery was confronted with the alternative of closing down or reducing prices and continuing to run on part time at a loss. The size of the loss was first carefully figured out, and then was weighed against it the possible danger to future production through the disruption of the organization. Finally it was decided to cut prices, give users of its products the benefit of the cut and continue in operation. Later, the question came up as to how prices could be put back to a profitable basis when the slump was over. Just when the executives of the firm were beginning to lose sleep over the problem the break in the raw silk came. This enabled the concern to cover part of its prospective loss at once and, if the market does not advance very much in the near future, the whole discrepancy may be made up.

To Retail at \$1 and \$5.

To retail at \$1 and \$5, respectively, a silverware house is offering several articles in plated and sterling silver that are said to make good items for special Summer sales. The cheaper wares are quadruple plate on either copper or brass. Among them are "handled" bread trays in Colonial patterns, and similar styles in bread trays, all of them eleven inches in length. Also included in the \$1 "retailers" are pierced round and hexagon sandwich trays and "handled" cake baskets running 8¾ and 9 inches across. The sterling ware to retail at \$5 includes 8 inch candlesticks, 12 inch bud vase, "handled" flower baskets ten inches from base to top, high compots, flower vases, six-piece salt and pepper sets, Colonial style and in cases; mayonnaise bowl and ladle, cased, and several other articles.

Costume Slips Doing Better.

Buyers of women's underwear have been giving more of their attention of late to costume slips. They are being bought in both white and flesh color. All of them, according to a bulletin of the United Underwear League of America, are made with hip hems, and many show more trimmings than last year's models. A convenient costume slip has a panel of lace in the front to be worn as a vestee with a tailored suit or sweater. Another shows the use of net footing, which is one of the

season's most popular trimmings. Footing trims the top of the bodice and is also set in the skirt horizontally. Cotton voiles are still one of the season's biggest sellers in moderate-priced lines, and pongee slips and nightgowns are also in considerable demand.

Cement Used in Place of Nails.

Considerable interest has shown in this market in the report that one of the Brooklyn shoe manufacturers has gone in for making the nailless shoe that is reputed to be of German origin. It is said that the shoe in question is put together with a special waterproof cement in place of nails. The outer sole is cemented to the inner one, and the upper is cemented to the insole. The shoe is said to have all the wearing qualities of one made in the usual way, with the added virtue of being considerably cheaper to produce. The principal saving was said to lie in the lessened labor cost.

Novelty Bag For Children.

A handbag wholesaler is placing on the market a bag especially designed for kiddies. Its feature is a center lockchain arrangement, similar to that used on tobacco pouches, which will open or close the purse portion of the bag. This is done through the sliding back and forth of the end of the chain, which is equipped with a tassel. The bag is made of leather and has a celluloid bracelet handle set with stones. It comes in six of the leading shades. On the bottom is placed an embossed colored design of particular appeal to small children. The bags wholesale for \$96 per gross.

*Sport
Hats
Opening
Monday, May 5*

*The latest creations in smart
models from our own Studios.*

You are cordially Welcome.

*Corl-Knott Company
Grand Rapids*

The Value of Trading Near Home

I.

DELIVERY CHARGES.

Get your freight bills on merchandise bought from Detroit, Chicago and New York, and compare with freight from us.

II.

TIME IN TRANSIT.

See how much longer it takes to deliver goods from the East or South than from us.

III.

MAIL OR TELEPHONE ORDERS.

It is easy to telephone us, charges reversed, or mail us your order for anything you want quickly.

IV.

PERSONAL ACQUAINTANCE.

Why not buy from those you know, and who know you and your needs?

V.

MARKET VISITS.

It doesn't cost much and is easy to come and visit us often. Did you ever make a visit to market which was unprofitable or where you didn't get at least several good merchandising suggestions?

VI.

TURNOVER AND PROFIT.

Analyze your stock and see whether you made more money on large lump purchases made on account of PRICE INDUCEMENTS or on purchases from us of merchandise bought AS NEEDED.

Under present market conditions, WHY NOT DEPEND ON US?

Our volume for 1924 would not have increased 25% if we did not have the latest merchandise which the trade wants.

You cannot interest your trade with PRICE INDUCEMENTS. WHY NOT LET US SHOW YOU THE LATEST IDEAS IN UP-TO-DATE MERCHANDISE?

We are at your service—command us!

Grand Rapids Dry Goods Co.

LET US HELP YOU MAKE A PROFIT

Wash Goods

This year we have a wide range of Styles in Wash Goods. Among several of the best are, Plain and Printed Crepes, Tissue Gingham, Plain and Fancy Ratines, Flock Dot Voiles, Plain and Figured Voiles. Also the well known "Printswiss." All at very attractive prices.

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS
GRAND RAPIDS, MICHIGAN

High Quality

Right Prices

Prompt Service

For Medium Grade Fine Shirts keep a Good Stock of



Prices range from \$8.62½ to \$13.50 per dozen.

Snappy patterns in Neck Band and Soft Collar Styles. All made with coat front.

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

Two Pleasant Days Devoted To Batavia, Java.

Singapore, March 21—The port of Batavia, Java, was originally low land. It has been dredged, making room for three big slips, each long enough to hold five ships, with up-to-date docks and warehouses and coal handling machinery. It caused Holland, which owns the Island, the loss of some 17,000 lives in building. They had the same trouble France did in Panama. It was low, fever-and-mosquito-infested land and until they overcame these handicaps many lives were lost. Now it is clean, sanitary, good buildings and good roads, a canal, railroad and good auto road up to Batavia, about four miles distant.

Batavia is a city of magnificent distances. I do not know when I have seen a city of 250,000 population as this is that is built with so much room. Every public building is in the center of an acre or two. The main thoroughfares are wider than Monroe street. In the center of town they have playgrounds as large as three or four of our city blocks. In the residence section the grounds are large, with a big garden in front. The houses, of course, are built for hot weather out of stone or cement with big porches. A canal runs through the center of the town with a road on both sides. In this canal the natives do their washing and bathing. As we drove along the shores they were lined with washerwomen and washermen. They souse the clothes in the water, then slam them on rocks in lieu of a power washing machine. The city is clean and the Javanese are a bright looking race. As a rule, they are neatly dressed. The better class of men usually wear a white coat, in which they seem to feel dressed up, it matters not what covers their legs. It is usually a bright piece of cloth, a sarong, one piece so folded around them as to make pantaloons and a skirt.

Every port has a little different mode of conveyance. Here they have the same small ponies they had in Manila, but in place of the buggy they have a two-wheeled cart with side seats, with an opening in the rear called a sados. The money here is the guilder. This is in paper and also one guilder silver piece. They have ½ guilder silver piece; ¼ guilder silver piece; 1/10 guilder piece; nickel 5c and copper 1c. We received for a dollar bill two guilders and 65c or, on a trading basis, about 2½ for one. They would take paper money, but not our silver.

Batavia is the old and business section. The newer and residential section is Waltevreden. The Island has a population of about 35,000,000 and is about the size of the State of New York and came into possession of the Dutch in 1520. The Dutch government is autocratic. It consists of a governor-general who represents the crown and he, together with his heads of departments and the governors of the provinces, rule the country.

Most of the railroads are state owned, but some in the central part of the state are owned by corporations. I was talking to a resident railroad man who said the roads were not paying much in the way of dividends, something like 2 per cent. He said they were commencing to electrify them, as they have water power in the mountain streams. Their coal comes from the Island of Sumatra.

Java produces rice, sugar, a little coffee, tea, Peruvian bark, cocoa, pepper, nutmeg, rubber, ebony, teakwood and copra and has a great variety of fruits not seen elsewhere and the pambler, which is covered with pink spines like a chestnut burr within a round greenish center, something like a green gage plum. Then the mango-steen, about the size of our orange, with a dark purple skin enclosing a white center in layers like an orange, tasting something like a sweet plum.

They have a great amount of rain. The thermometer does not go above 95, but when you get it 80 to 95 for twelve months in the year you can call it hot. The two days we were there were not uncomfortable if you kept in the shade and did not walk too fast. The well-to-do people of Batavia go up to Buntenzorg for the summer or have their summer homes there. It has an elevation of 800 feet and is an hour and forty minutes ride by train. In going up by train we passed through farming country, the rice fields terraced down in all kinds of terraces to use the water over and over. We passed rubber trees, coconut groves, bamboo, etc., with the native thatched huts under the trees. The country has ample water for irrigation purposes.

As Walter Winchester and I spent the night at Hotel Belevieu in 1906 Mrs. Follmer and I thought we would stay there all night in place of going back to the boat with the others. It was so cool we slept with a blanket over us.

Although a city of homes, it is noted the world over for its botanical garden, having the most extensive collection of trees and plants in the world. It is so large it would take over two hours to walk through its main thoroughfares. There are orchids of great variety, as well as almost every known tropical fruit and plant, with a beautiful lake, picturesque bridges, etc. We drove out five miles to a tea plantation and factory. The trees are about the size of our small cherry trees, planted in rows about twenty feet apart. The manager said the pickers commenced on one row and picking was so arranged they commenced going over them again in ten days. They pick only the new leaves. They carry the leaves to the factory in baskets on their head, have them weighed and receive their pay. They are then dumped on a tiled floor in a covered building until they sweat or ferment. They are then placed in a shaking machine so built as to cure the leaf to keep the juice in it. They are then put in a drying machine which is about fifteen feet long by six feet wide containing a moving iron belt on which they go back and forth until dried. They are then put in a cutting machine. From this they go to a blowing machine and sifting machine, then to girls for picking over. Seven grades are made. Twenty-four hours after picking it is packed in sealed cans for shipping. This plantation, Tjiomas, manufactures about 1500 pounds per day. The girls in the factory work from 5:30 a. m. to 6 p. m. for 10c, American, per day.

One thing everybody talks about who has been to Java is the Batik work. This is white cotton cloth on which designs are drawn in hot wax, coloring the unwaxed portions of the cloth by dipping into vats of different colored dyes. Each color requires a new wax process. In some of the smaller plants the colors are blown on with a small pipe. The girls operating have little bowls by their side with the different colors.

Like all other countries expenses of government are increasing and Holland has to back up the expenses by floating loans for the Island and they are looking for taxing things. Some one has said that taxation is the art of plucking the goose and getting the greatest amount of feathers with the least amount of pain to the goose. They are now placing an export duty on staple products and a tax on transportation. They also levy taxes on personal property, as follows:

- Income tax
- Ground tax
- War profit tax
- Trade tax
- Tax on fish ponds
- Tax or tithe on rice crop
- Tax on deeds

Tax on death or death duties

Tax on butcher's meat, etc.

If you want to escape taxation, better not move to Java.

We sailed at 5 p. m., having spent two very pleasant days in Java.

We are now on the homeward lap of our journey, sailing Northeast, with the Island of Banka on our starboard and Sumatra on our port—a thirty-six hour sail to our next port, Singapore. Our good luck in weather continues. Sea as smooth as a mill pond.

C. C. Follmer.

Recalling the Days When Boys Were Heroes.

Grandville, April 29—It was in April that the first enlistments for the War for the Union took place. In the lumber woods the news of the fall of Sumpter had the effect to awaken a storm of indignation which would not down.

Colonel Pelton, from Grand Rapids or Detroit, I have forgotten which, passed through the lumber region, seeking recruits for a regiment of infantry from Michigan. The State's quota for the first call was but a single regiment and volunteers fell over each other seeking a place in the ranks.

Our own mill furnished two volunteers for that regiment, but, since only one reached the Rapids, and then enlisted in the Third infantry, we realized that war was really upon the land. The tears of a sister turned one young man back, but the one who kept on, walking forty miles through the woods to enlist, got into the army and went South, marching with General McDowell to the plains of Mannassas, where, on the creek dominated Bull Run, was fought the first great battle of the Civil War.

In the words of Artemas Ward, our army made a splendid advance on Washington, evidently agreeing with the bard that he who fights and runs away will live to fight another day.

Bull Run was a bitter surprise to the North.

One burly backwoodsman, commenting on the battle and the inglorious flight of Union troops, assured his hearers that Northern men could not expect to compete with those Southerners, who were experts with gun and pistol, while our boys were mere amateurs.

Some were disposed to punish the speaker then and there for his want of patriotism, but he proved his mettle afterward by enlisting, going South and leaving his bones in the soil of Georgia.

I recall that when Booth, the first man from our mill to go to the war, returned a year later, covered with the glory of having participated in the fight at Bull Run and several other smaller engagements, he was regarded as a hero. Commissioned officers from the regiments that got first into battle came into the woods seeking recruits for the new regiments that were immediately called to swell the armies of the Union. Such officers were regarded with something akin to awe by the boys of the woods.

From one small shingle mill, whose crew numbered less than a score at any time, more than two dozen boys and men shouldered the musket or strapped on the saber and went South to fight for the Union. I could name every one of them once, but memory is rather treacherous at the present time. John was the first. He served a year and then returned to resume his old place in the mill. Afterward there were Frank, Orville, Tom, Eph, Lin, Dave, Dwight, Davis, Pierce, Leader, Elijah, Henderson and many others not coming to mind at this instant.

These were all young men, some of them boys in their early teens, averaging in age, no doubt, with the main body of the Union armies, which were said to be made up of boys, thousands

of them under military age, these of course receiving parental sanction for entering the army. There were numerous instances when boys exaggerated their years, so anxious were they to be in at the death, as so many of them were.

Tom was a scholarly young man, and averse to bloodshed, yet he was one of the first at the front because of his patriotic desire to help save the Nation. He fell at Chickamauga and is one of the unknown dead of the war.

Frank, the antithesis of Tom, because of his great strength physically, his breadth of shoulder and muscular arm, was cut out for a soldier, his friends declared. His fate was similar to Tom's death on a Virginia battle field with no burial robes nor mourning friends when he went under.

Leader, one of the most jovial of spirits, left his bones in Tennessee. One Dr. Johnson, as a surgeon in the Potomac army, did his duty until death claimed him on the plains of Mannassas. He, too, fills an unknown grave.

Orville, the life of the mill crew, as joyous a heart as ever lived, fell at the battle of Perryville early in the war. Another of the boys was struck by a bullet in the knee while charging a rebel earthwork and dropped dead into the arms of a comrade.

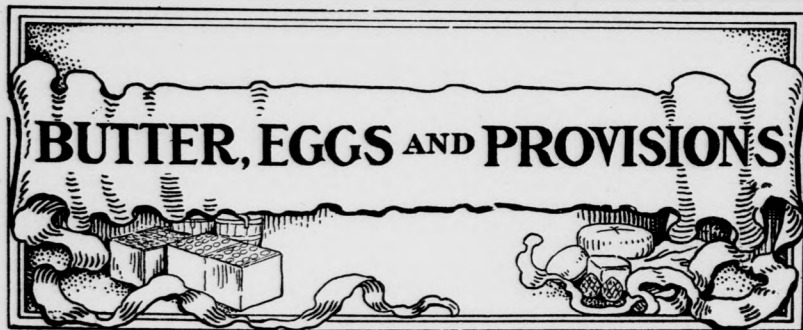
Others died in hospital until the record of casualties was, indeed, a long one. We ask ourselves what it was all for? "Fighting for niggers," jeered the copperhead, who was as pestiferous as the snake for whom he was named. Not one of those soldier boys but believed in the cause for which he fought, and we people still left upon earth realize that it was all this great sacrifice that held the United States together and assured lasting democracy to the world.

From farther North a company of Indians was enlisted a company that served gallantly and well alongside their white brothers. An old veteran still lives to tell of those times.

The home fires were kept burning all right through the lumber woods. A private's pay was \$13 per month then, later rising to \$16, which was the peak for the war time, and this pay was in paper money which at one time was of a value not exceeding 35 cents on the dollar. Pensions did not come until later. From \$2 per month to \$8. Many soldiers twenty years after the close of the war had not been pensioned and some refused Government bounty entirely. Of course, today every member of that Grand Army has a pension. Hardy sons of the pine woods made excellent soldiers, and no future wars of the U. S. A. find a more rugged source to draw from. Old Timer.

How to Sell Candy in Grocery Store.

There is a reason why some candy sells and some candy doesn't sell. There is also a reason why some retailers sell more candy than other retailers. The whole success of candy merchandising depends upon what candy the retailer buys and how he offers it for sale after he buys it. Some people go into a retailer's store to buy candy—other people go into a retailer's store to buy something else and see candy displayed and buy it. Therefore, much candy is bought without intending to buy it. The trouble with most retailers is that they display candy with the idea in mind that no one buys candy except those who come into their stores to get it. This is all wrong. The big chain stores and 5 and 10 cent stores have proven that displaying candy right is the most important thing in getting big candy sales. Next comes pricing the candy right and then furnishing the consumer candy that is pure and good to eat.



Buying Eggs on a Graded Basis.

Minneapolis, Minn., April 26—Late-ly, in this section, the practice of country general stores shipping the eggs they buy from farmers direct to city retailers, rather than to a produce house has been growing. Recently, a produce house interested in this matter checked up such receipts in St. Paul and found they totaled over 400 cases per day. St. Paul, comparatively speaking, is not such a large city. I would say that in Minneapolis such shipments are in proportion. This is a practice of comparatively recent origin. What has caused it? Simply the demand of consumers for good eggs and the inability of retailers to supply them from regular sources. Wholesalers have been so short-sighted they have not realized that an inferior product cannot be forced on the consuming public forever. So far as eggs are concerned, the rank and file of wholesalers have been trying to do this, no matter how we may deny it.

We complain about egg boycotts that have been in effect in some cities and we complain about adverse newspaper criticism and adverse laws. The laws are ineffective; newspaper criticism and boycotts are misdirected, but certainly they indicate public dissatisfaction with something. Is it all mistaken? Possibly in the direction it takes, but we had better recognize that the public wants something and they are going to get it. What they want is one dozen good eggs, eggs that are all good, the whole dozen; and they want to repeat the same thing again and again. The price within reason, the label or designation they are sold under, is immaterial, or will be when they get what they want.

Producers too are restless and dissatisfied. Why? Because they sell their eggs for 15, 20 or 25 cents per dozen and at the same time eggs are retailing in the cities for 30, 40 and 50 cents per dozen—eggs that they think are the same eggs. They believe the spread is too much and want to form and are forming co-operative associations to market their own products and eliminate the middle man who, they consider, is robbing them. When they get into it, they find that waste causes a large part of this spread. One dozen eggs the farmer sells for 15c, increases in value considerably if 4 or 5 are eliminated for unfitness somewhere along the line before reaching the consumer. The trade is dissatisfied. They don't make any money. Storage egg laws hurt them and they complain bitterly and many reasons are advanced why the laws should be repealed; but when it comes to realizing the fundamental causes of all these evils and attempting their eradication, they find it easier to howl for help than to get down to business and help themselves. Out here, we are beginning to help ourselves. Government grading has not been officially promulgated. Possibly minor modifications in the tentative grades proposed will be made, but there is nothing about them unworkable in their present form. They answer for every purpose of grading eggs from buying from the producer to selling at retail to the consumer, no other grading or designations being required anywhere

along the line. We are so using them and will continue to do so. We anticipate that the storage laws will not hurt us as much this year locally and we confidently expect their modification at the earliest possible date.

We are storing eggs of a quality never before approached and we expect to find a market for them. We believe that somebody can be found who will appreciate not having to handle over and dispose of 50 per cent. of undergrades in order to get the other 50 per cent. of satisfactory eggs, if they even get that many.

The enclosed circular shows our buying standard and the article from the Minneapolis Tribune, while containing some misstatement indicates what the local trade has done. While satisfied with the results locally, we realize that these efforts must be National in extent to produce maximum benefits even for ourselves. The egg-industry is in a bad hole. Everybody admits it, so it is no secret. It can pull itself out if it will try, and a means has luckily been provided in the standardized Government grades, if they are used to the full extent the department expects they ultimately will be and to which use there is no doubt they are well adapted.

Let us all seize this means to raise the quality standards of producers so that unfit eggs will be eliminated at the source and the avoidable waste be stopped and let this education go down the line. When we do this, we will have minimized the spread between what producers get and consumers pay. We will be on the way to give consumers what they want and thus both will be better satisfied. We will find that some of the trouble we are howling about will vanish of its own accord. No other remedy has been thought of or advocated, so far as I know, that promises anything at all. Now is the time for all influential agencies to take some decided stand. The time for academic discussion of interesting phases of the matter is about over. Unless somebody can think of a better remedy it seems as though they should advocate and co-operate with the only one proposed. Some depth of vision is required to see this through to the end and to realize the ultimate benefits that will come. A lot of the trade does not seem to have the vision. We think the Tradesman has and its whole-hearted advocacy of Government standardized grading for all purposes, including the grading of eggs for retail sale, would be most influential and helpful.

F. D. Newell.

More Bermuda Onions.

Texas expects a Bermuda onion crop of good size and quality, in spite of the late season. Though the acreage is less, the indicated yield per acre is 40 per cent. greater than last year, thus making estimated production 1874,000 bushels. Carlot movement is now under way. Southern California prospects indicate a crop of 424,000 bushels. Louisiana may have 152,000 bushels this season.

Gossip should be spelled goose-sip.

R

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CHICK STARTER COARSE CHICK
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STEEL CUT OATS
ROLLED OATS
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GET OUR PRICES

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GRAND RAPIDS ~ LANSING ~ BATTLE CREEK
Wholesale Grocers
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Opportunities Offered by Current Styles and Materials.

Most shoe sales offer the possibility of adding an extra profit through the additional sale of polishes or laces. Every shoe salesman ought to bear in mind the desirability of thus boosting the receipts of the store.

To the end that this making of companion sales may be easy, the extra goods should be displayed where it will be a simple matter to bring them to the attention of the customer. It may even be worth while to change the arrangement of the store equipment and fixtures so the customer will be brought in front of the display of polishes and cleaners when waiting for package and change.

Customers who are in too much of a hurry to be willing to wait while they are told about the merits of a special polish will be willing to listen to that same talk if it is given them during the short wait that cannot be avoided.

If there is no centralized point to which the customer is automatically brought, then it is possible to have small displays of featured cleaners and polishes at different points so the salesman who has just completed a sale may pick up the polish best adapted to the shoes sold and place it in the hands of the customer for examination while waiting for the parcel. There are some people who resent being urged to make a further purchase of supplies or accessories, but no one will object to taking an article and looking it over while waiting. And the addition of a little judicious selling talk will not be an objection. Most people want to know how to keep their shoes looking their best, and aside from the ones who never themselves do anything to their shoes, leaving all to the bootblack, suitable cleaners, polishes and even dyes, will make an appeal.

Where the stock is carried on shelving, as it usually is, the dealer can easily make space with each different type of shoe for a little shelf display of the polish and cleaner belonging with those shoes. There are plenty of shoe salesmen who will turn their customers' attention toward the plus purchase when it is made easy by the immediate presence of the extra items, but who would not go much out of their way to get such stock.

Customers rarely think of cleaners and polishes when they buy new shoes. The shoes look so trim and neat that nothing about them suggests the need of such things. And yet most shoe customers want to keep their new shoes looking new and will respond favorably to the suggestion that they get the right cleaner and polish at the time and be prepared to take care of the first dirt or spot.

The customer buying shoes of a different finish from any already owned will lack the right polish and will buy readily. The cost of cleaner or polish is so slight in comparison with the cost of the shoes, that the extra sale is added without much difficulty. If there were no profit on the extra sales, it would still be worth while to urge customers to buy suitable polish and cleaner just so the shoes will give that maximum of satisfaction which makes

the customer feel right toward the store that sold the shoes. In the old days when the only dressing was a box of shoe blacking, it was not so important to follow up this feature. But now the variation of liquid suede dressing, suede sticks, suede powders; kid dressing for white, black bronze and other kids, gives the salesman many opportunities for extra sales.

Expects Normal Walnut Crop.

The California Walnut Growers Association, which will handle 85 per cent. of the California walnut crop, hopes for a yield at least as heavy as last year, when 24,405 tons were produced. Last year the association marketed 19,860 tons, or 81.3 per cent. of the total. Gains in tonnage will insure a larger output this season. In its first circular of the 1924 season the association reviews Coast crop conditions, with especial reference to the lack of moisture during the winter and says: "It is safe to state that through our campaign growers as a whole have more thoroughly irrigated their orchards this year than ever before. While it is yet too early to make crop predictions, the trees just now are commencing to emerge from dormancy. The fact along that walnuts are more universally provided with irrigation facilities than any other tree crop in California with the exception of citrus and that irrigation practice has been so markedly improved through our campaign makes it seem obvious that, barring unfavorable climatic conditions during the growing season, the walnut crop should be nearer normal in size, quality of fruit and total tonnage than those of the other California horticultural products. We believe the supply of water for irrigation will hold out the entire season. There will be but minor changes in the sales methods and policies of the association and no changes in grading standards. Following our most satisfactory experience during recent seasons, we will accept no orders nor make any commitments to buyers until prices are named in October. The trade name of No. 2 soft shells will be abandoned. This same grade and size of nut will hereafter be packed under the trade name of "Baby Soft Shells." The association's Coast stock of 1923 crop walnuts of all sizes and grades are now completely exhausted."

How To Sell More Small Oranges.

The United States Department of Agriculture is constantly issuing constructive suggestions to retailers out of which the live and alert merchant can get many an idea for livening up his store. For instance, among the department's stuff this week I noticed a very good idea by which the grocer can increase the sale of small oranges. According to the Department, the housekeeper who is accustomed to seek for very large, juicy oranges for serving on her breakfast table will find it an economy to buy the smaller sizes for all other uses and occasionally to serve orange juice in glasses instead of half oranges. Owing to weather conditions and other local factors this year's crop of oranges, which is

abundant, contains a high percentage of small sizes, and these may frequently be bought for considerably less in proportion to the larger ones than one would expect.

A small orange may still be a very good orange. Oranges which pack 250 instead of the more desirable 126, 150 or 176 to the crate are obviously too small to be cut in half and eaten comfortably with a spoon, but they may be squeezed for orange juice not only for the baby, but for every member of the family. A great many persons habitually take their breakfast orange in a glass, and even if it requires two smaller oranges to get the usual amount, this should not be an objection if the two can be bought more cheaply than one larger one.

Now is the time to have orangeade or orange punch at card parties; sliced oranges in custard for dessert; fruit salad with orange predominating; orange gelatin made with the pure juice; orange cake frosting and filling; orange pies and home-made orange marmalade. In buying the fruit for any of these purposes, the smaller, lower priced oranges may be used with no reduction in quality.

All of the above suggestions directly lead to the selling of more oranges.

One of the greatest helps from regular meeting of the men in a store is to be found in the wiping out of petty jealousies. It creates a kindly feeling in each clerk for his fellow-clerks and fills him with a desire to help the others all he can. Get them to understand that a business crew, to be successful, should work like a boat crew, all pull together, and do team work; each man strengthening and supporting the others all he can.

A merited increase in pay is as much worth prizing as a college diploma.



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Crude Protein (Min.) 19.40 per cent
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Vice President—Scott Kendrick, Flint.
Secretary—A. J. Scott, Marine City.
Treasurer—William Moore, Detroit.

It Pays To Make a Friend of Your Customer.

Written for the Tradesman.

There is one class of merchant who seems never to worry regarding mail order competition. That is the merchant who puts into his store service in its every detail a friendly, welcoming personality.

Personality is a powerful factor in all business-getting. It is the local merchant's strongest bulwark against outside competition. The store which makes a practice of giving service is entrenching itself against price-cutting.

Personality, service, these things do not mean that the merchant should make of himself a door-mat whereon every customer may freely walk. Service does not necessitate unlimited credit to all comers; nor does it demand unlimited patience with unreasonable people.

But it does mean that the hardware dealer, far from merely trying to sell stuff because he has it in stock, should give thoughtful and intelligent study to the customer's needs, and should, with the goods he hands out, also give such advice as may be needed to insure satisfactory results.

The hardware dealer who develops in himself and his staff a friendly interest such as this in each and every customer—who, for instance, in his paint department, learns to look at the painting problem from the customer's point of view as well as from his own—is surely giving his store a personality, which will make it stand out from its less interested and less friendly competitors.

Every merchant knows that it isn't just the individual sale that makes the business. It takes time to build up a business. A successful paint department, for example, is built up of a large aggregation of satisfied customers. So, when you put a can of paint or a dozen cans of paint, across the counter, you should not be satisfied to sell the goods and take in the money, when, by dint of a little extra thought and effort you can make the paint customer a lasting friend. The man who paints his house this year will, no matter how good the paint may be, a few years hence be in the market for more paint. He will, between times, need specialties of one sort and another. While you are making the present sale is the time for you to reach out and get a cinch on repeat orders.

Of course, a primary essential to securing repeat orders is to supply good paint, the kind that gives a satis-

factory job. But paint alone is not enough to give a good job; and the dealer should make it a point to mix friendly interest with the paint he sells.

Even the practical painter occasionally makes mistakes in the use of paint. The shrewdest of us is subject to occasional errors of judgment. Therefore, the chances are that the uninformed customer, who, to begin with, knows nothing of painting, will, if left to his own resources, make at best only a fair to middling job. Perhaps the result of his work will be a botch. Not merely should the merchant's desire for repeat orders inspire him to take an interest in the job; but the necessity of upholding the good reputation of the brand of paint he sells. A botch job is the worst advertisement that any brand of paint can have; and many an advertisement of this sort could have been avoided had the dealer taken just a little extra interest in the customer.

To begin with, the customer who undertakes his own painting as a rule knows very little about how to do it. A neighbor may have told him, "Don't paint while the woodwork is wet." Perhaps he hasn't picked up even that primary essential of a good job.

The dealer should learn, therefore, to look at the problem from the customer's point of view. Knowing everything about paint, he is apt to assume that the man who buys paint from him is just as well posted. Yet such is not the case.

The dealer's interest should commence with the selection of colors. As every paint dealer knows, color selection must primarily be guided by the surroundings of the house. The average purchaser does not know this. He puts dark paint on his house because he likes the look of dark paint on another house; and then he wonders why the effect of dark colors on his own house jars where he thought it would please him.

A few tactful questions will familiarize the merchant with the situation of the building to be painted; with this information as a cue, he can suggest colors that will harmonize with the surroundings. If the purchaser still desires to buy colors that won't harmonize that is his business; he will view the result, you may be sure, with a profound respect for the paint dealer's judgment. The dealer who takes an interest in the proper selection of colors may be thanked for a splendid effect when the job is finished. In any event, he will not be blamed for inharmonious results if his advice is not taken.

Then there is the selection and handling of brushes.

There are dealers who overlook the

brush business entirely. The customer asks for so much paint for such and such a purpose; the dealer reasons that if the man wants brushes he will ask for them. This, however, isn't salesmanship.

It is an easy matter to enquire if

the purchaser is supplied with brushes, and, if he is not, to make a selection. Then, too, many an amateur attempts to do his own painting without the slightest inkling of the proper way to handle a brush. One merchant who himself learned to paint by untaught

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Exclusive Jobbers of Shelf Hardware,
Sporting Goods and
FISHING TACKLE

experience makes a practice of keeping on a convenient shelf a can with some paint and a selection of brushes; and where a customer expresses even the slightest desire to be enlightened, the dealer spends several minutes demonstrating the proper way to dip the brush, the draining of the surplus paint, the best stroke to use, the easiest way to fill in cracks, and every detail that goes into efficient painting.

Service of this sort may take five or ten minutes extra on each sale (it is not necessary on all sales) but it helps to make the chance customer a steady customer. When he wants advice he knows where to go for it.

Then there is the preparation of the surface. The average layman will give never a thought to this important detail. He slaps on the paint regardless and if the resulting job peels, blisters or shows up badly, the paint dealer and the paint get the blame. Yet a few tactful words of advice and suggestion at the time the paint sale is made will avoid such disastrous results. It is easy for the dealer who has developed an easy, tactful manner of chatting with customers to find out just how well posted the individual customer is, and to proffer advice where it is needed.

Of course there is always the possibility that the customer will come back to the store with his complaints, thus giving the paint dealer a chance to set them right. But it is better for the complaint bureau to get in its good work before ever the cause for complaint arises. Once the botch job is done, no amount of explanation will remove the feeling of soreness, the suspicion that the fault lay with the paint rather than the manner in which it was put on.

Some merchants seem to shrink from proffering advice to paint customers for fear the latter will be offended. The tactful merchant need entertain no such fear. Even the purchaser who knows all about painting will appreciate a minute or two on swapping paint information. As a rule, the man who is undertaking a painting job is enthusiastic and glad of the opportunity to air his knowledge of color combinations and paint technique. And the man who doesn't know will, in ninety-nine cases out of a hundred, be mighty glad to learn, even if he shrinks from unveiling his ignorance. The merchant who learns the knack of giving advice without seeming to do so has a wonderful asset in paint selling.

More than that, don't let your interest in the job die the moment your customer leaves the store. Send him away with the assurance that you are still interested. "If there's anything more you want to know, I'm here to help you," is a slogan which every paint dealer can profitably adopt; and one which will be appreciated by a host of customers.

Victor Lauriston.

He Gets the Business.

"That fellow knows nothing of scientific salesmanship, his approach is poor."

"Then why do you keep him?"

"For the mere reason that he gets the business."

Office Furniture Demand Slack.

The demand for office furniture is reflecting the present uncertainty in the general business situation, according to the sales manager of one of the largest makers. The first quarter of the year, he said yesterday, was very quiet. Part of the condition is due to the fewer changes in business offices, which real estate men also comment upon. The amount of furniture on the market at second-hand prices, he said, is also a factor. This executive finds steel office equipment for use as filing cabinets, etc., taking the place of other types. The dark woods are most favored in the better grade desks, especially mahogany and walnut. Oak is the leader in the cheaper grades.

Women's High Collars Returning.

Something new in neckwear is the high stock of white silk with the flowing figured silk tie. A variety of colors is seen in these ties, which carry out the popular scarf idea. Silk waistcoats for women are also proving of interest to the retail trade, as well as those made of white pique. Some of the former are made of plain, heavy silk, while others are tucked in diagonal patterns. With the approach of warm weather lace neckwear and ruffled nets are gaining in buyers' favor. In these styles high collars, with a jabot or side frill for trimming, are also returning to vogue.

It isn't the size of the business that indicates the size of the net return, and the net is what you should consider.

Cuba has the "makings"—of solid prosperity.

BIDS WANTED

For \$32,300.00 of the City of
Owosso, Michigan, Water
Main Extension Bonds

City of Owosso, April 16, 1924.

The undersigned will receive bids at his office in the City of Owosso, Michigan, up to 7:30 p. m., Eastern Standard Time, on the fifth day of May, 1924, for the sale of Thirty-Two Thousand Three Hundred (\$32,300.00) Dollars of the City of Owosso water works bonds, payment guaranteed by the general obligation of the City of Owosso, for the construction of water mains in several streets of this city.

These bonds will all mature on May first, 1939, and will be in denomination of One Thousand (\$1,000.00) Dollars with the exception of one bond for Three Hundred (\$300.00) Dollars.

Bids will be received on a Five (5%) per cent and Five and One-half (5½%) per cent basis. Interest payable semi-annually. Bonds will be dated May first, 1924.

A certified check for Three (3%) per cent, made payable to the City Clerk of the City of Owosso, will be required with each bid.

Purchaser will be required to furnish bonds and legal opinion.

The City reserves the right to reject any or all bids.

BATES K. LUCAS,
City Clerk.



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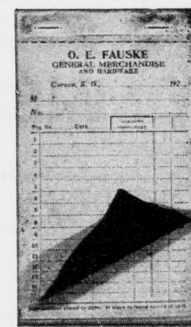
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Jackson-Lansing Brick Co., Rives Junction.

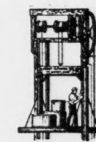
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Size of slip torn out 3 3/4 x 5 1/4 inches to fit Account Registers. 25000 White Originals carbonized back. 25000 Yel. Duplicates. Your business card printed on face of original and duplicate and advertisement on back of duplicate as may be desired, for \$17 f.o.b. our factory. We specialize on Duplicate and Triplicate Books of all kinds. Let us quote you. BATTLE CREEK SALES BOOK CO. R-4 Moon Journal Bldg. Battle Creek, Mich.

TYPEWRITERS

Used and Rebuilt machines all makes, all makes repaired and overhauled, all work guaranteed, our ribbons and carbon paper, the best money will buy. Thompson Typewriter Exchange 35 N. Ionia Ave., Grand Rapids, Mich.



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.

MCCRAY REFRIGERATORS for ALL PURPOSES

Send for Catalogue

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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.

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.

CLOSING OUT SALE of Schusters Fruits and Syrups

We are going out of this line and offer crushed fruits and syrups at following prices, subject to prior sale.

Syrups ----- \$ 2.00 gallon
Strawberries ----- 10.00 case of six 2 qt. jars
Pineapple ----- 10.00 case of six 2 qt. jars
Bittersweet ----- 8.00 case of six 2 qt. jars

Others in proportion.

Grand Rapids Store Fixture Co.

Jobbers for Western Michigan



Two Wails Commonly Heard Against Hotel Men.

Glen Lake, April 28—Periodically I hear two distinct wails from the traveling fraternity.

Wail 1: Apples are retailing for one dollar per bushel, but the avaricious hotel man is charging 20 cents for one of them baked—an easily computed profit of several billion per cent. Of course, the item of preparing this apple is a mere bagatelle but still without sugar and cream as an embellishment a baked apple would certainly prove dry picking, and these items cost easily 8 to 10 cents. Then there is the cost of service, dish washing and other items which must be reckoned with. If the overhead of the establishment is 40 per cent.—which is a very low estimate—then you have another 8 cents, which leaves but little margin on the sale, and, besides, baked apples are not served to every one.

An order for potatoes, French fried for instance, usually sells for 20 cents, which by some patrons is considered akin to "looting." The raw material costs little or nothing. We will say nothing. But every detail in their preparation costs something. A single order could not be supplied for twice the amount because of the preparation, cost of frying material, service, etc. If the orders were numerous there might be a good margin of profit, but they are infrequent. The life of a prime baked potato is said to be 15 minutes. Fortunately, the stock costs little or nothing, as I have said before, hence if you sell two orders out of a peck, you are in luck, though you make no profit.

These are two items out of several in which the outlay for raw material is of little consequence. Practically everything else has a material and important intrinsic value before the operation of preparation begins.

Wail 2: "The hotel man is very glad to have the traveling man during the winter, but shows him scant courtesy in the summer." Another fallacy heretofore exploded, but periodically brought out, dusted off and placed on parade. A statement emphatically not borne out by the facts. Outside of the larger cities, there is not a hotel which would not be money ahead if it closed its doors in November, not to be reopened until April. Recently I made an inspection of the books of one such hotel, much talked of for lack of hospitality, and found that during four months of the present winter its operator lost over \$7,000 and missed a winter vacation in Florida.

Now what was the record for last summer? His commercial trade was just 20 per cent. of his grand total, but he could have sold out his accommodations to tourists for double the price he was getting from his commercial trade. One principal reason for this was that his tourist patrons would "double up," but the traveling man would have felt outraged if requested to do so.

I doubt if there are two dozen hotels in Michigan which did not operate at a loss during the past winter, and unless there is a decided change in operating conditions and costs, there will be a greater number closed next year. The commercial man must learn to

"give and take" and to snap out of the idea that he alone is the heart and soul of the support accorded the hotel man, especially in the resort district.

Another fact not to be lost sight of is that in most resort hotels, the traveling man secures a uniform rate the year round, in most cases perceptibly lower than that given to the tourist.

My attention has been called to the attitude of a certain hotel man in Central Michigan who repeatedly makes the statement that he has no relations whatever with the Michigan State Hotel Association, claiming that this organization is endeavoring to regulate hotel rates. Poor "simp." Never in the entire history of the Association has there at any meeting been a suggestion made concerning rate regulation. On the contrary one of the prime objects of the Association has been to stabilize the cost of hotel operation in order that reductions in charges may be justified. Bulletins giving a verbatim report of the proceedings of all meetings have been published and broadcasted to this end.

The State Hotel Association is to the landlord just what associations of hardware, dry goods, implement, drug and other organizations mean to those professions—educational and fraternal—with a view to improvement in service at a minimum cost of administration.

If the fool killer is no myth, he ought at least to try and inject some sense into the cranium of an individual who tries to conduct a business at the expense of fellow bonifaces, especially with a program of publicity built upon absolute falsehoods.

Said a rural landlord to me the other day: "I have very few patrons nowadays who criticize my methods of running a hotel, but once in a great while I have a visit from one of the old-time kickers, though this does not occur once a year."

"Some time ago I had a visit from one who came in during the middle of the afternoon and asked me if he could get dinner. I informed him the dinner hour was over, but that I never allowed anyone to go away hungry if I knew it and would try and provide something for him."

"In the kitchen, through the assistance of one of my waitresses, we assembled what we considered a sufficient meal, consisting of hot soup, coffee, cold meats, bread and butter and a large section of pie."

"This was placed on the dining room table and the traveler was led to it. I happened to overhear him say to the waitress that he would not offer such a meal to a dog."

"I said nothing at the time, but toward the completion of the meal I approached him with a smile and asked him if everything was satisfactory. His response was a grunt, coupled with the statement that the meal was cold and not to his liking, notwithstanding the fact that he had effectually disposed of it."

"When he came to settle I informed him there would be no charge for the meal; that for a quarter of a century I had supposed his species was extinct, but now I had discovered a rare specimen and it was well worth the price of the meal. He lingered about

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

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

150 Fireproof
Rooms

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.
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CODY HOTEL

GRAND RAPIDS

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



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

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
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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 reason-
able.

WILL F. JENKINS, Manager.

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

for a while, but I maintained my position, whereupon he departed and I am hoping to never again see one of his kind."

I am inclined to the belief that the old-time hotel kicker is seldom to be found nowadays, but in my estimation he is head and shoulders above the individual who stops at your hotel, puts up with some inconveniences without saying anything to you about it, but peddles it broadcast without your knowledge.

Any reasonably minded landlord will thank the guest who will call his attention to any existing abuse, but it is manifestly unfair and unjust to leave his host in ignorance, and impart the information to outsiders.

Hotel employees are but human and petty abuses will occasionally creep in, but it is most assuredly due the landlord to impart the knowledge to him promptly, and I venture the assertion that he will be grateful to you for so doing and rectify the error promptly. Mr. Statler, in his code of hotel ethics, says: "There is nothing criminal in abuses in hotel service, when in ignorance of their existence, but when known their continuation is inexcusable."

In a visit to the Park Place Hotel, the other day, I was gratified to find my good friend, W. O. Holden, who has been connected in a managerial position with that institution for upward of forty years, in greatly improved health, and engaged in making various improvements in all departments of that establishment, among which is the installation of an artificial refrigerating plant, which will accentuate the high grade service for which this institution is justly popular. Here is a dollar dinner, with unlimited selection, which was being served on the occasion referred to:

Cream of Tomato Soup
Ripe Olives
Baked Whitefish
Rissoles Potatoes
Boiled Beef Tongue with Spinach
Roast Ribs of Beef, au jus
Roast Leg of Veal, Pan Gravy
Stuffed Cabbage, Belgian Style,
Peach Fritters, Raspberry Sauce
Fruit Salad
Boiled and Mashed Potatoes
Succotash, Pickled Beets, Fried Parsnips
Apple and Mince Pie
Cheese
Vanilla Ice Cream
Assorted Cake
Beverages

Here is one of the places where the commercial man is entertained at an absolute loss during the winter months but I have never heard any complaint about lack of fair treatment during the summer season, which is necessarily the harvest time of the resort region hotels.

Bliss Stebbins, who runs the Grand Lake Hotel, at Alpena, has been doing Europe this winter, accompanied by his estimable wife. He will be back on his job this season but promises to be in attendance at the Saginaw meeting May 10, when I presume he will have something to say to his host of friends about European hotels and their customs. any place after Arbor day where there Hollister, of the Hotel Bancroft, Saginaw, is to be the host of the Association, May 9 and 10, which ought to be the banner district meeting of the year.
Frank S. Verbeck.

Items From the Cloverland of Michigan.

Sault Ste. Marie, April 29—The launch Brownie, owned by G. E. Griffin, of Nebish Island, started its regular trip to the Soo last Thursday. The boat leaves at 7:15 a. m., arriving in the Soo at 9:15 a. m., leaving the Soo on its return trip at 3 p. m. Trips are made to the Encampment on Thursdays and Saturdays of each week.

It is reported that work on the Soo Snows Railway will be started some time in May, providing the Utilities Commission put their O. K. on the proposition.

The junk business of L. Jacobs & Son, which has been located on Peck

street for the past twenty-five years, has moved to the new quarters on East Spruce street, near the water power canal, which is equipped with all modern machinery, their own railroad and large buildings to continue the business.

It used to be said that wherever there is smoke there is fire. Now it is said that where there is smoke there may be a flapper.

The new traffic ordinance went into effect here last Thursday. Through streets have STOP signs on, which autoists must observe before entering. We are getting to be just like any other large city. A violation costs \$10; drivers take notice and up to the present no fines have been collected.

C. B. Dell, the well-known merchant of Ozark, was a business visitor here last week.

C. W. Tapert, of the Tapert Specialty Co., left last week for Detroit on business and will motor from there to Chicago to attend the confectionery convention.

The Cornwell Co., which has been doing a large wholesale mercantile business in various cities in Michigan, has sold the entire business to Swift & Company, of Chicago, including all of the branch houses at Bay City, Jackson, Flint, Sault Ste. Marie, Kalamazoo, Traverse City and the large storage at Saginaw. This deal marks the passing of a large and successful business, which was started about forty years ago by Lewis Cornwell, founder of the company, who previous to that time was a live stock dealer, delivering the cattle to the butchers at Saginaw and Bay City from Chicago. It was there that Mr. Cornwell met G. F. Swift and, both being interested in the same line, became friends. When Mr. Swift started to dress cattle in Chicago and make shipments via refrigerator cars, Mr. Cornwell opened up distributing houses at Bay City and Saginaw, and since that time the shipping of live cattle ceased. Mr. Cornwell a few years later turned the business over to his sons, and he himself took up the lumber business. His six sons all followed in the meat business, gradually branching out until it grew to be one of the largest businesses of its kind in the State. It is understood that Swift & Company will operate the business much on the same lines, but discontinue the groceries and handle only packing house products. Most of the Cornwell employees will remain with the new house. Some of the old employees have been with the Cornwells for thirty-three years.

William G. Tapert.

Pontiac—The Wolverine Manufacturing Co., Franklin Road and Grand Trunk R. R., has been incorporated to manufacture, job and sell furniture and other merchandise, with an authorized capital stock of \$50,000, of which amount \$12,000 has been subscribed and \$2,250 paid in in cash.

Detroit—The C. G. Needham Co., 318 State street, has been incorporated to manufacture and deal in millinery goods, women's and children's wearing apparel, with an authorized capital stock of \$3,000, all of which has been subscribed, \$500 paid in in cash and \$2,040 in property.

Detroit—The Roosevelt Upholstering & Manufacturing Co., 5727 Hastings street, has been incorporated with an authorized capital stock of \$30,000 and 3,000 shares no par value, of which amount \$3,000 and 300 shares has been subscribed, \$2,500 paid in in cash and \$500 in property.

Most folks act now-a-days as if they were the whole grand jury.

The True Gentleman.

The true gentleman is the man whose conduct proceeds from good will and an acute sense of propriety, and whose self-control is equal to all emergencies; who does not make the poor man conscious of his poverty, the obscure man of his obscurity, or any man of his inferiority or deformity; who is himself humbled if necessity compel him to humble another; who does not flatter wealth, cringe before power, or boast of his own possessions or achievements, who speaks with frankness, but always with sincerity and sympathy, and whose deed follows his word; who thinks of the rights and feelings of others rather than of his own; who appears well in any company and who is at home what he seems to be abroad—a man with whom honor is sacred.

Watch for good news from Europe. What do you pay a doctor for if not to obey his directions?

Don't have to hurry to catch up. Get ahead and stay ahead.

Automobile Fire

Buildings of Elmer Phelps near Stockbridge Burned

The tool-house and garage of Elmer Phelps, a farmer living near Stockbridge, burned on April 4, and a new Flint Sedan was completely destroyed. The car which Mr. Phelps had only had a few weeks, was insured in the Citizens' Mutual Automobile Insurance Company of Howell for \$2,000. An adjustment was made on April 5 in which the full amount of the policy, \$2,000, was paid to Mr. Phelps.

A Great Sales Stimulator

Hundreds of Grocers
Are Finding That

Zion Fig Bars

Sell Fast—Repeat Often—and pay them big returns on their money invested.

The delicious goodness of ZION FIG BARS has enabled grocers to build up an ever increasing all the year round trade.

Zion Fig Bar is just one of the many cakes of value we have to offer.

If your wholesale grocer cannot supply you, write us.

Samples and prices are awaiting your request.

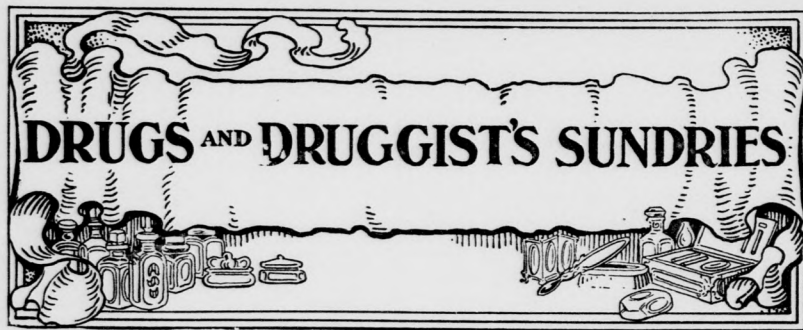
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Oscar W. Gorenflo, Detroit.
Claude C. Jones, Battle Creek.
Director of Drugs and Drug Stores—H. H. Hoffman, Lansing.

How To Attract the Motor Camper.

A new phase of American life is making its appearance, one of which the business man should take cognizance. This is exemplified in the motor camper. Large numbers of substantial citizens are now able to gratify the old adventurous spirit handed down from our roving ancestors. They pile some bedding and some cooking utensils into the family bus, strap on a tent, load in the family, and are ready for the road. It is a healthful and a joyous way of spending a vacation. Of course there is a big drive on the South during the winter months, and a big drive on the North when summer comes along. The Easterner goes West and the Westerner hikes East.

Scenic country comes in for a great deal of attention, as is only natural, and spots famous in American history are visited by thousands of these tourists every year.

However much the tourist may enjoy the scenic wonders of America, there is another thing that interests him, and that is a place to camp. No doubt all of the larger cities have now allotted some space to the motor camper. Some of them have marked off the bare ground, laid a water pipe, perhaps and that is about all. Others have provided cold water, facilities for heating water, sanitary features, and even laid cement sidewalks. Still others have provided tubs and strung electric lights. Smaller towns have made quite a bid for the motor camper here and there. It is quite likely that he will camp where the prospects seem best. Ten or twenty miles mean nothing in his life. If he hears there is a good camp twenty miles further on, the chances are that he will chug right along until he reaches it.

Now what does the camper need?

In the first place, he needs a plot of well-drained ground. He can't camp in a marsh. He needs good water for drinking, cooking, and washing purposes.

He needs sanitary facilities.

These things he must have.

In addition he could use:

Planking or platforms for tents.

Board or cement sidewalks—narrow ones will do.

Facilities for washing clothes.

Facilities for bathing.

Electric lights.

The services of a watchman or town officer.

We must remember that some of these camps are practically permanent, having occupants as long as the weather will permit. As fast as tourists leave camp, others arrive. Frequently a mayor is elected and a primitive form of town government set up. There are games, athletic contests, and evening concerts. And a spirit of good fellowship prevails all the time. When people start out to play the gypsy, they are apt to leave behind dull care. This is as it should be.

In some locations Mother Nature is on the job handsomely and will do much toward making comfortable these joyous guests.

A grove of oak trees, for instance, makes an ideal spot. Or we have a grassy stretch of land sloping gently to a creek. A good spring is very useful. Even in a small town the business men can get together and provide many comforts at a very small expense.

These motor campers will leave considerable money in a town. They are buying supplies all the time and in addition to necessities will buy magazines, cigars, cigarettes, tobacco, soda water, candy, and patronize the local picture shows.

If the town decides that it wants to do something for the motor campers, make a supply of good drinking water the first consideration. This should be looked after by the local health officers. If there are adequate springs, well and good. If not, it will not cost much to run out a pipe from the local water supply and fix up a few faucets. An outdoor brick oven with boiler will provide hot water for washing clothes and even for bathing. The campers get along nicely when the weather is fine. Rainy weather is what makes things uncomfortable in camp. Here is where sidewalks are appreciated. They may be of boards, concrete, or failing those, of gravel or flagstones.

In some localities the boy scouts have been called in and have done great work.

A few beds of large flowering plants will do much to beautify a camp site. No doubt there will be a small ravine or hollow nearby. Some such spot should be designated as a general dumping place for refuse and tin cans. In a town with electric lighting, it is no trick at all to run out a wire and string festoons of lamps all over the

camp. This always makes a big hit.

A capable constable or watchman is very desirable, for the campers want to go to town to buy supplies, to visit the postoffice, and to see the sights. It is not always safe for them to leave the tent or car unguarded. Very frequently they have to attend to this police work themselves. But it would not cost very much for the local business men to combine in employing a watchman. The word that a camp is a "safe" camp will quickly pass along the line, and will work wonders in swelling the ranks of those who patronize the same.

This above all, let the town people show a friendly, hospitable spirit.

You have probably been touring yourself. You remember the town where you struck a gruff, suspicious constable? Your tags were open to criticism, so was your method of parking, and, in short, he made you anxious to get out of town just as quickly as you could. On the other hand, perhaps there was a time when you had a break down. The constable got a mechanic for you, the bystanders helped jack up the car, and the people in the house close at hand invited you in for a cup of tea. You will never forget that town or its good people.

That's the spirit.

If you want the motor campers, make them welcome. They won't fail to advertise your place as a good town.

Study What Local Stores Have.

Now that the fashion magazines and style talks by radio have posted the women of the smaller cities and towns of the country as to what's what in feminine dress, the stores along Monroe avenue serve more than the purpose of supplying the needs of consumers. According to a man who is well posted on matters pertaining to women's wear, they have become educational institutions for out-of-town buyers. In the last few weeks, he says he has had several buyers tell him that they would not think of placing orders until they have seen what the stores on Monroe avenue are showing. Not only do they closely study the window displays, but take a look at the stocks of stores carrying lines of the kind in which they are particularly interested. Once posted on what the local stores are carrying, they place their business, for they know that their customers, price for price, will be interested in the same class of goods.

Now Making Different Lines.

Constant "trading down" in women's sweaters has caused one of the prominent concerns making this merchandise to abandon the business largely and to go into the making of sport costumes of knitted fiber silk. Some sweaters are still being made in the better grades, but the popular-priced lines, on which the concern in question until recently did the bulk of its business, have been given up. All designs are original with the firm in the lines it is making now, and one new garment is brought out every week. The new lines include jacket and vest suits and dresses to wholesale at \$16.50 to \$40, and mannish vests to wholesale at \$5 to \$7.50, all in fiber silk. Considerable success is reported in the venture.

Tree Planting on Arbor Day.

Written for the Tradesman.

Any one who intends to plant trees on Arbor day should be studying and planning for it. There is no use of securing trees and setting them unless the work is done right. Countless trees are set every year which cannot possibly survive the first summer, because of ignorance in planting. Pass any place after Arbor day where there are newly set trees and a glance will tell that some will not live; others may live but not thrive, even with proper care.

If observance of Arbor day is only for the moral effect; if correct methods are not used in planting or if proper care is not continued for a year or more following, one might better devote such time to his usual work. The greatest mistake is in leaving a full top—all the branches—while a portion of the root stock has been cut or broken off in taking up and cannot supply the full amount of nourishment for the top. Small trees—mere whips—can be taken up with nearly all the roots; but a tree of two inches diameter and ten to twelve feet tall cannot be without much labor. But this is not necessary. A major portion of the root stock will do if the top is severely trimmed. A bare whip or pole is preferable to many branches. Cut off one-half to two-thirds of each branch left. Any broken or bruised roots should be cut above the break with a slanting cut, leaving the cut surface underneath. Set trees three or four inches deeper than they were in the woods. Wet the roots and sift the finest, richest soil among the fibers: add more soil and press down gently around the roots. Do not fill the hole entirely, but leave a depression of two or three inches lower than surrounding ground to catch the rain. If a rain storm is not imminent it is a good plan to pour one or two pails full of water about each tree. If location is low and moist no mulch is needed; but in high and dry locations mulching and attention are necessary.

Every arbor day should record progress in tree planting, not only for shade and decoration, but for industrial needs. Some of the millions put into fraudulent oil stock might be safely and profitably invested in abandoned farms or untillable portions of occupied farms. There is great need of commercial tree planting. Corporations should be formed under proper legal regulations for the purpose of re-foresting tracts of land. Investments should be safe, profitable and holdings readily negotiable in case of need of funds.

Bulletins can be obtained from State agricultural colleges and from the United States Department of Agriculture from which complete information may be obtained as to sources of supply, cost, care, etc.

Let's not all be jumping-jacks, to do this or that on a certain day or week when some official pulls a string or some one starts a drive, and then be inactive, inert until the next popular wave, but let's start doing something and keeping it up "on our own."

E. E. Whitney.

Be careful not to buy first mortgage securities from second-rate concerns.

HAIRS ARE ALL RIGHT ON THE HEAD BUT NOT ALL RIGHT ON THE PAINT JOB

Sell your customers a Brush that can be used all day and still have all the bristles in the Brush when through with it. Buy this Vulcanized Assortment now.



Fairfax Assortment

An Assortment of Flat Varnish Brushes in wood counter display box, beautiful green and black trimmed, wood handle brushes. Width 2 in. or more of black Chinese bristles, vulcanized in pure rubber. Assortment contains:

6-1 in. Brush Retail 25c \$1.50
12-1 1/2 in. Brush Ret. 35c 4.20
12-2 in. Brush Retail 45c 5.40
6-2 1/2 in. Brush Ret. 55c 3.30

Retail ----- \$14.40

Fairfax Assortment Cost
You \$8.50 Each.

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COUPON
TODAY
STATE HOW
TO SHIP

HAZELTINE & PERKINS DRUG CO.
Grand Rapids, Mich.

Please send me via Parcel Post, Express, Next Order,
1 Only Fairfax Brush Assortment to cost me \$8.50 each.

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Address _____

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State _____

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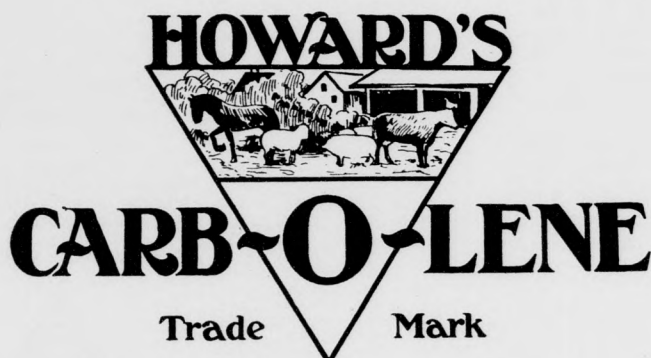
Manistee

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, raw, bbl.	@ 96	Gentian	@ 1 35
Muriatic	3 1/2 @ 8	Linseed, ra. less	1 03 @ 1 16	Ginger, D. S.	@ 1 80
Nitric	9 @ 15	Mustard, artifil. oz.	@ 60	Guaiaac	@ 2 20
Oxalic	20 1/2 @ 30	Neatsfoot	1 35 @ 1 50	Guaiaac, Ammon.	@ 2 00
Sulphuric	3 1/2 @ 8	Olive, pure	3 75 @ 4 50	Iodine	@ 95
Tartaric	40 @ 50	Olive, Malaga,	2 75 @ 3 00	Iodine, Colorless	@ 1 50
Ammonia		Olive, green	2 75 @ 3 00	Iron, Clo.	@ 1 35
Water, 26 deg.	10 @ 18	Orange, Sweet	4 50 @ 4 75	Kino	@ 1 40
Water, 18 deg.	8 1/2 @ 13	Origanum, pure	@ 2 50	Myrrh	@ 2 50
Water, 14 deg.	6 1/2 @ 12	Origanum, com'l	1 00 @ 1 20	Nux Vomica	@ 1 55
Carbonate	20 @ 25	Pennyroyal	3 00 @ 3 25	Opium	@ 3 50
Chloride (Gran.)	10 1/2 @ 20	Peppermint	7 00 @ 7 25	Opium, Camp.	@ 85
Balsams		Rose, pure	10 50 @ 10 90	Opium, Deodorz'd	@ 3 50
Copaiba	60 @ 1 00	Rosemary Flows	1 25 @ 1 50	Rhubarb	@ 1 70
Fir (Canada)	2 55 @ 2 80	Sandalwood, E.	10 00 @ 10 25	Paints.	
Fir (Oregon)	65 @ 1 00	Sassafras, true	2 75 @ 3 00	Lead, red dry	15 @ 15 1/2
Peru	3 00 @ 3 25	Sassafras, art'l	80 @ 1 20	Lead, white dry	15 @ 15 1/2
Tolu	3 00 @ 3 25	Spearment	4 00 @ 4 25	Lead, white oil	15 @ 15 1/2
Barks		Sperm	1 80 @ 2 05	Ochre, yellow bbl.	@ 2
Cassia (ordinary)	25 @ 30	Tansy	6 00 @ 6 25	Ochre, yellow less	2 1/2 @ 6
Cassia (Saigon)	50 @ 60	Tar, USP	50 @ 65	Red Venet'n Am.	3 1/2 @ 7
Sassafras (pw. 50c)	@ 55	Turpentine, bbl.	@ 1 01	Red Venet'n Eng.	4 @ 8
Soap Cut (powd.)	18 @ 25	Turpentine, less	1 08 @ 1 21	Putty	5 @ 8
30c		Wintergreen,		Whiting, bbl.	@ 4 1/2
Berries		leaf	6 00 @ 6 25	Whiting	5 1/2 @ 10
Cubeb	@ 1 25	Wintergreen, sweet		L. H. P. Prep.	2 80 @ 3 00
Fish	25 @ 30	birch	3 50 @ 3 75	Rogers Prep.	2 80 @ 3 00
Juniper	7 @ 15	Wintergreen, art.	80 @ 1 20	Miscellaneous	
Prickly Ash	@ 30	Wormseed	9 00 @ 9 25	Acetanalid	42 1/2 @ 50
Extracts		Wormwood	9 00 @ 9 25	Alum	@ 8 @ 12
Licorice	60 @ 65	Potassium		Alum, powd. and	
Licorice powd.	70 @ 80	Bicarbonate	35 @ 40	ground	09 @ 15
Flowers		Bichromate	15 @ 25	Bismuth, Subni-	
Arnica	25 @ 30	Bromide	50 @ 65	trate	3 92 @ 4 12
Chamomile (Ger.)	35 @ 40	Carbonate	30 @ 35	Borax xtal or	
Chamomile Rom.	1 75	Chlorate, gran'd	23 @ 30	powdered	07 @ 13
Gums		Chlorate, powd.		Cantharades, po.	2 00 @ 3 00
Acacia, 1st	50 @ 55	or Xtal	16 @ 25	Calomel	1 66 @ 1 86
Acacia, 2nd	45 @ 50	Cyanide	30 @ 50	Capsicum, pow'd	48 @ 55
Acacia, Sorts	22 @ 30	Iodide	46 @ 4 62	Carmine	6 00 @ 6 60
Acacia, Powdered	35 @ 40	Iodine	30 @ 40	Cassia Buds	25 @ 30
Aloes (Barb Pow)	25 @ 35	Manganate	4 30 @ 4 60	Cloves	50 @ 55
Aloes (Cape Pow)	25 @ 35	Prussiate, yellow	65 @ 75	Chalk Prepared	14 @ 16
Aloes (Soc. Pow.)	65 @ 70	Prussiate, red	@ 1 00	Chloroform	57 @ 67
Asafoetida	65 @ 75	Sulphate	35 @ 40	Chloral Hydrate	1 35 @ 1 85
Pow.	1 00 @ 1 25	Roots		Cocaine	10 60 @ 11 25
Camphor	1 20 @ 1 30	Alkanet	25 @ 30	Cocoa Butter	55 @ 75
Guaiaac	@ 60	Blood, powdered	35 @ 40	Corks, list, less	40 @ 50
Guaiaac, pow'd	@ 75	Calamus	35 @ 40	Copperas	2 1/2 @ 10
Kino	@ 85	Elecampane, pwd	25 @ 30	Copperas, Powd.	4 @ 10
Kino, powdered	@ 90	Gentian, powd.	20 @ 30	Corrosive Sublim	1 29 @ 1 55
Myrrh	@ 75	Ginger, African,		Cream Tartar	30 @ 35
Myrrh, powdered	@ 75	powdered	30 @ 35	Cuttle bone	40 @ 50
Opium, powd.	15 15 @ 15 42	Ginger, Jamaica	60 @ 65	Dextrine	5 @ 15
Opium, gran.	15 15 @ 15 42	powdered	42 @ 50	Dover's Powder	3 50 @ 4 00
Shellac	90 @ 1 00	Golden seal, pow.	5 50 @ 6 00	Emery, All Nos.	10 @ 15
Shellac Bleached	1 00 @ 1 10	Ipecac, powd.	@ 3 75	Emery, Powdered	8 @ 10
Tragacanth, pow.	@ 1 75	Licorice	35 @ 40	Epsom Salts, bbls.	@ 3
Tragacanth	1 75 @ 2 25	Licorice, powd.	20 @ 30	Epsom Salts, less 3 1/2	@ 10
Turpentine	@ 25	Orris, powdered	30 @ 40	Ergot, powdered	@ 75
Insecticides		Poke, powdered	35 @ 40	Flake, White	15 @ 20
Arsenic	20 @ 30	Rhubarb, powd.	85 @ 1 00	Formaldehyde, lb.	15 @ 30
Blue Vitriol, bbl.	@ 07	Rosinwood, powd.	@ 40	Gelatin	1 25 @ 1 50
Blue Vitriol, less 8 1/2	@ 15	Sarsaparilla, Hond.	@ 1 00	Glassware, less 55%	
Bordeaux Mix Dry	14 @ 29	ground	@ 1 00	Glassware, full case 60%	
Hellebore, White		Sarsaparilla Mexican,		Glauber Salts, bbl.	@ 03 1/2
powdered	20 @ 30	ground	@ 60	Glauber Salts less 04	@ 10
Insect Powder	70 @ 90	Squills	35 @ 40	Glue, Brown	21 @ 30
Lead Arsenate Po.	26 @ 35	Squills, powdered	60 @ 70	Glue, Brown Grd	15 @ 20
Lime and Sulphur		Tumeric, powd.	17 @ 25	Glue, white	27 1/2 @ 35
Dry	8 1/2 @ 24	Valerian, powd.	40 @ 50	Glue, white grd.	25 @ 35
Paris Green	32 @ 48	Seeds		Glycerine	22 1/2 @ 40
Leaves		Anise	@ 35	Hops	65 @ 75
Buchu	1 35 @ 1 50	Anise, powdered	35 @ 40	Iodine	6 15 @ 6 55
Buchu, powdered	@ 1 50	Bird, ls	13 @ 15	Iodoform	8 00 @ 8 30
Sage, Bulk	25 @ 30	Canary	10 @ 15	Lead Acetate	18 @ 25
Sage, 1/4 loose	@ 40	Caraway, Po.	50 @ 55	Lycopodium	60 @ 75
Sage, powdered	@ 35	Cardamon	@ 2 75	Mace	@ 80
Senna, Alex.	75 @ 80	Celery, powd.	45 @ 50	Mace, powdered	95 @ 1 00
Senna, Tinn.	30 @ 35	Coriander pow.	35 27 @ 30	Menthol	18 00 @ 19 00
Senna, Tinn. pow.	25 @ 35	Dill	12 1/2 @ 20	Morphine	10 58 @ 11 33
Uva Ursi	20 @ 25	Fennell	25 @ 40	Nux Vomica	@ 30
Oils		Flax	07 1/2 @ 12	Nux Vomica, pow.	17 @ 25
Almonds, Bitter,		Flax, ground	07 1/2 @ 12	Pepper black pow.	32 @ 35
true	7 50 @ 7 75	Foenugreek pow.	15 @ 25	Pepper, White	40 @ 45
Almonds, Bitter,		Hemp	8 @ 15	Pitch, Burgundry	10 @ 15
artificial	4 00 @ 4 25	Lobelia, powd.	@ 1 25	Quassia	12 @ 15
Almonds, Sweet,		Mustard, yellow	15 @ 25	Quinine	72 @ 1 33
true	80 @ 1 20	Mustard, black	15 @ 20	Rochelle Salts	23 @ 35
Almonds, Sweet,		Poppy	22 @ 25	Saccharine	@ 30
imitation	60 @ 1 00	Quince	1 75 @ 2 00	Salt Peter	11 @ 22
Amber, crude	1 50 @ 1 75	Rape	15 @ 20	Seidlitz Mixture	30 @ 40
Amber, rectified	2 00 @ 2 25	Sabadilla	23 @ 30	Soap, green	15 @ 30
Anise	1 00 @ 1 25	Sunflower	11 1/2 @ 15	Soap mott cast.	22 1/2 @ 25
Bergamont	5 25 @ 5 50	Worm, American	30 @ 40	Soap, white castile	@ 10 80
Cajeput	1 50 @ 1 75	Worm, Levant	6 50	less, per bar	@ 1 30
Cassia	4 00 @ 4 25	Tinctures		Soda Ash	3 1/2 @ 10
Castor	1 75 @ 2 00	Aconite	@ 1 80	Soda Bicarbonate	3 1/2 @ 10
Cedar Leaf	1 75 @ 2 00	Aloes	@ 1 45	Soda, Sal	@ 03 08
Citronella	1 50 @ 1 75	Arnica	@ 1 10	Spirits Camphor	@ 1 35
Cloves	3 50 @ 3 75	Asafoetida	@ 2 40	Sulphur, roll	3 1/2 @ 10
Cocanut	25 @ 35	Belladonna	@ 1 35	Sulphur, Subl.	04 @ 10
Cod Liver	1 35 @ 1 45	Benzoin	@ 2 10	Tamarinds	20 @ 25
Croton	2 00 @ 2 25	Benzoin Comp'd	@ 2 55	Tartar Emetic	70 @ 75
Cotton Seed	1 40 @ 1 60	Buchu	@ 2 65	Turpentine, Ven.	50 @ 75
Cubebs	8 50 @ 8 75	Cantharadides	@ 2 85	Vanilla Ex. pure	1 75 @ 2 25
Eigeron	3 00 @ 3 25	Capsicum	@ 2 20	Witch Hazel	1 46 @ 2 05
Eucalyptus	1 25 @ 1 50	Catechu	@ 1 75	Zinc Sulphate	@ 06 @ 15
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

Rice
Preserve Jelly
Canned Pineapple
Canned Beef

DECLINED

Currants
Bulk Olives

AMMONIA

Arctic, 16 oz. ----- 2 00
Arctic, 32 oz. ----- 3 25
Quaker, 36, 12 oz., case 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, 5 lb. ----- 31 20
Rocket, 16 oz., doz. 1 25

BEECH-NUT BRAND

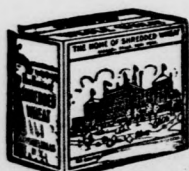


Mints, all flavors ----- 60
Bacon, large ----- 4 05
Bacon, medium ----- 2 40
Sliced beef, large ----- 5 10
Grape Jelly, medium ----- 2 70
Peanut butter, 16 oz. 4 70
Peanut butter, 10 1/2 oz. 3 25
Peanut butter, 6 1/2 oz. 2 00
Peanut butter, 3 1/2 oz. 1 25
Baked beans, 16 oz. ----- 1 40

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 3 85
Vita Wheat, 12s ----- 1 80

Post's Brands.

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

BROOMS

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. Fcy. Parlor 26 lb. 10 00
Toy ----- 2 25
Whisk, No. 3 ----- 2 75

BRUSHES

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

Stove

Shaker ----- 1 80
No. 50 ----- 2 00
Peerless ----- 2 60

Shoe

No. 4-0 ----- 2 25
No. 20 ----- 3 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 ----- 14.4
Paraffine, 12s ----- 14.4
Wicking ----- 40
Tudor, 6s, per box ----- 30

CANNED FRUIT.

Apples, 3 lb. Standard 1 50
Apples, No. 10 ----- 4 25@5 50
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
Blueberries, 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 75
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 ----- 2 25
Peaches, 2 1/2 Cal. 3 00@3 75
Pineapple, 1, sled 1 80@2 25
Pineapple, 2 sl. 3 10@3 25
Papple, 2, br sl. 2 75@2 85
Papple, 2 1/2, sl. 3 80@4 50
Papple, 2, cru. ----- 2 75
Pineapple, 10 cru. ----- 14 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 13 00
Raspb's, Black
No. 10 ----- 11 50@12 50
Rhubarb, No. 10 ----- 4 75

CANNED FISH.

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 3 00@3 40
Clams, Steamed, No. 1 1 80
Clams, Mince, No. 1 2 50
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. ----- 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small ----- 1 35
Cod Fish Cake, 10 oz. 1 85
Cove Oysters, 5 oz. ----- 1 75
Lobster, No. 1 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, 1/2s 3 00
Salmon, Red Alaska ----- 2 95
Salmon, Med. Alaska 1 85
Salmon, Pink Alaska 1 65
Sardines, Im., 1/4, ea. 10@28
Sardines, Cal. ----- 1 65@1 80
Tuna, 1/2, Albocore ----- 95
Tuna, 1/2s, Curtis, doz. 2 20
Tuna, 1/2s 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 75
Beef, No. 1, Roast ----- 2 75
Beef, No. 2 1/2, Eagle sli 1 25
Beef, No. 1/2, Qua. sli. 1 75
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, 1/2s ----- 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 30

Baked Beans

Campbells ----- 1 15
Climatic Gem, 18 oz. ----- 95
Fremont, No. 2 ----- 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 ----- 2 00
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, wh. 1 75@2 40
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 25
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. ----- 1 90@2 10
June ----- 1 90@2 10
Peas, No. 2, Ex. Sift. ----- 2 60
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 ----- 1 65@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 60
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 ----- 2 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 35

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
Camembert, small tins ----- 2 50
Brick ----- 20
Wisconsin Old ----- 21
Wisconsin New ----- 21
Longhorn ----- 21
Michigan Full Cream ----- 21
New York Full Cream ----- 28
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 ----- 70
Beechnut ----- 65
Doublemint ----- 65
Juicy Fruit ----- 65
Peppermint, Wrigleys ----- 65
Spearment, Wrigleys ----- 65
Wrigley's P-K ----- 65
Zeno ----- 65
Teaberry ----- 65

CHOCOLATE.

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

COCOA.

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

COCOANUT.

1/2s, 5 lb. case Dunham ----- 42
1/4s, 5 lb. case ----- 40
1/2s & 1/4s 15 lb. case ----- 41
Bulk, barrels shredded ----- 24
48 2 oz. pkgs., per case ----- 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 ----- 4 25



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. ----- 6 75

MILK COMPOUND

Hebe, Tall, 4 doz. ----- 4 50
Hebe, Baby, 8 doz. ----- 4 40
Caroline, Tall, 4 doz. ----- 3 80
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 ----- 4 50
Blue Grass, Baby, 72 ----- 4 40
Blue Grass, No. 10 ----- 4 45
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
Garcia Master
Cafe, 100s ----- 37 50

Swift

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

Tilford Cigars

Clubhouse, 50s ----- 110 00
Perfecto, 50s ----- 95 00
Tuxedo, 50s ----- 75 00
Tilcrest, 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
Websteretts ----- 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 ----- 95 00
Tiona ----- 30 00
Clint Ford ----- 35 00
Nordac Triangulars, ----- 75 00
1-20, per M ----- 75 00
Worden's Havana
Specials, 1-20, per M ----- 75 00
Quality First Stogie ----- 18 50

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 ----- 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
Neapolitan, 24, 5c ----- 85
Gladitor, 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 ----- 38

DRIED FRUITS

Apples

Evap. Choice, bulk ----- 13

Apricots

Evaporated, Choice ----- 20
Evaporated, Fancy ----- 25
Evaporated Slabs ----- 15

Citron

10 lb. box ----- 48

Currants

Package, 14 oz. ----- 17
Boxes, Bulk, per lb. ----- 17
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

30-100, 25 lb. boxes ----- 7 1/2
80-90, 25 lb. boxes ----- 08 1/2
70-80, 25 lb. boxes ----- 09 1/2
60-70, 25 lb. boxes ----- 10 1/2
50-60, 25 lb. boxes ----- 12
40-50, 25 lb. boxes ----- 14 1/2
30-40, 25 lb. boxes ----- 17 1/2
20-30, 25 lb. boxes ----- 19 1/2

FARINACEOUS GOODS

Beans

Med. Hand Picked ----- 06 1/2
Cal. Limas ----- 15
Brown, Swedish ----- 08 1/2
Red Kidney ----- 05

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

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
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JELLY AND PRESERVES

Pure, 30 lb. pails	4 00
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
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OLEOMARGARINE

Kent Storage Brands.	
Good Luck, 1 lb.	25 1/2
Good Luck, 2 lb.	25
Good Luck, solid	24
Gilt Edge, 1 lb.	25 1/2
Gilt Edge, 2 lb.	25
Delicia, 1 lb.	22
Delicia, 2 lb.	21 1/2
Swift Brands.	
Gem Nut	24
Special Country roll	27

Van Westenbrugge Brands

Carload Distributor



Nucoa, 1 lb.	24 1/2
Nucoa, 2 and 5 lb.	24

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
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MINCE MEAT

None Such, 3 doz.	4 85
Quaker, 3 doz. case	3 50
Libby, Kegs, wet, lb.	22

MOLASSES.



No. 10, 6 cans to case	5 55
No. 5, 12 cans to case	5 80
No. 2 1/2, 24 cans to cs.	6 05
No. 1 1/2, 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. 2 1/2, 24 cans to cs.	4 70
No. 1 1/2, 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. 2 1/2, 24 cans to cs.	3 50
No. 1 1/2, 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 40
Dove, 24, 2 1/2 lb. Wh. L.	5 20
Dove, 36, 2 lb. Black	4 30
Dove, 24, 2 1/2 lb. Black	3 90
Dove, 6, 10 lb. Blue L.	4 45
Palmetto, 24, 2 1/2 lb.	4 65

NUTS.

Whole

Almonds, Terregona	20
Brazil, New	13
Fancy mixed	20
Filberts, Sicily	15
Peanuts, Virginia, raw	09 1/2
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	32
Pecans	90
Walnuts	60

OLIVES.

Bulk, 2 gal. keg	3 20
Bulk, 3 gal. keg	4 75
Bulk, 5 gal. keg	7 50
Quart, Jars, dozen	5 50

Pint, Jars, dozen	3 25
4 oz. Jar, plain, doz.	1 35
5 1/2 oz. Jar, pl., doz.	1 60
9 oz. Jar, plain, doz.	2 35
20 oz. Jar, Pl. doz.	4 25
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,	
doz.	4 50 @ 4 75
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

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.	1.40
Finol, 8 oz. cans, doz.	1.90
Parowax, 100, lb.	7.9
Parowax, 40, 1 lb.	8.1
Parowax, 20, 1 lb.	8.3



Semdac, 12 qt. cans	2 80
Semdac, 12 qt. cans	4 15

PICKLES

Medium Sour	
Barrel, 1,200 count	19 25
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.	12 00
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PIPES

Cob, 3 doz. in bx.	1 00 @ 1 20
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PLAYING CARDS

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

POTASH

Babbitt's 2 doz.	2 75
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FRESH MEATS

Beef	
Top Steers & Heif.	16 @ 17
Good Steers & Heif.	14 @ 15
Med. Steers & Heif.	12 @ 13
Com. Steers & Heif.	10 @ 12

Cows.

Top	12
Good	11
Medium	09
Common	08

Veal.

Top	11
Good	10
Medium	08

Lamb.

Good	28
Medium	25
Poor	15

Mutton.

Good	16
Medium	14
Poor	08

Pork.

Heavy hogs	09
Medium hogs	09 1/2
Light hogs	10
Loins	18
Butts	15
Shoulders	11
Hams	16
Spareribs	10
Neck bones	05

PROVISIONS

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

Dry Salt Meats

S P Bellies	16 00 @ 13 00
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Lard

Pure in tierces	13
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound	13 1/2

Sausages

Bologna	12 1/2
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 Balled	
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
Minced Meat.	
Condensed No. 1 car.	2 00
Condensed Bakers brick	31
Moist in glass	8 00

Pig's Feet

1/4 bbls.	2 15
1/2 bbls., 35 lbs.	4 00
1/4 bbls.	7 00
1 bbl.	14 15

Tripe.

Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
1/2 bbls., 80 lbs.	3 00
Hogs, per lb.	@ 42
Beef, round set	14 @ 26
Beef, middles, set	25 @ 30
Sheep, a skein	1 75 @ 2 00

RICE

New York Full Cream	31
Fancy Head	8 1/2 @ 9
Broken	3 1/2

ROLLED OATS

Steel Cut, 100 lb. sks.	4 75
Silver Flake, 12 Fam.	2 35
Quaker, 18 Regular	1 80
Quaker, 12s Family N	2 75
Mothers, 12s, Ill'num	3 25
Silver Flake, 18 Reg.	1 45
Sacks, 90 lb. Jute	3 00
Sacks, 90 lb. Cotton	3 10

RUSKS.

Holland Rusk Co.

36 15c pkgs.	\$4.30
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SALERATUS

Arm and Hammer	3 75
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SAL SODA

Granulated, bbls.	2 00
Granulated, 100 lbs. cs	2 25
Granulated, 36 2 1/2 lb. packages	2 50

COD FISH

Middles	16
Tablets, 1 lb. Pure	20
Tablets, 1/2 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	27

Lake Herring

1/2 bbl., 100 lbs.	6 50
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Mackerel

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

White Fish

Med. Fancy, 100 lb.	13 00
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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

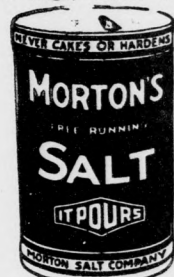
STOVE POLISH.

Blackene, 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
Crushed Rock for ice	
cream, 100 lb., each	75
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. 120-2 1/2 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	
sk.	92
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 Naphtha, 700 box	5 50
Grdma White Na. 100s	4 50
Rub No More White	
Naphtha, 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
Fair Rose, 100 box	7 55
Palm Olive, 144 box	11 00
Lava, 100 box	4 90
Octagon	4 85
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 00
Grandpa Tar, 50 lge.	3 40
Quaker Hardwater	
Cocoa, 72s, box	2 70
Fairbank Tar, 100 bx	4 00
Triby Soap, 100, 10c,	
10 cakes free	8 00
Williams Barber Bar, 9s	5 50
Williams Mug, per doz.	48

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, April 23—On this day were received the schedules, order of reference and adjudication in the matter of Thornton Bros. Brick Co., Bankrupt No. 2478. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a corporation doing business and having its principal office at Grand Rapids, but having its manufacturing plant for the production of bricks at Rudyard. The schedules filed list assets of \$18,241.23, with liabilities of \$27,853.06. The first meeting has been called for May 8, 1924, at 9 a. m., Eastern time. A list of the creditors of the bankrupt is as follows:

Collins Ice Co., Grand Rapids — \$12,424.87
Citizens State Bank, Rudyard — 2,827.36
Hiram Collins, Grand Rapids — 12,458.83
Grinnel Row Co., Grand Rapids — 142.00

On this day also was held the first meeting of creditors in the matter of E. Judson Wellman, Bankrupt No. 2462. The bankrupt was present in person and by Geo. S. Norcross, attorney. Creditors were present in person. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. The creditors present elected H. P. Belknap, of Greenville, trustee, and placed the amount of his bond at \$100. The first meeting was then adjourned without date.

April 24. On this day was held the first meeting of creditors in the matter of Roy L. Drukker, doing business as Century Casket Co., Bankrupt No. 2463. The bankrupt was present in person and by attorney, B. J. Jonkman. Creditors were present in person and by Amos F. Paley, attorney. Claims were proved and allowed. The bankrupt was sworn and examined by Mr. Paley. A. J. Cook, of Grand Rapids, was elected trustee, and the amount of his bond placed by the referee at \$400. The meeting was then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Martin Hendricks, Leo J. Braun and Hendricks Braun, a copartnership, Bankrupt No. 2461. The bankrupts were present and by attorney C. V. Hilding. Creditors were present in person and by Edward De Groot, representing Grand Rapids Credit Men's Association. Claims were proved and allowed. The bankrupts were sworn by the referee and examined without a reporter. Edward De Groot was elected trustee and the amount of his bond placed by the referee at \$200. The first meeting was then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Ora L. Jackson, Bankrupt No. 2459. The bankrupt was present in person and by J. R. Gillard. Creditors were present in person and by Geo. S. Norcross and R. Glenn Dunn, attorneys. Claims were proved and allowed. The bankrupt was sworn by the referee and examined without a reporter. Nayf Bashara, of Grand Rapids, was elected trustee, bond \$500. The first meeting was then adjourned without date.

April 24. On this day was held the first meeting of creditors in the matter of Horace Morton, Harry Jones, and as Holland Theater Co., Bankrupt No. 2460. The bankrupts were present in person and by attorney, Geo. S. Norcross. Creditors were present in person and by Emil B. Gansser, attorney. Claims were proved and allowed. The bankrupts were sworn and examined by Mr. Gansser without a reporter. Certain petitions for reclamation of property were considered and referred to the trustee for report. The trustee elected is John Arendshorst, of Holland, and the amount of his bond placed at \$500. The first meeting was then adjourned without date.

April 26. On this day was held the first meeting of creditors in the matter of Edwin Gingrich, Bankrupt No. 2470. The bankrupt was present in person and by attorney, Fred Everett. Creditors were present in person. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Iral Phillips, of Remus, was elected trustee, and the amount of his bond placed at \$2,000. The first meeting was then adjourned without date.

In the matter of Franks Manufacturing Co., Bankrupt No. 2270, the trustee has filed his final report and account and the final meeting of creditors will be held at the office of Benn M. Corwin, referee, May 5. The trustee's final account will be considered and administration expenses and a first and final dividend to creditors paid.

In the matter of Andrew Todd, Bankrupt No. 2464, the funds for the first meeting have been received and such meeting will be held at the office of Charles B. Blair, referee, April 9.

In the matter of L. Roy Van Wyck, Bankrupt No. 2475, the funds for the first meeting have been received and the meeting will be held at the referee's office May 5.

In the matter of Jay R. Lichty, Bankrupt No. 2473, the funds for the meeting having been received, the meeting will be held May 5.

April 28. On this day was held the first meeting of creditors in the matter of Chris J. Wolbers, Bankrupt No. 2468. The bankrupt was present in person and

by Hilding & Hilding, 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 meeting was then 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 Ralph Boerma, Bankrupt No. 2465. The bankrupt was present in person and by A. J. Cook. One creditor was present in person. One claim was proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The bankrupt was ordered to pay the filing fee within three months from date. The case will be closed and returned as a no asset case upon the payment of the filing fee.

April 28. On this day was held the final meeting of creditors in the matter of Lawton L. Skillman, Bankrupt No. 2224. The bankrupt was not present or represented. The trustee was present in person. The trustee's final report and account was considered, approved and allowed. An order was made for the payment of administration expenses and for the payment of a first and final dividend of 1 per cent. to creditors whose claims have been proved and allowed. There was no objection made to the discharge of the bankrupt. The final meeting was then adjourned without date and the case closed and returned to the clerk of the court.

On this day also was held the final meeting of creditors in the matter of Wilda Boosebark, Bankrupt No. 2207. The bankrupt was not present or represented. Claims were proved. The trustee was present in person. Hilding & Hilding were present. An order was made for the payment of administration expenses, secured claims and a first and final dividend to creditors of 9 per cent. There was no objection made to the discharge of the bankrupt. The meeting was then adjourned without date, and the case closed and returned to the district court.

April 29. On this day was held the final meeting of creditors in the matter of Ben Schechter, Bankrupt No. 2415. The bankrupt was not present or represented. The trustee was present. Additional claims were proved and allowed. An order was made for the payment of a supplemental first dividend of 5 per cent. on new claims and a final dividend on all claims proved of 10 per cent. There was no objection made to the discharge of the bankrupt. The meeting was then adjourned without date, and the case will be closed and returned to the district court.

Retailers To Adopt "Rayon."

"Glos" was withdrawn as the proposed generic name for artificial silk by the special committee of the National Retail Dry Goods Association. The committee passed a resolution accepting "rayon" in its stead, and recommending to the Board of Directors of the National Retail Dry Goods Association that it do likewise. The resolution also called upon retailers and the manufacturing trades to cooperate strongly in promoting the use of "rayon." This action marks the culmination of attempts covering more than a year to secure a name that all could agree upon for artificial silk. There is, however, one group which still favors the retention of artificial silk as the proper designation for the cellulose product, but with the others backing "rayon" it is expected to come into general use. "Rayon" was the selection of a committee of producers and users of the fiber.

Attracting Trade in Japan.

Japanese shopkeepers, in attempting to attract the stranger within their gates, often achieve unexpected results. Signs in Japanese English are the sources of much amusement to foreign visitors. The prize has been generally conceded to a baker in pre-earthquake Yokohama. Wishing to impress the passer-by with the size of the product of his ovens, he hung out this sign: The Biggest Loafer in Town.

We inherit some traits, but we acquire more. Fix the responsibility where it most often belongs.

Fear of Voters a Malign Influence in Washington.

Grandville, April 29—Playing politics is the most despicable game known to man.

That is what our Congress has been doing ever since last December.

How long will this last, think you, and no decided protest go up from an outraged people? There will come a day of reckoning. Honesty in politics is as essential to public morals as honesty in business, and we know very few dishonest business men succeed. Not even a dishonest farmer can make a real success in life.

The one man who stands out above all others, the one man who seems to comprehend his duties and is fearless to perform them is—fortunately for the country—in the Presidential chair to-day. The leaven of this one man's steadfastness may succeed in leavening the whole loaf. At any rate Calvin Coolidge has his counterpart in history and will, if he lives, go down to future ages as the one strong, upright character in the history of to-day's rottenness in public affairs.

It is fortunate for the Nation that Calvin Coolidge is at the helm of the ship of state. All eyes are fixed on this sturdy son of New England to bring order out of chaos and start the country on the right road to safety and a prosperous future.

Abraham Lincoln was such a man. Bigger than party, bigger than any other of his time. Although a politician, Honest Abe was strictly a man of the people, one who could not be swerved from what he believed to be right by any power that could be brought against him.

Such men are rare, yet they exist, and our country has been fortunate in discovering them in the nick of time.

When the Civil War broke over a shuddering land, hypocrisy, double-dealing and political chicanery was rampant in high places, as it is to-day. A large political party was in sympathy with state rights and secession and sympathized with the slaveholders in their attempt to destroy the Union. One of the most brilliant of the leaders in opposition to Lincoln's determined stand for Union, the Constitution and the enforcement of the laws, was the Little Giant, Stephen A. Douglas, of Illinois.

Defeated for the Presidency by the rail splitter, Douglas did not sulk in his tent. He stood behind the new President from the start, declaring emphatically that the Union must and shall be preserved.

That Union was preserved at an amazing cost, and the man who had argued the state rights side as against Lincoln's National ideas with regard to slavery came to the front as a Union man who valued country above party. Had Douglas lived he would have formed one of the Emancipator's great military family, as it was said that the ink was not yet dry on a major general's commission when Douglas died in the prime of life and thus was lost to the cause of the Union one of the most brilliant statesmen of the United States.

Stephen A. Douglas would have proved the man of the hour, and it was a great loss to the cause of Union and liberty when he passed on.

Others there were who realized the wickedness of the rebellion and dropped all party issues for the time, among them John A. Logan, Benjamin F. Butler, Lewis Cass and still others, all firmly deciding for the Union, and afterward for the freedom of the slave. It was Butler who refused to return runaway slaves who came within his army lines, boldly declaring them confiscated to the cause of the Union as contraband of war. Afterward came versifiers playing on the name of "Happy Contraband," as designating an escaped black man from the clutches of bondage.

All such men set an example for all time.

Men who rank high in the history of our country; men who dared to do right in the face of political disloyalty are the ones in our past history whom the country honors to-day, men who will be remembered while Old Glory continues to wave above the freest, grandest republic on earth.

Daring to face the consequences is what has made men great in this republic. Disdaining mere party policy, facing disagreeable duties with the sole desire to aid the whole people, has been characteristic of our Nation's greatest men. In fact, the time-servers, the truckling-to-party-expediency, as seen in the acts of so many mediocre men, has ruined more aspirants for prominence than any other thing.

Our own Michigan is a nonentity in Congress to-day.

There's not a man in the whole delegation in either house who seems to be alive to his opportunities. We have, indeed, a sad conglomeration of incompetents who will retire as soon as the voters can get at them, to shine no more in the public eye.

The question, "How will it affect the party?" is of a mean origin and any man or men who take such an idea into consideration for a single moment are politically and morally lost.

In all our history it would be hard to find such a dearth of men in public life who haven't the courage to live up to their convictions.

Square and honest politics is honorable. Parties are necessary and standing by party through thick and thin for a just regulation of public matters is as it should be. It is this fishing for votes, regardless of right or wrong, which is tainting public morals, blackening the character of our public men, bringing honorable methods of law making into disrepute.

Old Timer.

Active Piece Goods Demand.

Retail distribution of woolen piece goods continues strong. Many mills, including some of those making the highest grade fabrics, have found this outlet for their merchandise the most active for some months past. While the retail demand for woolens and worsteds is tapering off, it is expected that the season for certain cloths, such as the high-colored flannels, fancy twills and the novelty skirtings and dress weaves will continue brisk for some weeks yet. Silk yard goods, since the beginning of the year, have been turned over by the stores in volume that exceeds that of the corresponding period of 1923. Many of the stores have covered a portion of their early Fall piece goods requirements, particularly the high-grade cashmere weaves and imported velvets.

Corset Trade Is Quiet.

Little change in styles indicating a return to more general use of the corset is noted. It was thought that the revival of interest in suits on the part of women this Spring would also instill vigor into the corset demand, but it is commented in the trade that the general corset situation has changed but little. The manufacturers are described as doing a quiet business that is made up of piecemeal and frequent orders. The Fall outlook is being discussed in the trade and new lines for that season are being worked out. With no departure seen from the present straightline silhouette, it is believed that the new corsets will follow the lines of those for Spring in giving the flat-back effect.

Topsy-Turvy.

It was midnight on the ocean,
Not a street car was in sight;
The wind blew up a sand storm,
And it rained all day that night.

It was evening, and the rising sun
Was setting in the west.
The fishes in the pine trees
Were huddled in their nest.

"Twas a summer day in winter,
The snow was raining fast,
A barefoot girl with shoes on
Stood sitting on the grass.

The rain was pouring downward,
The moon was shining bright,
And everything that you could see
Was hidden out of sight.

While the organ peeled potatoes,
Lard was rendered by the choir;
While the sexton rang the dishrag,
Someone set the church on fire.

"Holy Smoke!" the parson shouted,
And the poor guy lost his hair;
Now his head is just like Heaven,
There'll be no parting there.

Sammy stopped a cable car
By standing on the track,
Which gave his system quite a jar—
Sam's sisters now wear black

Pass the buck and you will soon be
passed up.

Hides, Pelts and Furs.

Hides.

Green, No. 1	05
Green, No. 2	04
Cured, No. 1	06
Cured, No. 2	05
Calfskin, Green, No. 1	13
Calfskin, Green, No. 2	11
Calfskin, Cured, No. 1	13
Calfskin, Cured, No. 2	11 1/2
Horse, No. 1	3 50
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

Henry Smith Floral Co., Inc.

52 Monroe Ave.

GRAND RAPIDS, MICHIGAN

PHONES: Citizens 65173, Bell Main 173

When you take your pen in
hand and your thoughts run
freely your next great need is—

Writing PAPER

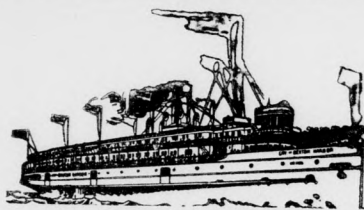
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Have at your elbow a package
of Parchment Bond, made by
the Kalamazoo Vegetable Parch-
ment Company, at Kalamazoo,
Michigan.

Get it at your favorite Book
Store in 5 and 2 1/2 pound pack-
ages, size 8 1/2 x 11.

Meets the writing needs of
every MAN, WOMAN and
CHILD in Home, School or
Business, and it's the biggest
value for your money. A blotter
in every package.

Kalamazoo
Vegetable Parchment Co.
Kalamazoo,
Mich.



CHICAGO

One Way \$3.95

Round Trip \$7.30

GRAHAM & MORTON
GRAND RAPIDS, HOLLAND
and CHICAGO RAILWAY

Freight and Passenger Line.

Leave Grand Rapids

Tues., Thurs. and Sun. 6:30 P. M.
Saturday 8:00 A. M.
Grand Rapids Time.

Leave Chicago

Mon., Wed., Fri. and Sat., 7:00 P. M.
Chicago Time.

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Citizen 4322 Bell M. 4470

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.

407 North Hamilton St., Saginaw, W.S.

Fieglers

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design.

AGENTS:

In MICHIGAN, ILLINOIS and
WISCONSIN to handle the fastest
selling AUTOMOBILE TROU-
BLE LIGHT on the market. New
Patented Suction Grip. Send for
sample inclosing One Dollar.
Money Back if not satisfied. EX-
CLUSIVE 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.

THE ST. FRANCIS

C. O. SKINNER, Owner

Corner Lyon St. and Bostwick Ave.

New Store

The most attractive off of Monroe Ave.

Wonderful Location

Only one block from the postoffice, new
Butterworth hospital, Union high and
Vocational school, surrounded by apart-
ment houses; will rent as a whole or part
to suit satisfactory tenant. Location just as
good for delicatessen, grocery with confection-
ery, fountain, soft drinks and cigars.

Worth Investigating

Walk in to 161 Bostwick Ave. Office first
door to right.

For Sale—Lambert coffee roaster, thirty
pound Standard computing scale, steel
cut coffee mill capacity four lbs., min-
ute. This is all new, used about six
months. Will sell this new outfit cheap.
C. W. Warner, Decatur, Mich. 571

LOOK THESE UP—A fine steel and
cement constructed machine shop in
Sparta; over 70,000 sq. ft. floor space;
ten acres land at one-half its value; im-
mediate possession. Another factory
building of the same construction, about
10,000 sq. ft. floor space, adapted for shoe
factory or small machine shop; dirt cheap.
Also the only hotel building in Sparta,
eighteen rooms, modern, at your own
price. For information and full particu-
lars call or write T. C. Teeple, 18 Wash-
ington St., Sparta, Mich. 573

For Sale—An up-to-date meat market
and grocery. Been at the game twenty-
four years and wish to retire. This is a
money making proposition. Ed Bittner,
1115 Ludington St., Escanaba, Mich. 574

Wanted—To hear of dry goods, shoe,
or general store that \$6,000 to \$30,000
will buy. Address No. 575, c/o Michigan
Tradesman. 575

For Sale—American cash register, used
but little. Letters for six clerks, auto-
gram, detail records, and check attach-
ment, cash, P. O. Rec., Act., Charge
keys. C. H. Wright, Memphis, Mich. 576

For Rent Or Sale—Store building 30x90
ft., two-story brick, main street central
block at Zumbrote. Immediate posses-
sion. For particulars inquire of Louis
Starz, Zumbrote, Minn. 577

For Sale—Fixtures and lease, establish-
ed business; the best store and the best
location in town. Fixtures as good as
new. Three floor revolving clothing cab-
inets, three floor cases, and other small
fixtures. Will sacrifice. Wonderful op-
portunity. Investigate at once. A. M.
Radin, Lakeview, Mich. 578

For Sale—One of Plainwell's finest res-
idences. Beautiful twelve-room home,
nestled among lofty maple trees, located
on the newly paved Dixie Highway two
blocks from the center of the pretty
village of Plainwell. Suitable either for
private use or for hotel purposes. Good
big lot, house in excellent condition, new-
ly decorated inside and out, gas upstairs
and down, hot air furnace, electricity,
bath downstairs, running water. All
modern conveniences. Inquire of Mrs.
M. E. Woodard, Plainwell, Mich. 580

For Sale—Restaurant fixtures. Can
rent building with fixtures in on best
street in Cadillac. Seegmiller Bros.,
Cadillac, Mich. 572

For Sale—Five cash drawer National
cash register. Works as good as new.
Original cost \$1,000; want \$450. H. H.
Seibert, Harbor Beach, Mich. 579

For Sale—Having bought a farm, will
sell my store, stock and fixtures situated
at Remus. George Elkins, Remus, Mich.
581

Have you old "given up" accounts you
want to collect? We will tell you how
to get your money. Stamp brings sample
and information. Pekin Book Co., Box
1118, Detroit, Mich. 562

Wanted—Location for stock of grocer-
ies and staple dry goods, in Michigan
town near Flint. Address No. 563, c/o
Michigan Tradesman. 563

For Sale—Grocery, dry goods, shoe
stock in Cadillac, Mich. Doing all cash
business. Stock inventory about \$4,000.
Rent \$25 a month. Address No. 568, c/o
Michigan Tradesman. 568

For Sale—Good confectionery store for
sale. Snap if taken at once. E. E. Lar-
son, Coleraine, Minnesota. 569

MEAT COOLER FOR SALE—

10x16 foot meat cooler, perfect condi-
tion. Must see it to appreciate real
value. Cheap for cash. George Gaiser,
220 Monroe Ave., Grand Rapids, Mich-
igan. 550

FOR SALE—Stock of general merchan-
dise 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 LAY-
MAN, MT. MORRIS, MICH. 552

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

Pay spot cash for clothing and furnish-
ing 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, 180 feet on side street. Store
building 22x100. Hay barn, two small
warehouses, large store shed, small store
building on corner occupied as a millin-
ery store. Good reason for selling. Ad-
dress 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, fur-
nishings, bazaar novelties, furniture, ect.
LOUIS LEVINSON, Saginaw, Mich.

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

IN THE REALM OF RASCALITY

Cheats and Swindles Which Merchants Should Avoid.

Francis Shea, United States Post office Inspector, conducted a raid on the office of the Detroit Show Card School, 405 Gratiot avenue, Detroit, in an alleged \$100,000 mail fraud.

Advertising data and circulars bearing the company's name were turned over to the National Vigilance Committee and Federal authorities by the Better Business Bureau of Detroit, prior to the raid. Hundreds of persons in various parts of the United States whose enquiries were submitted to this office by various agencies, were informed as to the true state of affairs.

The school operated an office in Detroit and one in Toronto. Enquirers at each office were advised that no information could be furnished there as to the backing of the concern, because it was only a branch, the other being the main office. Officers of the local company as of record were Marjorie Griffin, Toronto, president, holder of 98 shares of stock; Maud Master, Windsor, vice-president, holder of one share of stock; William Littlefair, Detroit, general manager, holder of one share of stock. The principal of the concern is said to have been Peter J. Griffin, a theatrical promoter of Toronto, husband of Marjorie Griffin.

The company advertised to catch the eye of the shut-in and stay-at-home. Its guaranty "backed by the entire resources of this company," provided that when the person taking its \$50 course in show card writing, reached a sufficient degree of proficiency, home work would be furnished to net \$1 per hour. The company was the judge of when proficiency had been attained and no financial statement was furnished as to what "the entire resources of the company," back of the guaranty, consisted of.

Enquiries in answer to advertising of the Detroit Show Card School tend to indicate that its clientele contained cripples, widows, and disabled soldiers. Newspaper reports state that the post office raid disclosed no returns beyond one remittance of \$1.25, made to any of the bona fide students for home work.

Acting on complaints of sixty persons, filed with the Better Business Bureau and the prosecutor's office, Robert M. Toms, chief assistant prosecuting attorney has appointed James M. Jeffries, justice of the peace, to conduct a grand jury investigation into the activities of suit clubs in Detroit and elsewhere in Michigan.

The investigation, which is scheduled to begin to-day, will center on complaints of some patrons that after paying \$2 a week for twenty-four weeks operators of "clubs" failed to deliver suits to them.

It is charged that operators, after patrons had paid the amount agreed upon for a suit, told them the particular style desired was not obtainable and tried to sell a more expensive one.

In a warning published in Detroit newspapers a month ago and sent to officials of railroads, heads of industrial plants and managers of many office buildings in the business district,

the Better Business Bureau urged the public to beware of glib-tongued salesmen who might say that one or more suits would be given away each week to lucky persons to be selected by the management.

Enquiries and complaints, received by the Bureau after the warning was issued, were submitted to the prosecutor's office. A number of patrons had become members of suit clubs only a week or two previously, indicating that some operators had come to Detroit a short time before. Practically every patron who called at the Bureau office announced he had discontinued payments.

One of the recent callers said he had visited the office of a suit club in a down-town building to enquire about a suit for which he had agreed to pay \$2 a week and found a notice on the door announcing it had ended its business career.

Joint investigation by the Better Business Bureau and the Detroit Board of Commerce into the merits of the Detroit Aero Metals Corporation, a million dollar chemical promotion, is nearing a climax.

Alleged discoveries by Dr. Glen Lenardo Williams of processes for making aluminum alloys stronger than steel, and so cheap that the bi-products pay the costs of operation, form the basis of the issue. Chemists of leading Detroit factories have informed the Bureau that samples analyzed by them have neither chemical nor physical properties claimed for them.

Investigation indicates that Williams' alleged chemical discoveries have formed the basis of several promotions since 1916, all of which seemed to have failed. Chemical and Metallurgical Engineering, a technical periodical of recognized standing, has since the inception of the investigation issued two editorial warnings against Williams and his projects. Dr. H. H. Willard, of the chemical faculty of the University of Michigan, quoted as having endorsed one of Williams' discoveries, states that his analyses and re-checks are anything but favorable to Williams.

In the Aero Metals stock selling campaign, it has been claimed that Williams was brought to Detroit by Ford Motor Co. at \$50 per day to manufacture his alloy; but that he left so that the profits on his process might be shared by the people. William H. Smith, of the Ford Motor Co., denies any allegations that Williams was brought here by the Ford Motor Co. for the purpose of demonstrating an aluminum process, or that Williams was ever in the employ of the Ford Motor Co., or that Ford Motor Co. made any offer to Williams for his services. Mr. Smith also states that he has interviewed Dr. Williams in reference to the process which Williams claimed would be economical in the production of aluminum, and that he was unable to comprehend any economies in such process as explained by Williams over and above the present established practice.

The stock issue was validated by the Michigan Securities Commission. Validation by the Commission cannot be construed as recommendation. More

than a half million dollars' worth of stock was given to Williams et al for patents, etc.

Chelsea, April 26—I found the enclosed from United States Spectacle Co., Chicago, in my mail in the country the other week and I venture the guess that all of my brother merchants were also offered this "wonderful opportunity" to ruin their eyesight. It is to be lamented that the law cannot reach such methods. L. E. K.

We heartily concur in these sentiments with regard to the idea of trying to fit one's eyes with glasses by mail. The eye is too tender and important an organ to be trifled with. An oculist or eye specialist should be consulted when the sight shows evidence of failing. The traveling "eye specialist," however should be avoided as one would avoid any other human serpent.

South Haven, April 24—I am enclosing a letter which I received from the Franklin Institute, Rochester, N. Y. They offer to send lessons through the mail on civil service work, but must be paid in advance. They offer a tuition for \$18. Are they a reliable firm? They seem to write a mighty flowery letter. C. H. L.

We have many times expressed the opinion that the correspondence courses of Franklin Institute are easy-money schemes, and there seem to be more of these deceptive schemes appealing to the public now than ever before. You can become anything from a doctor or a lawyer to a civil engineer or an aviator, merely by paying a good large sum of money for a course of instruction that some nimble-minded individual has worked out. Then there are all sorts of fake work-at-home schemes mostly appealing to women. They propose giving women an opportunity to earn money at home; but the real object is to sell the woman a knitting machine, or some goods, and the woman learns when her money is gone that the work at home is only a pretext to get her money. Many of these despicably petty swindles are put in execution through the connivance of publishers of daily papers, but some of this class of advertising appears in the mail order press.

Gabby Gleanings From Grand Rapids.

Grand Rapids, April 29—T. Richards has engaged in the grocery business at Saugatuck. The Judson Grocer Co. furnished the stock. Mr. Richards has clerked several years in Leland's grocery.

Frank W. Somers has been promoted to the management of the new factory recently established at Brooklyn by the Martin-Senour Co. and left Tuesday to take up his residence in New York City. Mr. Somers was born in Chicago April 7, 1868. His father was a native of New York. His mother was born in Connecticut. He graduated from the Chicago high school on the classical course in 1886. His first employment was as a clerk in the general offices of the C., B. & Q. Railroad. Eighteen months later he became a stenographer for the A. A. Griffing Iron Co., of Chicago. He subsequently became the Chicago manager of that corporation. He started to travel in Michigan, representing the Martin-Senour Co., of Chicago, Dec. 1, 1898. About fifteen years later he was made divisional manager and was given charge of three states, Michigan, Indiana and Ohio. On Dec. 1, 1923, he was made Assistant General Sales Manager, with headquarters in Chicago. Five months

afterwards he was promoted to be General Manager of the new factory in Brooklyn. Before leaving Chicago a banquet was given him at the La Salle Hotel, where he was presented with a very handsome watch for twenty-five years' of service and the employees, his associates, presented him with a handsome set of bronze trimmings for his new desk in New York. Mr. Somers was married twelve years ago to Miss Millie Long, of Grand Rapids. They reside in their own home at 200 Youell avenue. Mr. Somers is a 32d degree mason and a member of Daisy Lodge, B. P. O. E. He attends the Fountain street Baptist church, of which organization his wife is a member. He is a stockholder in the Sherwin-Williams Co., the United States Steel Corporation and the Michigan Hardware Co., having been a director of the latter organization several years. He undertook to resign his directorship before leaving the city, but the other directors refused to accept his resignation. He claims that fishing is his only hobby and that his success is due solely to hard work.

John Melis has sold his bakery at 1117 Wealthy street to Joseph Snyder, who will continue the business. Mr. Melis will spend the summer and fall in Europe.

G. J. Wissink has resigned his position as Secretary of the Herold-Bertsch Shoe Co. and will engage in some other line of business. Mr. Wissink was with his last connection for twelve years, prior to which time he was with H. Leonard & Sons for six years.

Frank E. Leonard (H. Leonard & Sons) is confined to his home by illness.

John J. Dooley and wife have returned from Florida. John says he is now in good shape to battle for business for the next six months.

F. A. Covell will open a grocery store at 841 South Division avenue on May 3, with a full line of groceries, fruit and provisions. He has had the store newly decorated and will be in shape to give the people the best of service and quality. The stock was furnished by the Rademaker-Dooge Co.

L. M. Wolf, the Hudsonville banker, leaves Miami to-day, en route to his Michigan home. His party will motor to Jacksonville, thence proceed by rail to Washington and West Chester, Penn., where they will remain several days. He writes the Tradesman that the weather in Miami was very cold and disagreeable most of the winter—rendered doubly disagreeable by the lack of heat in the apartments he occupied.

Paul Gezon, chairman of the Fire Insurance Committee of the Retail Grocers and General Merchants Association, has called a meeting of the committee, to be held at Lansing Thursday for the purpose of formulating plans for an alliance with some one of the mutual companies or agencies now doing business in the State.

Errata.

An error occurred in the report of the Auditing Committee of the Retail Grocers and General Merchants Association on page 16 of this week's issue. The annual receipts and disbursements should read as follows:

Receipts\$3081.60
Disbursements 2425.35
Balance on hand\$ 656.25

A team of dogs hauling a sled in Alaska over the snow, made 406 miles in 78 hours.

Washington rather than Wall street is likely to control the stock ticker for the next month or two.