

MICHIGAN TRADESMAN

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Forty-first Year

GRAND RAPIDS, WEDNESDAY, MAY 21, 1924

Number 2122

REST

MY FEET are wearied, and my hands are tired,
My soul oppressed—
And I desire, what I have long desired—
Rest—only rest.

'Tis hard to toil—when toil is almost vain,
In barren ways;

'Tis hard to sow—and never garner grain,
In harvest days.

The burden of my days is hard to bear,
But God knows best;
And I have prayed—but vain has been my prayer
For rest—sweet rest.

'Tis hard to plant in Spring and never reap
The Autumn yield;

'Tis hard to till, and then tilled to weep
O'er fruitless field.

And so I cry a weak and human cry,
So heart oppressed;
And so I sigh a weak and human sigh,
For rest—for rest.

My way has wound across the desert years,
And cares infest
My path, and through the flowing of hot tears,
I pine—for rest.

'Twas always so; when but a child I laid
On mother's breast
My wearied little head; e'en then I prayed
As now—for rest.

And I am restless still; 'twill soon be o'er;
For down the West
Life's sun is setting, and I see the shore
Where I shall rest.

Father Ryan.

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.



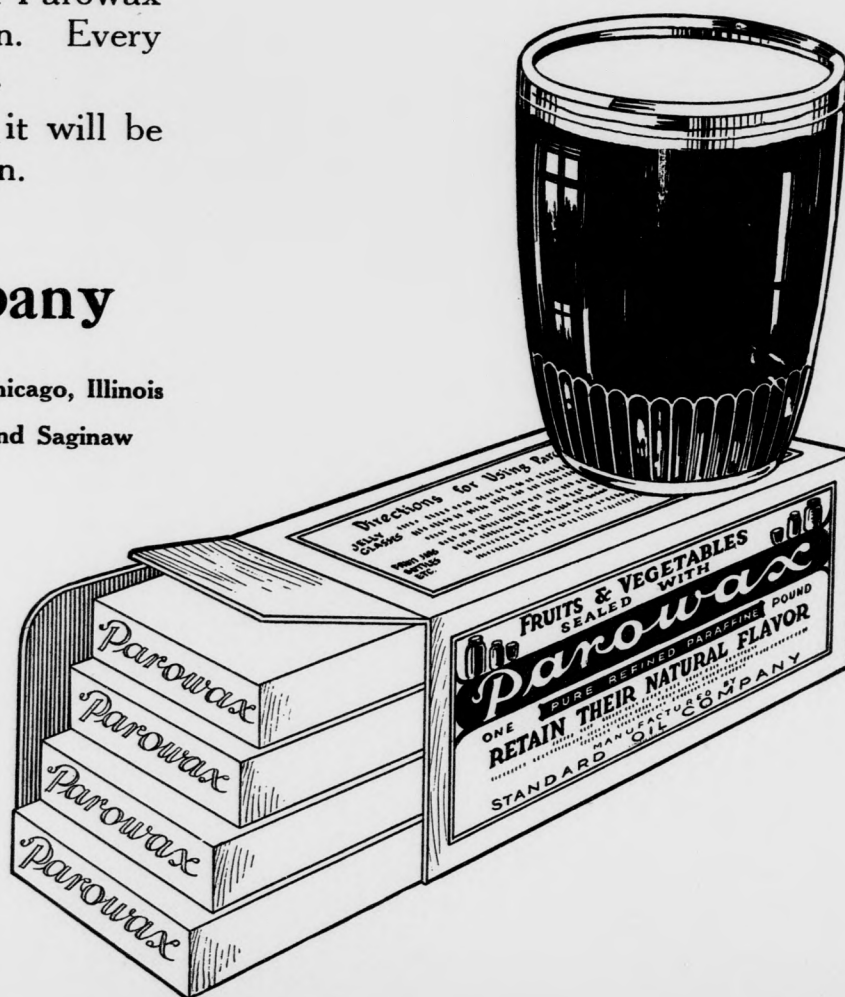
One of these two color counter display cartons is packed in each case of Parowax.

Standard Oil Company (INDIANA)

910 S. Michigan Avenue

Chicago, Illinois

Michigan Branches at Detroit, Grand Rapids and Saginaw



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Forty-first Year

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MICHIGAN TRADESMAN

(Unlike any other paper.)

Frank, Free and Fearless for the Good
That We Can Do.
Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By
TRADESMAN COMPANY
Grand Rapids

E. A. STOWE, Editor.

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THE COUNTRY CAN PROSPER.

Among great numbers of business men there is a firm conviction that rising prices are essential to prosperity. In a limited sense this is true, but to take the statement too literally will lead to certain rather fatalistic conclusions. It is quite obvious that prices cannot rise year after year without interruption. Experience shows that there is a limit somewhere, beyond which they will cease to advance. It also appears that the sharper the advance the more abrupt is likely to be the reaction. If, therefore, business has to depend on rising prices for its prosperity, and if prices continue to act as they have been doing during the last hundred years, it is hard to dodge the conclusion that prosperity can be with us only about half the time.

But past history shows very clearly that our prosperity has not been altogether dependent on rising prices. The country has gone forward with its industrial development in periods when the long trend was downward just as it has when the trend was upward. This statement, of course, disregards the short swings of a few months, which may serve as temporary stimulants or depressives, and it takes into account the long-run results, which, after all, are the decisive factors in the country's development.

One of the best ways of judging whether a country can go forward in spite of declining prices is to take a period when progress was uninterrupted by wars or political disturbances, but in which prices were receding, and to examine the course of industrial development in these years. The decade 1880-90 is one well suited for this purpose. From 1866 to 1896 the general trend of prices was downward, this being the period in which deflation from prices of the Civil War times was carried through. The seventies are not a good period for study because of the disturbed political conditions at home and the wars and rumors

of wars abroad. By 1880, however, the country had adjusted itself to post-war conditions, the reconstruction of the Southern States was over and conditions in Europe were likewise better. Price levels were sagging during the next ten years, and if the assumption that prosperity is dependent on rising prices is correct the country should have been slipping back in an industrial way. But did it? A few figures will tell the story.

First, we may take the production of pig iron as a test, as this is an industrial operation that is particularly sensitive to economic conditions. In 1880 the output was 3,376,000 long tons in 1890 it was 9,203,000 long tons, an increase during the decade of nearly 180 per cent. The output of coal also rose from 64,000,000 to 141,000,000 long tons, and the total value of the output of all minerals increased from \$365,000,000 to \$606,000,000. At the same time the value of the production of cotton textiles increased from \$192,000,000 to \$267,000,000. It should be noted that these figures of value owing to declining prices, do not indicate the full extent of expansion. Railway mileage increased from 93,000 to 167,000 miles. Indeed, the expansion in this field was much too rapid to represent a healthy growth. Meanwhile, the number of National banks grew from 2076 in 1880 to 3239 in 1890, and individual deposits in these institutions increased from \$833,700,000 to \$1,527,000,000. These larger deposits at the last date, it should be noted, were also in dollars of greater purchasing power.

Another indication that the country was not going to the "demnition bowwows" may be found in a study of the revenues of the Federal Government. In spite of substantial tax reductions during the decade the net ordinary receipts increased from \$333,526,000 in 1880 to \$403,080,000 in 1890. In 1883 and again for several years after 1885 the Treasury had a large surplus, which it required strenuous efforts of two successive administrations to prevent Congress from dissipating entirely, though it did make huge appropriations for pensions and rivers and harbors. What was saved from the rapacious politicians was employed for reducing the public debt, which was cut in half, an achievement at that time without a parallel in the history of any nation.

Further data may prove wearisome, but the facts just cited not only support the rather hackneyed statement that it does not pay to be a bear on the United States, but they also indicate that so long as the price movement is gradual the country's business can take care of itself pretty well even if the long swing should be downward. In such long-run movements there are always enough short

swings intervening to enable those with good market judgment to pick up extra profits now and then. And the moral of this story is that business men need not feel blue if economists now and then express the opinion that we are again in one of these long downward swings.

CANNED FOODS MARKET.

Both wholesale and retail grocers are following a conservative policy in merchandising and are confining their purchases of all canned food staples to nearby requirements. The limited scope of trading counterbalances the growing shortage in most commodities. It is hard to dig up what a buyer wants at his ideas of values. There is more or less substituting going on to work down to bed rock the less desirable grades and sizes, as there is a tendency to go into the 1924 season with a clean slate. While exaggerated and mentioned in a spirit of levity there was some truth in the remark of a large wholesale grocer who said of the stock of his company as compared to the canned foods in his home that he had a better assortment relatively under his own roof than in his company's warehouse.

It may or may not be typical of Mexico, but it is a fact. The Conservative candidate to succeed Obregon as President, General Flores, supported by business men, land owners, the moderate labor elements and the Catholic party, the bulwark against radicalism and Bolshevism that is threatening to engulf the country—this is the man who has solemnly committed himself to the upholding of revolutionary principles, the traditional Latin-American "Derecha da la Revolucion." On the other side stands Elias Calles, backed by all the radical elements of labor, and landsnatchers, the ignorant and illiterate peons, all the backwash of Mexico's social revolution. He stands for law, order and the ballot and represents the new dispensation which denies the "right of revolution." There may be an explanation in the relative chances of these two candidates. Flores is not likely to win save through raising an armed rumpus. Calles will probably win a majority of the votes if the ballot decides. At bottom here is a conflict between two sorts of revolution—one hailing from Russia, the other a Latin-American tradition.

Detroit—Davis, Kraus & Miller, Inc., 442 East Jefferson avenue, has been incorporated to deal in carriage, wagon, vehicle materials, general hardware, etc., with an authorized capital stock of \$250,000 common and \$250,000 preferred, all of which has been subscribed and paid in, \$14,514.06 in cash and \$485,485.94 in property.

Origin of the Word Grocer.

The shops of that fore-runner of the grocer, the "Pepperer," or "Spicer," were undoubtedly established in London many years previous to 1180, as a mention of a Pepperer's Guild of London is found as early as that year. These trademen dealt in pepper, cloves, nutmegs, mace, ginger, frankincense and other spices then brought across Europe from remote India. Spiced drinks and richly spiced foods were greatly in vogue among people of wealth, as food at that early period was coarse and not always wholesome. This guild of Pepperers ceased to exist shortly after 1338, in which a heavy loan was extorted from it by Edward II.

The earliest use of the word "Grocer", or "Groser," occurs in 1310 in the city record report of London. The term Grocer probably originated through certain mediaeval traders who "engrossed" large quantities of merchandise. It has also been attributed to the leading merchants of that time who bought only "in gross" (en gros) or in large quantities.

The fifteenth century in England finds nearly all of the various trades formed into guilds, and these guilds were in many cases provided with full authority to rule the affairs of their occupation. This power was received either directly from the King through a special charter, or, if in London, by a delegation from the Lord Mayor. Each trade was supposed to be responsible for, and preserve its "good name and fame."

That greatest of all guilds, the Grocers Company of London, was founded in 1345, and the history of this organization is to a large extent the history of the grocery trade in England for over four hundred years. In 1427 this guild was given the exclusive privilege of superintending the public weighing and such management of the King's Beam remained long with them. As far back as 1394 the grocers were empowered to "garble" (inspect and cleanse) all groceries in the city of London. They were given the right to enter any store and inspect the merchant's stock and when these official garblers found goods that were impure or spoiled they had full authority to arrest, try and punish the offender. And punishment of offenders under the pure food laws of that period and later did not always stop at a fine; it was often found more effective to place the guilty one in stocks and then burn his corrupt wares in such propinquity to his nose that the full offensiveness of his misdemeanor was made powerfully evident to him. The Grocers' Guild retained this office of garbling up to the end of the eighteenth century.

CANNIBALS OF THE AIR.

Why the Common Crow Must Be Wiped Out.

Whenever you see an old black crow lazily flapping his way across a field or down a stream, you may safely say to yourself, "There goes another dollar's worth of this year's farm products."

Whenever this same old black crow gathers with his mates in a nesting place, you can look at the big black cloud, and say to yourself, "That bunch of vicious old pirates killed more game birds in the course of the year than twenty times their number of hawks," and Goodness knows hawks don't increase as crows do.

Most careful investigations have been made of the depredations of these damnable destructive old renegades, and public opinion, which once classed them merely as corn thieves, has come to recognize in the common crow a menace to the prosperity of our farmers and a greater menace to other and infinitely more desirable bird life.

None of us have any scruples about wiping out a tribe of cannibals. Head hunters and the like are not classed among our popular heroes, and there is a perfectly natural inclination on the part of those who understand the crow for what he is to load up the old shot gun and go hunting. It is a peculiar thing that the sportsman's natural desire to throw his gun on a live target in the off season should meet an opportunity so well founded on reason.

Now the sale of shot gun shells is usually limited to the short, delightful period in which hunters are allowed to shoot game. The old cannibal crow lengthens that season if we will only implant in enough of our customers the idea of the combination of fun and good to be brought about by crow elimination.

If crows in the United States were worshipped as are sacred bulls in some countries, and sacred fish in others, we could hardly have brought about a greater increase in the crow crop than has unfortunately come to us in the past few years. These birds are multiplying like mosquitos in a swamp, and concerted action is what is needed to wipe them out.

Some interesting investigations in Oklahoma have brought to us very startling statistics. Very few people in Oklahoma know, for instance, that in that one State the crows destroyed ten million dollars' worth of farm products last year. Men who know the birth rate and all about crows, men who have studied this proposition with scientific care and mathematical accuracy, have determined that there are ten million crows in the one State of Oklahoma, and every time a native of that State puts a charge of bird into a crow he saves his State one dollar in farm produce that year and one dollar for every year the old crow would have lived. And, like alligators, these tough old cannibals of the air will live a long time unless divine providence, in the form of a well loaded shell, takes over the job of loading them with lead.

In Oklahoma last year, one farmer reported that his entire crop of kafir

corn was eaten by crows before he could gather it. He is one farmer who has gone over all the hunting signs on his property and put across the bottom of each sign, "Except crows." Another farmer in the same State reports that his peanut crop became so much a matter of crow bait that he did not harvest a single nut. The next time you buy a package of peanuts from the vendor whose little whistle blows on your corner and draw a package of stale product, just figure out that you might have gotten fresher nuts if the crows had not beaten you to it. Then oil up the old shot gun.

In Kay county, Oklahoma, the entire crop of pecans was ruined and the melon crop sadly depleted. These vicious old crows are certainly pickers when it comes to foodstuffs. And they will probably keep right on eating your pecans and taking the heart out of your melons and the heart out of the farmers until there is a united effort of shotgun owning citizens bent on an unswerving campaign of utter annihilation.

A careful investigation of a very rich game territory in the Eastern part of Virginia brought absolute proof that crows were destroying thousands upon thousands of the eggs of game birds before they were even hatched. Among the birds destroyed are black duck, clapper rails, king and Virginia rails, willets, quail, and a world of other useful insect-eating birds. The crow starts on this destruction the minute the eggs are laid, and follows it up with vicious gang attack on young, and frequently on full grown birds.

The crow is the wolf of the air. He hunts in a pack. He doesn't know the meaning of fair play, and if he did, he would disregard all rules.

Ask any man who is trying to make a living raising poultry what he thinks of crows, and you will immediately be in the atmosphere of linguistic sulphur. A farmer in Southern Ohio last year reported that he used three large incubators very successfully in hatching his chickens. He said two of the incubators worked for him and one for the damnable crows in his neighborhood.

Young rabbits seem to appeal particularly to crows. There are so many crows that when they go searching for game they are sure to discover it. With one old hawk flying over a field, a rabbit stands a bit of a chance of hiding from the observer, but a flock of crows will spot a rabbit no matter where he hides. It is comparable to one airplane with one observer, or a hundred airplanes cruising along with one hundred observers.

In quiet places in the forests investigators come on traces of their massacres that are utterly appalling. Under one single crow's nest were found the shells of four hundred eggs, most of which were clapper rails. In another great death trap twenty-five hundred shells of the eggs of game birds were found within a radius of one hundred and fifty yards.

These eggs had been eaten by crows, and as we review these facts, the name, "crow," ceases to be just the

name of a common American bird. It becomes a challenge to every citizen and particularly so to the man who owns and knows how to handle a good shot gun.

Don't you suppose that if the farmers of the United States knew more of the details of the destructive power of crows they would buy more loaded shells and encourage with greater prize money their boys in the pursuit of these winged criminals? Don't you suppose that if this subject were better understood, counties, and even states, would put a proper bonus on crows?

And still there are a lot wishy-washy, milk-veined individuals who attempt to figure up the number of grass hoppers, gold bugs, squash bugs, and so forth, that crows eat each year,

and tell us that this bird life ought to be preserved.

It is also true that skunks destroy certain vicious animal life, but most of us are a bit averse to keeping one as a pet for such a purpose. It is true that crows will eat bugs, grubs and rodents; but keep strongly in mind the fact that a crow's first choice is eggs, his second choice young birds, his third choice young rabbits, and immediately after that he takes to the golden grain in the fields, the nuts in the trees, and the peanuts in the ground. If he is hard pressed and really up against it for chuck he will eat some of the things these people of mild activity claim for him, but ninety-nine times out of one hundred he is as vicious as nature made him, and Heaven only knows a more vicious bird.

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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.



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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.

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Buy Your Merchandise in Grand Rapids

We have good shipping facilities, and are constantly improving service.

Our Summer Lines are on display in all Departments.

A visit to our Store, will be profitable for you.

Quality Merchandise, Right Prices, Prompt Service

PAUL STEKETEE & SONS
WHOLESALE DRY GOODS
GRAND RAPIDS, MICHIGAN

When a crow is on a grain diet he will eat two ounces of grain every day and, at this rate ten billion crows will eat about \$40,000 worth of grain a day, and whose grain is it? It belongs to the farmer, and we'd have to demand a lot less legislation to help the farmer out we encouraged more chilled shot directed right where the crows live.

Some of the crow roosts in certain sections of this country are as large as two miles long by a mile wide, and a single such roost frequently perches as many as a half million to one million crows.

Efforts have been made to poison crows at the roosts, but these efforts have failed because the crow goes to the roost only to sleep and it has been demonstrated that they will not eat anything put out for them there. They are wise old birds and it takes smooth work to get them. The time-honored scarecrow has proven good medicine for about twenty-four hours. Sometimes they will watch it for several days or even weeks before they will venture near, but when a crow is hungry he watches intensely for a day or so and then swoops down where the pickings are best.

One of the most novel solutions for the crow evil was discovered two years ago by a Southern farmer who kept the crows away all summer by hanging small mirrors throughout his melon patch, as it is well known that the crow is suspicious of anything that swings or flutters in the wind. The next summer, however, this farmer tried the same scheme, but the crows

were wise and got his melons.

If you want to encourage a campaign against crows in your community, buy a lot of crow calls. They are somewhat similar to duck calls and goose calls and can be easily operated. Tell the men to buy them and suggest that they get a big stuffed owl. If they put the owl in the open they can get crows. Lay the dead ones around the owl. The crows will come in gangs to join in the fight against that single owl, and they will get so interested and so dominated with a desire for destruction that they will forget you and your shot gun, even though you shoot repeatedly from the same spot.—Hal Johnston in Hardware Dealers' Magazine.

Not As Represented.

A young salesman was seen to turn away from a prospective buyer of an electric washing machine, a disgusted look on his face. The "boss" immediately wanted to know why.

"She doesn't want an electric washing machine," the young man replied, "I explained in detail just how to operate it, turned on the current, and showed her how it works, and finally she pointed to the hole in the bottom and asked:

"What is that for?"

"To let the water out," I said.

"Oh, then it doesn't wash by electricity does it, you have to use water?"

Think only of yourself and, by and by you'll have all day and every day to do it.

Lansing Grocers To Resume Picnic Feature.

Lansing, May 20—The Lansing Grocers' and Meat Dealers' Association plans a mid-summer picnic again this season, according to George C. Daschner, vice-president of the association. Sentiment, says Mr. Daschner, favors the summer outing and already the proposition is under discussion.

The last outing staged by the Association was at Park Lake. This year it is probable officers say that some place more accessible by car line

will be selected and more attention paid to the sports program.

In years gone by the Association's picnic closed a good share of the town's business. The day was begun with an ox roast and there was something doing until a late hour.

The Association, which was re-organized a short time ago, and which has again become active in the city, is increasing its membership and is going stronger than for several years. For a time the Association became dormant because so many of its members were active in the Merchants' Bureau of the Chamber of Commerce.



Walker
MUSKEGON
MICHIGAN

**Makes
Good
Chocolates**

**Brooks
Valer**
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Barney Says—

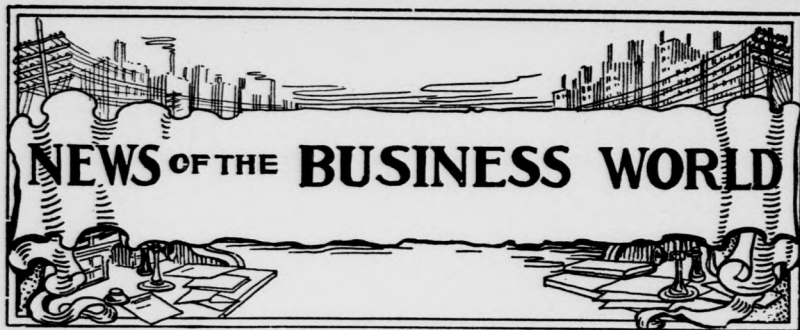
By golly! Honest Quality, honestly priced, honestly presented by honest people is the only thing that pays - Buy Quaker Quality Goods and see for yourself.

WORDEN GROCER COMPANY

GRAND RAPIDS
KALAMAZOO—LANSING—BATTLE CREEK

THE PROMPT SHIPPERS

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



Movement of Merchants.

Detroit—Phillip Wilmet succeeds Archie Frank, tailor, 8910 Northfield avenue.

Detroit—The Jean Drug Co. opened at 3457 Baker street May 17. Harry I. Leibson is the manager.

Detroit—David McCain succeeds Jack Sweedyk in the confectionery at 4105 West Warren avenue.

Detroit—John Baird is the new proprietor of R. T. Arndt's meat market at 10216 Charlevoix avenue.

Detroit—Aharon Dashoian succeeds Dick Ohannessian in the grocery and meat market at 15658 Inverness avenue.

Ecorse—The Down River State Bank of Ecorse has been incorporated with an authorized capital stock of \$25,000.

Detroit—The Krausmann-Brady Co., 8045 49th street, has changed its name to the Krausmann Department Stores.

Detroit—Koblin Brothers' Outlet Store, which opened February 26 at 1275 Woodward avenue, will close June 1.

Detroit—W. T. Morris has bought the stock and fixtures in the confectionery store of Oscar F. King, 1362 Crane avenue.

Detroit—Fanny Faber has sold her grocery stock at 8501 Cameron street to Abraham Golden. The sale took place May 15.

Albion—B. E. Ludwig is closing out his stock of shoes, furnishings, notions and crockery and will retire from business.

Detroit—The Rowe Office Appliance Exchange has moved from the McGraw building, which is being raised, to 1140 Griswold street.

Port Huron—The Port Huron Heating & Plumbing Co. has changed its name to the Port Huron Plumbing & Sheet Metal Works.

Detroit—Joe Karbal has taken over the clothing business of Milton Goldberg, at 716 Randolph street, and will continue it as Joe's Place.

Detroit—Walter F. Jahn sold his grocery and meat market to Sam Sherman a few days ago. The store is at 3229 Fenkell avenue.

Detroit—An involuntary petition in bankruptcy has been filed against Follmer Supply Co., building supply dealer at 120 Madison avenue.

Detroit—Marian Grzeszczak succeeds John Wyszynany and Wasy Kosmyrna in the grocery and meat market at 5688 North Campbell avenue.

Detroit—Edith Kaplan, milliner at 9124 Woodward avenue, has filed a petition in bankruptcy with assets of \$1,460 and liabilities of \$2,292.74.

Hamtramck—Roman Klosowski,

grocer at 9939 Knodell avenue, was fatally wounded by bandits who held up his place of business May 15.

Detroit—Notice of a voluntary dissolution of the business of the Cadillac Used Cash Register Co. has been filed. Nellie Horwitz is president.

Detroit—The hardware store at 7615 Kercheval avenue has been sold to Paul V. Knapp and Jeanette Collum. Louis D. Heilbronner formerly ran it.

Detroit—The stock in the Owl Drug Store, 8062 Twelfth street, has been sold to Albert M. Hess. The name, however, was not included in the deal.

Hamtramck—S. Joseph Glinski, meat dealer at 2311 Caniff street, has filed a petition in bankruptcy, with liabilities of \$5,782.36 and assets of \$228.

Detroit—Bertha O. Wilson, one of the former owners of the Quo Vadis Confectionery, 1355 East Canfield avenue, has bought the stock back from P. W. Beals.

Detroit—The Westfield Grocery and meat market, 5909 Grand River avenue, is now in the hands of Sam Rohlan, who bought the business from Jacob Sherman and wife.

Detroit—The Bellevue Fruit Store, 6655 East Jefferson avenue, is now owned by Gustave Katopodes, who bought out his brother's, Speros Katopodes', share recently.

Detroit—An involuntary petition in bankruptcy has been filed against George C. Main, of the Main Furniture Co., 11437 Charlevoix avenue. The claims total \$961.50.

Chesaning—The Chesaning Farmers Elevator Co. has been incorporated with an authorized capital stock of \$40,000, \$33,185 of which has been subscribed and paid in in cash.

Detroit—Thieves entered the fashion shop of Helen McCarthy, 8708 Grand River avenue, some time last Sunday and made away with dresses, sweaters, lingerie, etc., valued at \$2,000.

Petoskey—The Petoskey Ice Cream Co., 410 Howard street, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—The Philadelphia Grocery Co., 8418 Woodward avenue, will in the future be operated by Ignatz Israel, who took over the share of his partner, Adolph Moses, recently.

Detroit—A group of New York merchants headed by William Feinstein will open a cloak and suit house at 1275 Woodward avenue about August 15. The business will be known as Stewart's.

Detroit—May 16 E. C. Skimin, druggist at 6519 Woodward avenue, was held up and robbed of \$500. Mr. Skimin was bound, gagged and left

in the basement of the store for more than an hour.

Mt. Pleasant—The Mt. Pleasant Co-Operative Elevator Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$15,400 has been subscribed and \$2,000 paid in in cash.

Detroit—J. Calvert's Sons, coal and building supply dealers, moved to their new building at 6505 Second boulevard, recently. Their former location was the McGraw building, 743 Griswold street.

Big Rapids—Raub Bros. have sold their stock of groceries and general merchandise to E. L. Smith, who has taken possession and will continue the business at the same location, 201 South Michigan avenue.

Lansing—The Log Effect Cabin Co., 506 Beach street, has been incorporated to deal in logs, lumber, building materials, etc., with an authorized capital stock of \$1,000, \$250 of which has been subscribed and paid in in cash.

Detroit—The Peoples' Creamery Co., Inc., 9025 Cardoni avenue, has been incorporated with an authorized capital stock of \$150,000, of which amount \$70,490 has been subscribed, \$572.70 paid in in cash and \$69,917.30 in property.

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

Detroit—Arthur A. Oehmke recently bought the stock and fixtures of the confectionery store formerly conducted by Ed. G. Foguth, at 8903 Helen avenue, and later sold them to Walter H. Krohn, who will continue the business at that address.

Baldwin—Thomas Heffernan, who engaged in the drug business here in 1886, has sold his stock and store buildings to P. J. Torbeson, head of the Torbeson Drug Stores of Muskegon. Mr. Heffernan will retire from trade for a year or two owing to ill health.

Ann Arbor—The Maytag Stores Co., 214 East Washington street, has been incorporated to deal in electrical supplies, appliances, etc., with an authorized capital stock of \$50,000, of which amount \$10,580 has been subscribed and paid in, \$2,000 in cash and \$8,580 in property.

Detroit—Arthur E. Optner, former proprietor of Arthur's Boot Shop, West Fort street and Artillery avenue, bankrupt, has been summoned to appear in court to answer charges that he removed 300 pairs of shoes, valued at \$1,000, from the premises with intent to conceal his assets.

Muskegon—Hasper Bros. Baking Co. has merged its business into a stock company under the style of the Hasper Biscuit Co., 144 Myrtle street, with an authorized capital stock of \$150,000, of which amount \$80,000 has been subscribed, \$9,700 paid in in cash and \$39,900 in property.

Detroit—Lacs & Kohlenberg have merged their retail furniture business into a stock company under the style of the Lacs & Kohlenberg Furniture Co., 640 Gratiot avenue, with an au-

thorized capital stock of \$75,000, \$41,000 of which has been subscribed and paid in, \$5,275.47 in cash and \$35,724.53 in property.

Flint—Woodin & Barnes have merged their automobiles, parts, supplies, trucks, auto accessories, etc., business into a stock company under the style of the Woodin & Barnes Co., 108 West Second avenue, with an authorized capital stock of \$50,000, \$35,000 of which has been subscribed and paid in in property.

Detroit—The Glenz & Killian Co., 427 Atwater street, has been incorporated to conduct a plumbing and heating business and to deal in materials and supplies for same, with an authorized capital stock of \$100,000, of which amount \$75,000 has been subscribed, \$7,997.85 paid in in cash and \$67,002.15 in property.

Detroit—Miller & Sklaroff have merged their wholesale and retail table condiments, canned fish, malt, hops, etc., business into a stock company under the style of the Miller-Sklaroff Co., Inc., 1016 East Palmer street, with an authorized capital stock of \$30,000, all of which has been subscribed and paid in, \$1,500 in cash and \$28,500 in property.

Manufacturing Matters.

Jonesville—Burton E. Poor has sold his cigar manufacturing plant to Charles F. Carpenter, who will continue the business.

Jackson—The Orrin Screw Co., 611 South Park street, has been incorporated with an authorized capital stock of \$10,000, \$6,000 of which has been subscribed and \$3,000 paid in in cash.

Adrian—The Papercraft Co., a partnership composed of Charles G. Wood, Fred Wood and John Benjamin, has moved its business from Palmyra to Adrian and has taken about 8,000 square feet of floor space in part of the Oliver Instrument Co. building. The Papercraft Co. has been engaged in business in Palmyra for about a year and its product is a faced corrugated paper and articles made of that material. The company is employing eight persons at present, but expects to add materially to that force during the summer. The company is entirely distinct from the Simplex Paper Co., of Palmyra, in which the same men are interested. The latter plant will remain at Palmyra.

Corporations Wound Up.

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

Box Office Attractions Film Rental Co., New York City-Detroit.
Valley Boat Co., Saginaw.
National Stamping Co., St. Joseph.
J. C. Widman & Co., Detroit.
Edward A. Atlas Hide Co., Detroit.
Ann Arbor Sand & Gravel Co., Ann Arbor.
James H. Johnson Pickle Co., Chicago.
George V. Candler Co., Detroit.
Empress Theater Co., Kalamazoo.
Empress Realty Co., Kalamazoo.
Woodward Avenue Coach Lines, Inc., Jackson.
Cole Realty Co., Detroit.
Detroit Radio Development Co., Detroit.
Kalamazoo Co-operative Union, Kalamazoo.
J. J. Snyder Shoe Co., Detroit.

Essential Features of the Grocery Staples.

Sugar—After a week of unsettled conditions the raw sugar market took a much better tone, Cuban holders not being disposed to sell at present prices. Refined sugar market very quiet, buyers only purchasing the supply for immediate wants. Selling price 8.20c basis.

Tea—The market has shown no important change during the past week. There is fair demand coming from almost all sections, but no large dominating orders. The consumptive demand for tea is fair at the moment and in a little while, as the season advances it should be good. Prices show no change for the week, but the undertone continues firm.

Coffee—The situation has shown more or less continued weakness during the week. News from Brazil was easy and futures both for Rio and Santos declined to some extent. As to green Rio and Santos, sold on spot in a large way, the market has also eased off in this country, particularly on Rio grades, which are possibly half a cent lower for the week. Milds are also showing some weakness in sympathy with Brazils. The jobbing market for roasted coffee has not declined materially, but no doubt is feeling some of the weakness developed by green coffee.

Canned Fruits—Consuming outlets are increasing and the movement over the retail counter is making a more active market in that field. Wholesalers are liquidating their already light stocks and are replacing, but there is extreme conservatism shown. Peaches are the firmest item, standard No. 2½s on the Coast being gradually worked upward as they are being exhausted. Pineapple is inclined to be quiet but there is no free selling. Apples are slow sellers.

Canned Fish—Maine sardine canning is light but the demand is conservative and canners are quoting irregular prices, which in some instances are lower than recent offerings. All distributors are keeping down their holdings in the event of a slump in prices due to increased production. California fish are steady. Salmon is conspicuous chiefly in pinks which are firmer on the Coast. Spot offerings are not being urged to sale and a hardening in values is going on but without a speculative demand. Reds are quiet while chinooks are irregularly priced and are not free sellers. Shrimp is down to bedrock and a shortage is likely for some little time. Oysters are also unobtainable in a large way. Other lines of fish are in fair, seasonable demand.

Canned Vegetables—Tomatoes are steady as a commodity, the strength being largely confined to No. 1s and No. 2s. California No. 2½s, Southern 3s and gallons of all sections are dull and are in only hand-to-mouth demand. Future No. 2s have been confirmed in a small way at 82½c, but 85c is the usual low. Buying of futures is limited. Peas are firm and are scarce in most grades. As new pack will soon be here there is more or less substituting to have clean shelves. So far the crop has been slow in developing in Wisconsin and

the South. Corn is in limited demand.

Dried Fruits—Prunes have shown practically no change. Packers are firmly holding but they are not selling to this market as they are under a handicap. California large sizes are causing no concern and are held with confidence by dealers but medium sizes, running from 40s down to 70s, are still depressed in such jobbing markets as this. Oregon lines of all counts are easy here. Raisins are in routine demand and are steady as there is no spot surplus of box or confined to clusters. Packers are confirmed to clusters. Packers are unwilling to quote on other packs until a better line on production can be secured. Apricots are taken as they are needed, chiefly in small sized parcels but all grades are rather scarce. Peaches are steady. Currants are salable in moderate quantities at going prices.

Rice—Stocks here are light in all grades and holders are indifferent as to whether they sell now or later. Primary points show the same general conditions. The Millers' Association report for April shows a distribution of 414,000 bags and a total balance in the South of 718,226 bags, about a third of the quantity held a year ago. Foreign rice offerings were somewhat increased last week, but they were so readily absorbed that the market is again bare.

Beans and Peas—The demand for all grades of dried white beans has been very dull during the past week. The prices are about unchanged, but the whole market is in buyer's favor. This covers pea beans, red and white kidneys, California limas and all the rest. Green and Scotch peas are unchanged and dull.

Cheese—Cream cheese is in moderate supply and is firm at prices quoted. There is a tendency for the buyers to trade somewhat conservatively at this time on account of changing from hay and fodder to grass cheese, which will be in the market in about a week.

Syrup and Molasses—The demand for sugar syrup during the week has been quite limited, as is to be expected. The prices are well maintained because stocks are not heavy. Compound syrup is slow, without any change in price. As to molasses, the demand has eased off, as everybody knew it would, but prices show no particular change.

Salt Fish—The demand for mackerel has picked up during the past week, but most purchases are for small lots and there is no boom by any means. New Irish mackerel is being taken and is giving great satisfaction on account of the fine quality. Prices show no change for the week. Codfish is dull at ruling quotations.

Provisions—Smoked meats, hams, bacon, dried beef, etc., are steady at unchanged prices.

Summer Sausage—The season is at hand for the heavy sale of summer and other sausage in the retail grocery store. Wholesalers report demand opening up nicely.

Fly Destroyers—Soon the busy fly in all his many species and varieties will be a'wing and now is the time for the grocer to spread his stock of

destroyers calculated to cause a holocaust in the fly family. It is none too early to push these articles.

Review of the Produce Market.

Apples—Standard winter varieties such as Spys, Baldwin, Jonathan, Russetts, etc., fetch \$1@1.50 per bu. Box apples from the Coast command \$2.75. Asparagus—\$1.50 per doz. bunches for home grown.

Bananas—6@6½c per lb.

Beets—New from Texas, \$2.50 per bu.

Butter—The market has been very active and prices are firm. The receipts have been cleaned up quickly on arrival and the floors are bare of both fine and under-grade quality. Local jobbers hold extra fresh at 37c in 60 lb. tubs; prints, 39c. They pay 20c for packing stock.

Cabbage—Mobile commands \$5 per crate.

Carrots—\$2.50 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., \$6.50@7.

Cucumbers—Hot house command \$2.25 for fancy and \$2 for choice.

Eggs—Contrary to expectations, eggs have held steady in price since May 1, instead of declining, as was expected. It is thought that the hens started laying earlier this season and for that reason the supply has fallen off. However, there are not as many going to storage as during March and April and more eggs going into consumption. Local jobbers pay 21c for fresh.

Egg Plant—\$3.50 per doz.

Garlic—35c per string for Italian.

Grape Fruit—Fancy Florida now sell as follows:

36	-----	\$4.25
46	-----	4.25
54	-----	4.50
64 and 70	-----	4.50

Green Beans—\$4.50 per hamper.

Green Onions—Home grown are now in market, commanding 25c for Evergreens and 40c for Silverskins.

Honey—25c for comb; 25c for strained.

Lettuce—In good demand on the following basis:

California Iceberg, per crate ----\$5.00

Leaf, per pound ----- 23c

Lemons—The market is now on the following basis:

300 Sunkist ----- \$6.00

300 Red Ball ----- 5.50

360 Red Ball ----- 5.00

Onions—Texas Bermudas command \$3 for White and \$2.50 for Yellow per crate.

Oranges—Fancy Sunkist Navels are on the following basis:

100 ----- \$5.50

126 and 150 ----- 5.50

176 and 200 ----- 5.00

216 ----- 4.00

252 ----- 3.75

288 ----- 3.25

Valencias, 50c box above Navel prices. Floridas fetch \$4.50@5.

Parsley—65c per doz. bunches.

Parsnips—\$2 per bu.

Peppers—75c per basket containing 16 to 18.

Potatoes—55@60c per bu. for old.

New from Florida, \$9 per bbl. for No. 1 and \$7.50 per bbl. for No. 2.

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

Heavy fowls ----- 24c

Heavy springs ----- 24c

Light fowls ----- 18c

Stags ----- 14c

Ducks ----- 17c

Radishes—90c per doz. bunches for hot house.

Rhubarb—\$1.50 per bu. for home grown.

Spinach—\$1.75 per bu. for home grown.

Strawberries—Tennessee stock is now in the market, fetching \$4@4.50 for 24 qt. crate.

Sweet Potatoes—Delaware kiln dried dried fetch \$3.75 per hamper.

Tomatoes—Southern grown \$1.50 per 5 lb. basket.

Turnips—\$1.50 per bu.

Veal—Local dealers pay as follows:

Fancy White Meated ----- 13½c

Good ----- 11c

60-70 fair ----- 10c

Poor ----- 8c

A. R. Todd Removes to Benton Harbor.

A. R. Todd leaves Grand Rapids to-day, bag and baggage, for Benton Harbor, where he will take up his residence. He makes this change because he has retired from the position of Secretary of the Michigan Canners Association in order to devote his entire time to the Michigan Canners, Inc., Benton Harbor, in which he recently acquired a controlling interest. Mr. Todd will also assist in the work of putting the Michigan Fruit Packing Corporation on its feet.

Mr. Todd is a gentleman of wide experience in the canning industry. He possesses a scientific mind and thoroughly understands the chemical features connected with every branch of the canning business. He was State Chemist for several years. In his new position as manager of a cannery he proposes to devote his entire time and energy to the production of the highest quality goods he can possibly turn out, confident in the belief that goods of high character will meet with instant recognition and acceptance, irrespective of price.

Prof. Todd is one of the most companionable men the Tradesman has had the pleasure of doing business with for many moons. He will prove to be a valuable accession to the business, professional and social life of Benton Harbor.

Hides, Pelts and Furs.

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	-----	11½
Horse, No. 1	-----	3 56
Horse, No. 2	-----	2 50

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

	Tallow.	
Prime	-----	06
No. 1	-----	05
No. 2	-----	04

No. 2 ----- 04	
Wool.	
Unwashed, medium -----	@40
Unwashed, rejects -----	@30
Unwashed, fine -----	@40

Don't look for rising wages these days.

THE HEART OF HEATHENDOM

Benares, the Most Interesting City in India.

Benares, March 31—If there was only one place in India I could see it would be Benares. It is the heart of what we call heathendom.

We left Calcutta on a special train of eight sleepers. Each sleeper had three compartments with two lower and two upper berths, with a good sized tiled lavatory with shower bath. We left at 7:45 p. m., arriving at 10:25 a. m., about 450 miles. The country is a level farming country, looking much like the prairies of Nebraska. The farmers all live in villages and go out to their work. They have no fences, but each field is separated from the others by a narrow clay wall about six inches high and most of them are narrow foot paths. The fields are not square, but in all kinds of shapes, and contain from one to three acres. Each family of the village has some of these fields. The land is rented to well-to-do men in large tracts. He sublets to the villagers.

In this section they usually get rain from May 1 to September 1, at which time the country is flooded, and they raise rice. In some other sections of India they have little or no rain. I was somewhat surprised to see so many more cattle than you would see riding through the farm lands in Southern Michigan and another surprise was to see every mile or two a plot of six or eight acres of mango trees. They all seemed thrifty and their bright green was a contrast to the dry clay of the fields in the villages.

The homes or huts are largely of clay. Some are made of straw with straw roofs and there is always an artesian well for community use and every village is in a mango grove and usually a mango grove at the side of the village under which the rice is stacked up. Each family has its own stack. And then three or four hard clay circular thrashing floors. We saw some villages with as many as six of these with four oxen with their horns roped together going round and round, their hoofs beating out the grain. In some places after thrashing we could see them dipping up a sieve full, holding it up and shaking it to let the chaff blow away. In another they had a platform of poles up about ten feet. The sieves were lifted up and as they were slowly dumped, falling ten feet, the chaff blew away and the grain fell in a center pile.

We passed two or three large irrigating ditches controlled by locks looking much like some of our big irrigating projects in the West. Our train stopped at 6:30 in the morning and a tray with coffee and tea, toast and oranges was brought to each compartment. We stopped at a station at 8 for a regular breakfast. On the return trip the train stopped at 4 and a tray with tea, bread and butter and cookies was placed in each compartment. We stopped at a station for regular dinner at 7:30 p. m., much like our depot restaurants at home. I was much amused to hear one of the ladies ask the waiter for a bottle of Poland water, inasmuch as that is a Northern New England water and this is Central India. Her head gear was evidently out of order. I feel no hesitancy in drinking the water in all the large towns. Most of the passengers refuse to drink anything but bottled water, because of what they hear about the water being contaminated. Then they come on the boat and drink the same water with perfect confidence not knowing that the boat fills up with fresh water at every port we stop at.

The Indian word "Ghat" has two meanings. One a passage or gateway; the other, and the one usually meant, is a landing on the sides of

river for bathers. Benares is a city of 200,000, with very few modern buildings, a purely Indian city, mostly mud houses. The sacred part of the city is the Eastern bank of the Ganges. For five miles the bank along the river is high, running back from the river about 300 feet, and in this distance rising about 150 feet. Along this bank for two or three miles are large buildings, three and four stories high, built as homes. Running down to the water are stone steps. These buildings have been erected and are the property of the Maharajas of the different states of India. The pilgrims who come by the hundreds every day use the steps in front of their own state. On these steps at the water's edge in a little pavilion covered by an umbrella sit the priests and these priestly locations are the individual property of the priests, having been inherited for generations. They sometimes rent them out to other priests.

To this river front early in the morning—for a good Hindu cannot eat until he has bathed—come thou-

As the wood is dry it burns fiercely. As the body is consumed the remains, together with the charcoal made by the burning of the wood, is swept into the river. Men are standing in the river who gather this wood and throw it on the bank and sell it. Cremation is a saving ordinance which purports to purify the dead from sins committed during life. Priests and children under twelve are supposed not to have sinned, so the children can be buried. The priests are not cremated, but after death are wrapped in cloth tied to a stone and thrown in the Ganges. I asked our guide, who was born in Benares, what people who lived hundreds of miles from the Ganges did. He said they burned the bodies at their home town, saved some of the ashes, then when the family made a pilgrimage to Benares they took some of these ashes along and threw them in the river.

There are four divisions among the Hindus. The Brahmins are priests, the Kshatriya (Seppling) are the rulers and warriors, the Vaisya are the merchants,

the water, taking up bowls full to take home from the water in which thousands of people just above them had gargled their throats and bathed in, to say nothing of the dead cow and cremation Ghat ashes in the water.

The different sects have their priest annoint or mark them. Some have a red mark in the center of their forehead; some have three white stripes made with wet ashes across their foreheads, etc. Some sects eat meat; some are vegetarians.

There are any number of temples, but the most noted and the holiest is the Golden or Cow temple, a roofed quadrangle with a dome and tower at each corner within a central shrine with a marble emblem of the God Siva, also a central well. After buying flowers of the priest, they are thrown in the well and the sacred bull walks around in the enclosure like one of the people. The temple itself and the narrow streets leading to it are so congested that one can hardly get through.

The other Durga or Monkey temple is rather a dingy red sandstone structure with a large open space surrounded by a gallery on four sides, where you go to feed these sacred monkeys which come from different corners or nooks at the call of the priests.

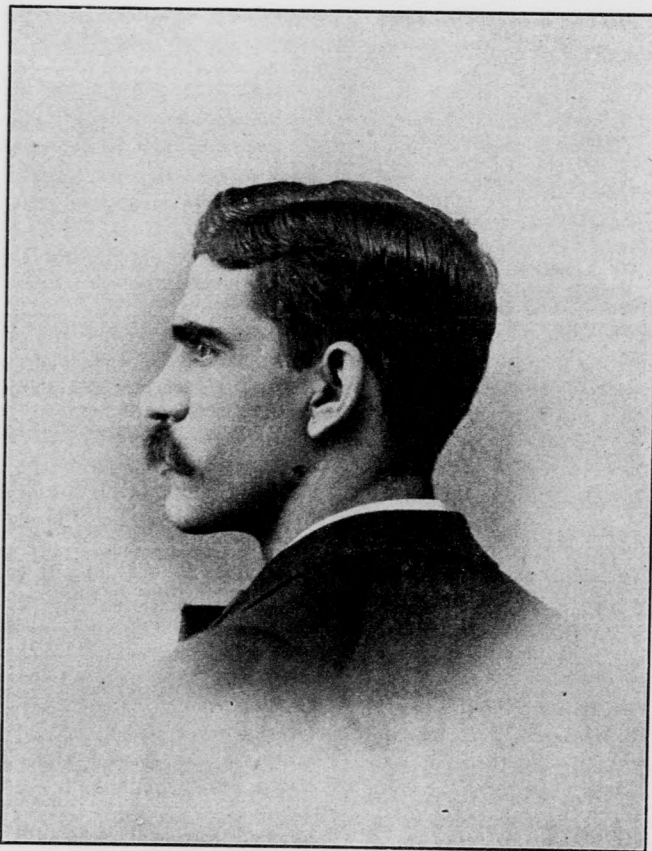
The women on the streets have nose rings and some of them have dozens of bracelets of silver on their arms, on their ankles and on their toes. They are their own bankers and these are their safety deposit boxes, but it seems to me I would sooner have some other kind of a box, for fear some one might take my arm or toe to get the silver on it.

As we sat on the hotel plaza in the evening we had three snake charmers with a dozen or more snakes, a slight-of-hand man who did all kinds of tricks and a native singing and dancing girl. We also visited the Maharajas palace, which is about five miles out. It is a large marble building. We were shown through the living rooms and reception hall. You might think you were in the White House at Washington from the elegance of this hall. Here are also large barracks where the Maharaja maintains his own soldiers.

The money of India is different from any we have yet seen. The rupee is the basis. This at present is about 34 or 35 cents in our money. This is divided into annas. The eight anna is a round silver coin. The four anna is a nickel coin marked "4" and is octagonal. The two anna is marked "2" and is square with round corners. The one anna has 12 smallovals or corners on an otherwise round coin. I suppose the native who cannot read can tell the coin from its shape.

We leave Benares, feeling that our thirty hour railroad ride to see it was well worth the trip.

C. C. Follmer.



C. C. Follmer.

They bathe, then go through certain motions, drink some of the water and sands of the natives. Every Ghat for these two miles is filled with bathers. Some of them stand and pray. One of the Ghats is set apart for burning the bodies. We all took boats and were rowed along the river front. Stopping at the burning Ghat, we saw them bring five bodies. The bodies of the men were wrapped in white and those of the women in red, carried on two bamboo poles with cross poles to which the body was tied. The bearers dip the body in the river then arrange with the men who have charge of the burning for wood, which costs about \$10 of our money. For each cremation this is piled up in cross sections about 3 feet by 6 feet and 3 feet high. The body is placed on this wood, then the head is shaved, the legs and arms are bent up and wood put over them to hold them in place and the nearest relative is given a straw torch. This is lighted and he moves around the bier five times, then applies the torch.

The Sudra are the other classes. As the West side of the river at Benares is not sacred ground, when people think they are going to die they are carried over to the East or sacred side to die, for if they die on the West side their souls go into donkeys. Asked what they did in case of accident, he said there was a temple on the West side. If they worshipped in this once a year and died before they could be moved to the East side, this worship saved them. The sacred cows are also thrown into the Ganges. We saw them carry one down and throw it in. We also saw two priests being brought down the river on a boat to be thrown in. One could not help but respect these people for the diligence they work at their religion. If we could get as much everyday earnestness into our home churches we would have more excuse for attempting to make these people think as we do.

The only thing which was disgusting to our somewhat pampered stomachs was to see people drinking

Dream of the Tireless Traveler.

Over the faded paper on the wall
Gigantic cabbage roses climb and crawl.
In patterns weird and startling of design—
How many eyes have loathed it—as do mine?

The room is full of shadows. Secrets stare
And whisper in the corners, everywhere.
Of former transients who once came and went,
These listening walls are subtly eloquent!

The weary chairs all sag—so tired they are
Of serving stranger folk from day to day.
The bed groans languidly—its ancient springs
Have had so much to bear, poor, patient things!

This shabby, wooden desk—so stained with ink,
What stories it might tell, I often think.
Of us discouraged ones, who yet must write
Gay letters to send home, night after night!

When you have written an advertisement and wonder whether it is a good one, ask yourself, "Will this advertisement make people want the goods?"

Gabby Gleanings From Grand Rapids.

Grand Rapids, May 20—Absal Guild, of the Bagmen of Bagdad, held a very enthusiastic and pleasant meeting Saturday evening in the U. C. T. hall at the Hotel Rowe. About sixty members and their wives gathered around the banquet tables and enjoyed a roast chicken dinner. Walter Lawton, Past Great Ruler of Absal Guild and the present Imperial Ruler of the Imperial Guild of the World, was introduced by Great Ruler William K. Wilson. Mr. Lawton gave a very inspiring talk regarding the activities of the different guilds throughout the United States and at the conclusion of his talk was given great applause. Short talks were then given by different members of the Guild, including John D. Martin, David Keyes and John J. Dooley. It was the unanimous opinion of all of the members present that Absal Guild should hereafter hold three meetings per year, to be held in the months of November, February and May, with the idea of working up a larger class for each meeting and the putting on of the story work in Absal's best style. The Guild then unanimously elected each officer to succeed himself for the following year. It also decided to hold a picnic some time in August. Walter Lypps, Ray Bentley, August Kaser and Clyde Hart were named as the committee on arrangements for the picnic. The remainder of the evening was spent by the members and ladies with a charming pedro party, at which Ray Bentley carried off first prize and John J. Dooley won the booby. Everyone present seemed to agree that this was one of the happiest and most successful functions ever pulled off by the Bagmen in Grand Rapids.

The Salesmen's Fellowship Club, formerly known as the You See Tea Club, held its final meeting of the season in the Rotary room of the Pantlind Hotel, Saturday at 12:45 p. m. About 60 members and guests were present. Several members of the Broadway Players were also present, who contributed to the success of the meeting by putting on different stunts. Bishop John N. McCormick was then introduced by Pres. Lusk. He gave a wonderful talk covering conditions in Europe as affecting business conditions in this country. Bishop McCormick has just returned from a six months' tour through Europe, studying the conditions there, and the talk he gave was not only interesting but very illuminating covering actual conditions existing in France and Italy, especially at the present time.

The Club decided to hold a picnic in June, to be conducted on the plan known as the "blind run." This will be a pot luck dinner, with fried chicken and ice cream furnished by the Club. Notices are being sent out to the members of the Club covering the arrangements already made.

The Club, which now numbers about sixty active members, has just closed one of the most successful years of its history and many of the members were reluctant to discontinue the meetings, even during the summer months. Some of the best speakers in the State have appeared before the Club at different times and there has not been a dull meeting during the entire season and many express themselves as anxiously awaiting the reopening of the next season, which will probably come in September.

John D. Martin and Gerald Cogswell, of the John D. Martin Furniture Co., accompanied by Mrs. Martin, left Sunday on a motoring trip through Southern Michigan and Indiana. They expect to call on the factories manufacturing the furniture lines handled by themselves, and renew old acquaintances among the manufacturers.

Jack Dawn, city salesman for the Woodhouse Co., has resigned his position and he and his family are remov-

ing to the Far West, with the idea of locating in the land of sunshine and infrequent showers.

Gilbert H. Moore, Senior Counsellor Grand Rapids Council, announces the arrival at his home of a brand new dress suit for his own individual use whenever he is given the opportunity of wearing same.

Secretary of the Navy Wilbur takes none too gloomy a view with regard to the state of the Nation's first line of defense, in spite of Admiral Coontz's strictures upon its more or less dilapidated condition. There is no danger of immediate war, he says; the Navy Department knows what it is doing, and will gradually bring the fleets up to their treaty strength. He takes into account the difficulty of getting funds for a fighting machine in peace-time and is prepared to meet it. The reaction in British naval circles to the "agitation" here is interesting. They would be delighted if the United States could be aroused about the state of the navy and if Congress would make large appropriations—the larger the better. That would give British naval men an argument to use on their own rather recalcitrant and pacifistic government, for they also have trouble getting the funds they want. While the navy should undoubtedly be kept reasonably near the treaty limits, sensible persons will nevertheless deplore any competitive building, even within these limits.

You Answer Him.

"Father," son asked, "freight is goods that are sent by water or land, isn't it?"

"That's right, son."

"Well, then, why is it that the freight that goes by ship is called a cargo, and when it goes by car it is called a shipment?"

And then son wondered why father put on his hat and sauntered outside to get the air.

Research methods seem to be creeping more and more into business. Clothing manufacturers have lately been studying immigration figures to learn where to expect the greatest radical diversity in the United States. The object is to know what regions will need the greatest percentage of large sizes or small sizes of clothing. As might be expected they find that sizes must vary far more in cities than in rural communities.

An Apt Reply.

Mr. Dignity—Where's Glenmore avenue, Johnny?

Johnny—I don't know.

Mr. Dignity—Then where's Morris Heights?

Johnny—I don't know.

Mr. Dignity—You don't know much, do you?

Johnny—No, but I ain't lost.

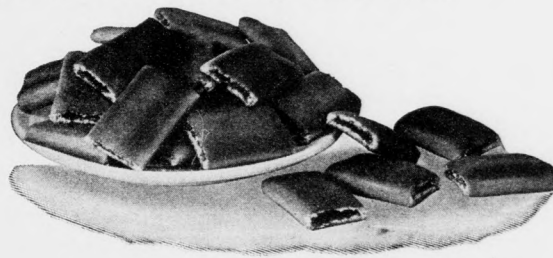
V. L. Waterman, grocer at 504 North Blackstone street, Jackson, renews his subscription to the Tradesman and says: "I could not think of running my business without the Tradesman, any more than I could without my wife's help. We both look for the Tradesman as much as we do our Sunday papers."

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.

ZION INSTITUTIONS & INDUSTRIES

ZION, ILLINOIS

BEECH-NUT PEANUT BUTTER



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

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

BEECH-NUT PACKING COMPANY

"Foods and Confections of Finest Flavor"

CANAJOHARIE

NEW YORK

BETTER TIMES IN PROSPECT.

Within the last few weeks the slackening of trade has made its effects felt in the limitation of production in a number of industries, basic as well as other. The output of iron, steel and coal has waned, as had already that of many of the textiles. There is more unemployment, excepting on the farms, than there was earlier in the year, and this is especially noticeable in industrial centers. In many lines radical wage reductions have been effected. No one believes that there is anything permanent about present conditions, and most are of the opinion that there will be a change for the better within the next sixty days or so. By that time Congress will cease to be in session, and the worst will be known about its activities, and the results of them. What to expect in the way of taxes will be made apparent, as well as the hamstringing of business enterprise in consequence. The existing uncertainty on these matters is worse than any actual stable condition would cause, since business can accommodate itself to any set of circumstances once they are definitely decided, but must halt while they are in the making. Aside, too, from any effects of legislative enactments, the next two months should give a good line on farm conditions, upon which so much of the country's prosperity depends. Most observers believe that the trend for the last half of the year will be in the direction of improvement.

Meanwhile, there is a continuance of the unsatisfactory kind of buying all along the line, from the producer to the ultimate consumer. The purchasing over the retail counters, which is the foundation upon which rests the great bulk of the trading, has been rather spotty the country over. Weather has played a part in this, but is not wholly responsible. A change in the ideas and outlook of many persons has been a notable factor. Instalment buying of automobiles and radio sets continues to be a drawback to purchases in other directions. The tendency to carelessness of dress has been only partly checked since enclosed cars have become more in vogue, and the tanners say there is less buying of shoes, because walking is becoming a lost art. The need of meeting periodic instalment payments has emphasized the necessity for economies in dress, and even food. High rents, which cannot be evaded, work in the same way. Cheapness is what is called for by the bulk of the buyers at retail, and the urge has been sufficiently potent to produce its effect upon prices of raw materials no less than on finished products. Illustrative in its way is the trade condition of floor coverings. It is only a few days since the biggest manufacturer of rugs and carpets opened his lines for fall. Although the prices were reduced, the response of buyers was not very cheering. This did not look well to the company, which has a large stock on hand of made-up goods. So it took the bull by the horns and announced an auction sale of several million dollars' worth of rugs. They will be sold for what they will bring and will set the

real prices for the coming season. There appears to be little doubt that this will dispose of the surplus output.

COTTON AND COTTON GOODS.

Aside from the speculative possibilities remaining in it, there is no interest in the existing supply of cotton. Attention is centered on the prospects for this year's crop, on which so much depends. It is already clear that there will be no scarcity even of spinnable cotton before the new crop comes in in sufficient volume. But the carry-over will not be as large as is desirable. Then, too, it is considered likely that the demand will be greater in the next cotton year than it was in this, for various reasons. A crop of at least 12,000,000 bales, it is felt, would come in handy and would not be so large as to depress the price unduly. Reports show that the preparations by planters are on a scale sufficiently large to produce one of the biggest crops on record if conditions are favorable. Before this month is over it ought to be possible to learn how good a start has been made. Consumption in domestic mills continues to lessen. Last month 480,010 bales were used, which was 96,500 less than in April, 1923, and there were about half a million fewer spindles in operation than in the preceding month. About 5 per cent. of the cotton consumed is imported. There is more unemployment in the mill centers, due to the lack of demand for cotton goods. Investigation of the causes of it, which is being wished on the Tariff Commission, is hardly likely to yield results. During the past week there was an advance in the prices of gray goods, but not much business was transacted. Mills are selling from stock mostly and are not inclined to quote prices for deliveries beyond a month ahead. The backwardness of the season has been quite a factor in retarding sales of all kinds of cotton goods. What business is passing is in small lots. Little is doing in knit goods of any kind, excepting in certain lines of hosiery.

WOOL AND WOOLEN FABRICS.

Not much of price change has been shown at the current auction sale of Colonial wools in London. Certain of the crossbreds were somewhat lower than they had been, while the best of the merinos held their own. Withdrawals were notable on certain days last week because bidders did not reach the upset prices. Taken altogether, it appeared evident that the peak of prices has been passed and that advances are improbable unless in exceptional cases. In this country there have been some large deals in territory wools and considerable bidding for more. The basis seems to be at about \$1.25 per pound clean landed cost in the East. In a number of instances growers are not satisfied with the offers made and say they will keep their holdings for better ones. What makes buyers less keen than usual is that the mills are running on reduced schedules and do not need new supplies in a hurry. Dealers have found it pays them to re-export a lot of wool not called for here, and they are continuing to ship out the stuff

at the rate of about a million pounds a week. Sales of fabrics for Spring were rather disappointing, and the Fall season thus far has been only fair. When the road men get through, however, this may change for the better. Salesmen for garment lines are either covering their respective territories or are preparing to do so, despite the possibility of labor tie-ups within the next fortnight. Retail garment sales of sports goods are better than those of other kinds.

ETHICAL TRADE STANDARDS.

Within the last half dozen years or so there has been quite a movement among trade bodies toward establishing so-called codes of ethics. These consist of a number of asseverations of propositions, about all of which are much better, though more concisely, stated in the Ten Commandments. The latest of these codes is to come up for adoption by the International Association of Garment Manufacturers at a convention to be held this week in Chicago. It is extremely elaborate, and sets rules for the government of the relations between employers and employees, between manufacturers and those from whom they buy and those to whom they sell, as well as among themselves. The need of keeping employees "efficient, well, happy and satisfied" is stressed. So are courtesy, truth and honesty in dealing with salesmen, and so, likewise, the necessity for abiding by contracts. Misrepresentation of merchandise or materials is declared to be "distinctly dishonest," and the simulation of trademarks, slogans and the like are decreed "not ethical." Profiteering is proclaimed against, and also overloading customers with goods, as are also unjust returns of goods and cancellations. There are also provisions against enticing workmen from one another's shops. Another regulation which will hardly find a welcome response from retailers sets forth: "It is unethical to obtain competitors' prices, samples or models through request for the same by a bogus prospective customer." Taking all things together, the casual reader would be apt to form rather unfavorable opinions of trade methods in vogue if he believed the practices inveighed against were in common use. But he would be unfair if he came to this conclusion.

AN IMPOSSIBLE LAW.

Hearings have finally been concluded before the House Committee on Interstate and Foreign Commerce on the truth-in-fabric and other misbranding measures. Back of all the dozen or so propositions which were discussed was just a single one which dominated. This applied to wool and was sponsored and subsidized as part of an advertising program by one manufacturer who uses the trade mark "virgin wool." To pull this wool over the eyes of an uninformed public was the peculiar "stunt" of the manufacturer's advertising agent. Some things were, however, made clear in the course of the hearings before the Congressional Committee. One of these, admitted by all, was that considerable of the reworked wool is better in all respects than much of the

new wool—that is, it makes better-looking and better-wearing fabrics. Another point is that the value of a cloth is as much, if not more, dependent on the weaving as upon the raw material. Besides this, there is absolutely no way of determining whether a fabric is made of new wool or of a mixture of that and reworked wool. To require its labeling would, therefore, only open the door to fraud. On this last matter a chemist from the Department of Agriculture thought that in course of time a way would be found for distinguishing the two kinds of fabrics. But an expert from the Bureau of Standards demolished the theory and showed it would, if it were possible to do anything, take from two to three years to examine a piece of cloth four inches square in order to determine if each fiber had the number of scales on it usual with unworked wool. Absurdity could hardly go further.

CITY AND COUNTRY STORES.

The automobile and good roads have worked a great change in the character of the business done by the dry goods merchant in the small town. He has lost a good deal of business to the nearby city because a large proportion of his customers now have cars and can shop in the larger town and return home at their convenience. Before the automobile came into such universal use, the country merchant carried a line of specialties and high-priced goods that to-day he cannot readily sell for the reason that his customers who used to call for this class of merchandise now go to the city stores, where they have a larger variety from which to make their selections. As a result, the small-town dealer confines his buying more to staples and leaves the specialties to his urban competitors.

Recently, however, several students of merchandising problems have expressed the opinion that the small community store might again become important, as in earlier days, because of the stringent rules now being enforced in the cities regarding the parking of automobiles, which render city trading by country customers a matter of great hardship, annoyance and disgust. In Grand Rapids, for instance, about the only safe place for country people to park is on the public market, which is more than half a mile from the trading center. The city stores may find it profitable to set up branches or chains in the country towns. The reason for this is that the constantly increasing cost of doing business in the metropolitan districts will make the rural branches profitable. Part of the city store will be carried to the country.

The Detroit chief of police declares that ninety-five per cent. of automobile accidents could be avoided; that fifty per cent. of the accidents are due to ignorance; that it is not a sign of smartness to take chances—the one who does is just a plain fool.

The driver of an auto which causes an accident, thereby damaging another car or injuring its occupants, and then speeds away without offering assistance is a dangerous criminal.

Pioneer Life Brings Out Bigness of Human Hearts.

Grandville, May 13—The inhabitants of the lumber woods in an early day were not all roughnecks as some suppose. There were as fine gentry among them as ever held forth at the Court of St. James.

Every prominent man had his best suit, silk hat and black stock for great occasions, and those occasions were not as rare as some suppose.

The Governor of the State came at times to the big pine woods and hobnobbed with the denizens of the lumber camps. Every small village might be denominated a lumber camp, and at such camps were born some of the men who afterward made their mark in their country's history.

During the steamboat era the Governor came and accepted passage on the double-hulled Newaygo boat for the purpose of examining the sand flats improvement on the Muskegon, which had been carried through to completion by John A. Brooks, of Newaygo. The fact that most of the men who had aught to do with that job never were paid has no place in this article, nor the fact that the State of Michigan flunked a solemn contract, getting out of the scrape because one cannot sue a State.

Half a dozen men of the woods accompanied the Governor on his downriver trip, each one wearing a high silk hat, neck stock and black clothes such as every woods store carried in stock for the service of particular customers.

The Governor on this occasion happened to be Moses Wisner, pre-war Governor of the State, who was well pleased with the improvement and accepted it, despite the fact that the State refused to pay for the same.

Austin Blair, the war Governor of Michigan, paid the lumberwoods a visit, speaking in the Congregational church at Newaygo, the writer of this taking time off to saddle a horse and ride twelve miles through the woods to see and hear a real live Governor, who to his boyish fancy was indeed a great personage. Those were lively political days, days in which men were not mealy-mouthed in expressing themselves against fire-in-the-rear copperheads and all such vermin, who were even worse than our pacifists of world war days.

The war Governor made a ringing speech which was long remembered by the plain people of the pines. He was a small man, yet filled with a vim and vigor that carried everything before it. Anvils in lieu of cannon roared on such occasions and general enthusiasm prevailed.

Each and every one of the backwoods men of force and prominence clothed themselves in fine linen when attending public functions. Many of these carried themselves with the supreme dignity of kings and queens of old world festivities. Those were the brave days of old, when true knights shouldered their way to the front and made their presence felt.

At a still earlier day, when the Government at Washington made treaties with the Western tribes, buying their lands for white settlement, one French-Indian trader donned the garments of a diplomat and went to the National capital to look after the interests of the Ottawas and Pottowatomies of Michigan.

This man was tall and robust, with a senatorial mien, and when clad as became a statesman, in doeskin breeches and black neckcloth and silk hat, he was the peer in looks of any of the best statesmen assembled at the National capital.

As a boy I have listened to his recital of his visit to the great Father at Washington, who at that time was President Andrew Jackson, and his stories of the time he had securing the rights of the Indians were very interesting to boyish ears.

It was this man, his father a Chris-

tian missionary, his mother an Ottawa squaw, who became a leading fur dealer and first store manager in the great Muskegon woods. For him at one time worked Martin Ryerson, of Chicago, the father of the donor of the Ryerson library of your city.

But withal the point is that not one of the hardy pioneer lumbermen went roughshod into refined society. Each one had his best suit, silk hat and stock for neckwear, and they were as careful of their manners as the starchiest city man of their time.

The old saw that manners make the man would readily apply to the lumberwoods lords of our early days.

Lewis Cass, Austin Blair, the Howards, Chandler and others come to mind when one is taking cognizance of the men of early Michigan, and a stronger set of statesmen never graced the halls of legislation. There were many others who did not get so high in public life who were yet their equals, and should be numbered with the great men of our young and growing Nation.

It requires pioneer life to bring out the bigness of human hearts. From New York and New England came the great men of that early period. One of Michigan's able jurists was from the little State of Connecticut. His grandsires were Revolutionary heroes, while he himself made an indelible impression on the history of our early settlements.

In all the world no grander, truer men lived than in that day in the lumber woods, when heroes of bench, bar and war abounded amid the shadows of Michigan's tall whispering pines. When we look back to that early period and compare the great men of that day with our present squad of nonentities in Congress it is to laugh, even though the conditions are of such a serious nature. Old Timer.

Another Instance of Successful Co-operative Merchandising.

Ishpeming, May 9—In the issue of your valued magazine of March 19 I read an interesting letter from the manager of the Soo Co-operative Society of Sault Ste. Marie. In your comment upon this letter and accompanying statement you also mentioned that you would like to hear from other co-operative stores which could make as good a showing.

I take the liberty of sending you enclosed a booklet telling the story of success in co-operativism. This is the story of the Crystal Falls Co-operative Society, Crystal Falls. I am sure you will be interested in reading this story and in giving it space in your valued magazine.

While it may be true that co-operative companies have not been a success in this country, yet these cases prove the exceptions to the rule. I may point out one more very successful store of this kind—the Scandia Co-operative Association, Escanaba. I have not their statement handy; but they have been very successful during the time they have been in business. I may say I am not interested in any way in either of these concerns, but I happen to know of their success, as I do business with them. We have also another successful co-operative store in the Upper Peninsula—the Tamarack Co-operative Association, Calumet.

I would like to have you give the statement contained in the enclosed booklet space in your paper that your readers may learn of the success that has been attained in co-operative merchandising. Thomas G. Tunem.

The organization cited by the writer has certainly enjoyed a most remarkable career. Founded in March, 1911, the record for the past thirteen years has been as follows:

Year	Capital Invested	Total Business
1911	\$ 8,360.00	\$ 66,478.01

1912	10,610.00	99,483.71
1913	13,930.00	115,742.38
1914	18,060.00	120,293.10
1915	18,820.00	143,708.81
1916	19,150.00	170,491.93
1917	22,520.00	201,228.14
1918	25,090.00	211,179.39
1919	24,010.00	222,927.40
1920	26,940.00	256,512.16
1921	27,080.00	187,415.18
1922	27,590.00	206,707.88
1923	39,020.00	223,507.07

The net profit for each year has been as follows:

1911	\$2,800.76
1912	2,746.16
1913	4,679.19
1914	5,943.29
1915	6,897.23
1916	4,045.82
1917	5,078.02
1918	2,862.60
1919	12,556.12
1920	10,609.86
1921	4,578.23
1922	8,548.90
1923	9,398.28

The company has begun the erection of a new store building which will cost \$50,000. This will be financed by the sale of \$30,000 bonds, the sale of \$15,000 new stock and the utilization of the surplus, which has been transferred to the building fund.

The Society has paid thirteen annual dividends, ranging from 8 per cent. cash to 50 per cent. stock.

The record made by the organization is conceded to be largely due to the energy and vision of Andrew Strand, who was born in Finland, but who came to this country at an early age, learned the English language and fitted himself for a mercantile career. He was connected with the wholesale grocery of Roach & Seiber Co., Houghton, when called upon to take the management of the Crystal Falls institution in 1911.

Who Gets the Benefit of Artificial Conditions.

Written for the Tradesman.

We read that the use of machinery in the production of farm crops in the United States each year saves three billion dollars worth of hand labor. That is equal to six million men at \$500 per year. If that number of men were added to the farm population it would mean more than an equal number of women and children also. Many single men would live with their employers, while men with families would occupy the vacant farm tenant houses and the houses on abandoned farms.

To take twelve to fifteen million people from the cities and place them on farms would obviate the need of transporting a large part of their food to them. It would lessen the need of building more school houses and additions thereto in the cities; also lessen the frequent issuing of school bonds as at present. The rural school districts now paying teachers \$100 per month for teaching six, eight or ten pupils would be greatly helped.

What a grand thing if one-eighth of our urban population could enjoy the benefits of life in the country? But few will ever return except economic conditions compel them to.

If machinery saves three billion dollars a year in wages, who gets it? The same authority first quoted says there is also three billion dollars worth of machinery on the farms. Of course all this machinery is not bought new each year, but buildings to house it,

constant repairs for breakage and worn parts, interest on investment, insurance, are in many, many cases greater each year than the saving over hand labor. The farmer must sell from two to three times as much produce in a year as he used to do in order to meet the increased expenses.

We neither can nor want to go back to hand labor, but we must say that the farmer who gets ahead and pays for his farm and buildings must work just as many hours a day as he did thirty, forty or fifty years ago. He never has a spare day now. He works every day in winter, which was not once the case, and he gets up earlier in winter than the farmers used to do. He raises more feed per acre for his stock and he buys largely also of various compounded feeds besides corn. He buys lambs or cattle to feed in winter, so as not to sell hay and fodder off the farm to improverish it.

In order to keep pace with scientific farming he must needs buy lime and commercial fertilizer. And always must he study to discover what crop, what branch of farming, shows a profit over expenses, and which, if any, a loss. And this study, these investigations, must be continued year after year, because of constantly changing conditions.

The benefit of labor saving machinery should be equal to all workers in essential industries, provided all exert themselves to the same extent. Compare the demands upon the worker in any given trade, as to intelligence, skill, strength, constancy, hours of toil, etc., with the demands upon the farmer to obtain equal benefits and you must discover that present conditions are still much in need of adjustment.

When the papers recently reported the entombing of coal miners, one of these go ahead, everlastingly pushing, successful farmers said: "I would not work in a coal mine for anything." So find the things in your work to be thankful for and get all the good out of your surroundings that you can, and remember that every essential occupation has its unwelcome features which the uninitiated never realize.

E. E. Whitney.

Luggage Demand Is Better.

A noticeable picking up in the demand for luggage at wholesale is noted, with traveling bags and suit cases selling better than trunks. The improvement is attributed to the fact that special "distress" goods have been largely cleaned up in the wholesale market, and to the further fact that retail lines, especially in the better class stores, have been well broken in meeting the call from the tourist trade. Prices generally are nearer the pre-war levels than has been the case for several years, and it was said yesterday that some lines of traveling bags are now selling under the 1914 figures. One bag cited for instance, wholesales now at \$5.50 against \$8 in former days, and several other instances of price reductions were also given.

No clerk is going to remain long in the employ of a merchant who does not appreciate good work on the part of his force, and who does not show appreciation.

ALTOGETHER ONE-SIDED.

Consideration of Traffic Matters a Big Joke.

I had the honor of attending the meeting of the U. S. Chamber of Commerce, which was held in Cleveland, Ohio, from May 5 to May 8, inclusive. Several delegates from the Grand Rapids Association of Commerce attended that meeting and there was assigned to the writer the task of attending the meetings upon transportation. It can be well stated that there are three very important and fundamental things in the operations of our country, which can be defined by the statement; first, soil; second, intelligence; third, transportation. In a new and partially settled country, it is impossible to grow and thrive without transportation. In these early periods of every community and all through the history of the United States, the railroad, for its business, has depended upon the soil and its products to a large extent and has used through the years of the past the highest order of intelligence in producing transportation. During the early years, not only producers, but merchants and industries were satisfied to move slowly. However, as the country develops and becomes more thickly populated and the towns and cities become larger, and in fact, nearer together, the demand for more rapid transit in every way develops at once and the public naturally takes issue with the transportation companies. During the last ten or fifteen years, this issue has been clearly drawn and wherever such an issue is drawn and the old line service does not meet the requirements, then immediately some new genius and improved methods come at once to the front.

On account of Government control the railroad companies had been within the last few years very much handicapped. During that period, however, other minds have been working and the genius of man has developed methods, which in a large measure, in well settled districts have taken the place of the steam railroad in the hauling of L. C. L. freight. As soon as this developed and simultaneously with this development, the question of good roads and what may be called trunk line roads between cities became an issue and hundreds of millions of dollars have been spent throughout the United States for the convenience of the pleasure car and the motor truck. We might almost say that each one of these contributed to the other and when the use of the motor truck became a decided factor, it then brought the clear issue, which is now before us, and that is—who is going to haul the L. C. L. freight?

It has been distinctly illustrated by Robert C. Wright, General Manager of the Pennsylvania System, that the L. C. L. shipment has eight distinct handlings between the consignor and the consignee while the detail is being accomplished by well established steam railroads in handling commodities. The motor truck has reduced this to two handlings and not only saves time in transportation, but cuts down the period of time and of un-

certainty on the part of the consignee, as to when he will receive his goods. During the last year or two, the railroad companies have admitted that although they have a higher rate of freight upon short-hauls of L. C. L. merchandise, yet the expense of handling in proportion to the amount involved makes short-hauls unprofitable and they are seriously considering the question, as to how this can be remedied. Upon the Pennsylvania System in several cities in the East, where a large amount of L. C. L. freight is arriving from other points every day, this road is trying an experiment of hauling this freight from their cars, as they arrive, direct to the retailer or the man, who may be called the consignee. In fact, in some locations, they have taken on fleets of trucks and established what is called suburban delivery. This, they have done, first, to compete with the independent motor, and second, to relieve the congestion in their main warehouses and in which houses, customers are liable to allow their merchandise to remain anywhere from one to five days before calling for it. This road is trying to solve the problem as to whether railroads in fairly good sized cities can make saving enough on L. C. L. freight in making these quick deliveries, to compensate them for the truck service. This, they could possibly do in large centers, but when they begin to do so they are immediately in competition with the independent truck lines, which have already been established, and then the question is—who will survive?

In the next place, some of these expert traffic men raise the question, that much of this L. C. L. freight coming into the cities originates from distant points and the question arises, as to whether if, as this freight may arrive in Pittsburgh and a car contains several shipments of L. C. L. freight, which is to be distributed in towns within fifty miles of Pittsburgh, whether this will be satisfactory, and whether if the railroads enter into this practice they can carry it out as against the independent truck line. If the railroads should refuse to accept L. C. L. freight coming from a distance and on account of not having freight trains running out to the small suburban towns, it would complicate the matter of transportation very much. Therefore, the issue at the present time is, will the railroads surrender the hauling of L. C. L. merchandise, which originates from various points and which is to be delivered within say fifty miles of shipping centers? This is the point at which the consideration has arrived at the present time and the question is, will the freight car yield to the motor truck on L. C. L. shipments within a radius of say fifty miles from shipping centers? And again, the railroad cannot yield now safely to the motor truck, and in many instances, cannot go into mutual arrangement because the status of the motor truck is not yet definitely fixed in all states and in all communities. It has not been decided as to who will be allowed to establish fixed lines of motor trucks and what their compensation to the communities, counties and the state will be for using the high-

ways. It is suggested that a remedy for this is that the freight rates and the passenger fares for motor trucks should be regulated by the state and the Federal commission, and that in addition to that, an equitable share of the general road tax should be imposed upon the fixed lines of motor truck. These questions, however, cannot be settled by railroad companies as regards the motor trucks, because this service belongs to the general public, and therefore, it will be some time before the motor truck lines, the general public and the railroads through legislation or otherwise are able to agree as to how partnerships can be formed and how responsibilities can be fixed. It is not possible to conclude anything in the way of newspaper articles or otherwise upon the transportation, because the whole question is in the "state of flux" and must await the evolution, which always accompanies radical changes of this kind, and solve the question some day as circumstances and requirements develop.

In attending such meetings as those of the U. S. Chamber of Commerce, the thing which disappoints a listener is that while the merchant and the manufacturer and the farmer and the coal miner and others are in attendance and are good listeners and students, they find the meetings of the U. S. Chamber of Commerce devoted to transportation entirely in the control of railroad men. One of the most eminent railroad men of the country is Carl R. Gray, President of the Union Pacific System of Omaha, Nebraska, and he is now and has been for some time, the chairman of all these meetings in the U. S. Chamber of Commerce. Mr. Gray is an eminent man, a fine gentleman and one of the best chairmen any convention has ever seen, but this, together with the presentation of subjects by T. C. Powell, Vice-President of the Erie Railroad, and other men in transportation matters, equally prominent, makes this question altogether one-sided and it is our opinion, that the U. S. Chamber of Commerce in its program of transportation is lacking in the one element of not having presented at the transportation meetings the question of the ultimate consumer and of the immediate process by which supplies are brought to him. This involves, as stated before, L. C. L. freight, and while the general public in discussing L. C. L. by the railroads and by motor trucks it all has its financial bearing upon the consumer. The importance of the consumer's attitude and his retail friend is not accentuated and the greater part of the time is taken up in listening to the number of carloads loaded in one month as against another month, the long haul full carload business, the connection of the railroads to the steam boats and things, which do not contribute to the question of what is to become of L. C. L. through the lack of good service now on the part of the railroad companies and the question of whether the motor trucks will replace the railroad company in this class of business or not. We are inclined to take the position that well-established railroad companies have operated for a long time upon franchises and arrangements with

state and the Federal Government and are more or less under obligation to give good service to all classes of shipments. It is very certain that rates have been very much enhanced especially upon L. C. L. freight and that they have advanced proportionately with prices of commodities. Yet we believe that if the railroad companies running out of shopping centers would give the retailers through the country towns old fashioned service by way of the car, which ran every day, the suburban districts would be thoroughly satisfied and we believe yet that the transportation companies would flourish.

Lee M. Hutchins.

Added a Word To the Epigraph.

"Did you hear about the defacement of Mr. Skinner's tombstone?" asked Mr. Jones a few days after the funeral of that eminent captain of industry.

"No, what was it?" enquired his neighbor, curiously.

"Some one added the word 'friends' to his epigraph."

"What was the epigraph?"

"He did his best."

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There are over one hundred mutual companies in Michigan, practically all of the farm property being carried in such companies. The five largest mutual life insurance companies in America—Metropolitan Life, Prudential, New York Life, Equitable Life, and Mutual Life—have total assets of \$4,857,278,861.00, while the five largest stock life insurance companies—Travelers, Aetna, Union Central, Connecticut General and Equitable—have assets of \$805,655,495.00. In other words, the five largest mutuals have six times the amount of assets of the five largest stock companies. In the mutual company the policy holder gets the benefit either of a lower rate or a return dividend. In other words, the policy holder obtains his insurance at cost plus safety.

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Howell, Michigan

Recollections of a Backwoodsman Sojourning in Grand Rapids.

Grandville, May 20—One of the wonders of the Western world was the railroad and steam cars. The Detroit & Milwaukee was the first to penetrate Western Michigan and awake to amazed wonder the denizens of the backwoods.

In 1863 the backwoods boy of sixteen, who had never seen anything swifter than a team of horses attached to a woods sleigh, got his first view of the wonderful steam cars. His school geography had pictured the locomotive speeding through the land at the tremendous speed of twenty miles an hour. "These cars go as fast as a horse can run," declared the bookman, and that seemed going some.

Driving in a lumber wagon from the Muskegon valley, down the State road forty miles to Grand Rapids, the vehicle halted as a train of cars steamed into view. With eager eyes the boy in the wagon watched the moving train. It was a sight to behold. Such rapidity of movement was startling. Some day he would ride on those cars and experience for himself the delights of railroad traveling.

Two years later this joy was accorded him, when the boy hastened to Grand Haven, five and thirty miles away, and boarded a train for the Valley City.

It was here, at the old commercial college managed by Swensberg & Robbins, that the young backwoodsman got his first taste of city life, and he was now eighteen and more. Squires opera house was the leading amusement resort of the time, and here it was that our greenhorn saw his first theater.

The Healy stock company was filling an engagement of two weeks, with Virginia J. Howard as leading lady, and the Northwoods boy paid as strict attention to attending that theater as he did to his commercial studies at the college, located then in Luce block on Monroe street.

The initial performance was "Fanchon the Cricket" and it was duly inspected by our critical young woodsman. A great play, he pronounced it, and to this day he has seen nothing that quite so interested him. Other plays were "Madeline, the Belle of Fauburg," "The Butcher of Notre Dame" and others now forgotten.

Luce's hall was the chief gathering place for citizens in every walk in life. That old hall resounded to music, the drama and eloquence of the political orator as no other ancient hall in Michigan.

Mark Twain lectured here, also Brick Pomeroy, editor of the La Crosse Democrat, and a noted man of his time, who was even more humorous in his lecture than the prolific Mark. Following these came DeWitt Talmage, the famous pulpit orator, and last but not least Mrs. Mary A. Livermore of National fame as a woman suffrage speaker, and the very best that ever trod the public platform.

It was during a talk by this woman in Luce's hall that a cry of fire sounded on the street. The audience took instant alarm and rose as one person to its feet. That roar of moving bodies sounded ominous to the boy from the backwoods, who occupied a seat near the front in the gallery. Immediately beneath his position was a post down which he decided to slide and lean upon the stage, taking his chances with the speaker and her companions.

Mrs. Livermore never once lost her head, nor did she leave the stage, but protested all panic, declaring that he alarm was false. Her tongue kept moving, an entrancing smile of confidence irradiating her countenance. Her coolness had its effect. There was no fire at the hall and soon the excitement quieted down, although there was potential food for a most disastrous panic. The hall was in the

third story, the way thither was a narrow stairway, and all doors opening inward.

Julius Caesar Burrows, America's greatest stump orator, held forth on one occasion at the hall.

It was here, during the Grant-Greeley campaign, that Judge Balch, of Illinois, delivered a fervid appeal to young men about to cast their first ballot to give Grant their preference. The judge was an old line Democrat. Had been reared in a Democrat log cabin, and had been with the party in season and out, but the Greeley conglomeration was too much for his stomach, and like thousands of other members of the party, he cast a Re-

publican ballot, the effect of which was to land the Greeley combine on the shoals in the worst defeat ever known to any political party.

Luce's hall long held place as the principal amusement house in the city. A Mr. Skidmore procured the attendance here of Edwin Booth, and the hall was filled with a high class audience.

It was James G. Blaine who on one occasion designated Grand Rapids as the biggest little city in the United States.

In Civil War days many noted personages visited the Valley City, among them the celebrated Unionist, Parson Brownlow, of East Tennessee. Later

on we recall the coming of John C. Fremont, he first candidate of the Republican party for President. He accompanied Blaine during the latter's swing through the country on an electioneering tour.

General John A. Logan, the greatest civilian general of Civil War days, and also Phil Sheridan, of Winchester fame, honored the city with their presence, the latter during the reunion of the Army of the Cumberland.

There were some remarkable local newspaper men in those days, such as Stern Wheeler, G. C. Sexton, Albert Baxter, M. W. Tarbox, Don Henderson—but that is another story.

Old Timer.

The Song of the Builders

ON every hand is heard the rattle of the builder's hammer and the rasp of his saw. Over-night, it seems, buildings rise—new streets appear.

And the thousands of new homes and great buildings increase the problems of the public service companies.

This Company attempts to foresee the great growth of service demand and extends its plant into new districts as rapidly as possible, in an effort to most efficiently serve the people of Michigan.

However, sudden unforeseen population and industrial growth frequently make it impossible to furnish utility service at all points immediately upon demand. Hundreds of new telephones are wanted. The Telephone Company's problem is the same as that of the water, sewer, gas, electric, street, and school services.

But Telephone Plant expansion is breaking all records. Thousands of new instruments are being installed, miles of new circuits are being built and additional exchange facilities are being provided, to meet the call for service.

Everything possible is being done to provide service for all who desire it.

Michigan Bell  Telephone Co.





How Working People Were Influenced To Save Money.

My entire business philosophy is so deeply founded upon my particular personal experiences that at the very outset I must sketch for you a few of the incidents of my early life.

I made my entrance into the industrial field as an errand boy in a factory at a daily wage of 65 cents. At the end of six years my pay had been elevated to \$2.75 per day, and I had a job on a machine. At that time \$2.75 was a great deal of money for a boy of my age to have. I was unsettled and prey to all the desires and the temptations to spend money that beset all young men.

But I had a younger sister, and as is very, very often the case with the youngest child, there was a strong bond between my sister and our mother. My sister expressed a wish for a ring as a graduation gift, and of course my mother felt that she should have it. My mother appealed to me with, "Carl, see if you can save enough to get that ring for Grace."

So I began and finally succeeded in accumulating the necessary amount to get that ring. I was very proud of it, and the price, \$60 seemed so inconsistent with my \$2.75 per day, it was hard to realize. Yet I had purchased the ring, for there it was.

My sister was taking piano lessons, and so mother felt that sister should have a new piano. Remembering where she had met with success before, she appealed to me again.

"Carl," she said, "we simply must get sister a new piano. It will be easy enough for you to save enough out of your wages to get one."

A piano! Impossible, I thought. Yet I heaved a sigh and started in. It was expected of me, and that faith in me aroused a spark of confidence in my own breast, though the task seemed to me a stupendous one. Eventually sister got the piano, and it was a good one, too. It is still in use. When I looked at that piano, I was nearly consumed with pride.

Do not get the idea that I was in any way an unusual boy, for I longed to do as the other boys did with their

money—put it into slot machines, engage in crap games, etc., but I had simply been fortunate in being directed early along different lines. I had experienced the thrill of accomplishment, of gaining the seemingly impossible. I had begun to build my self-respect.

The habit of accomplishment, through my experience with the ring and the piano, had now become a part of me, moulded into my character, a lesson never to be forgotten. Thus I had very fortunately, simply through coincidence, learned early in life the possibilities of placing before me some large, future objective, instead of a small, temporary one.

I went right on setting aside a large part of my pay for something big. I couldn't afford to lay off, like the rest of the boys, whenever I felt like it. Every lay-off meant a delay in getting the particular thing I was saving for.

But it wasn't until years later that I realized how much of my success I owed to that early training imposed upon me by my mother—the buying of that ring and piano.

And it was a long time before I understood that one of the main reasons why the average worker fails to go after the big things, and spends so much of his income upon whatever momentarily catches his eye, is because the average worker doesn't dream that it is possible for him to get the big things. He has not experienced the thrill of accomplishment. Tell him that he could pay cash for a three-hundred-dollar set of furniture and he would laugh at you. As if he could ever get that much money together! He does not understand the principle, the mechanics, of the thing. He simply will not believe that he, himself, can ever accumulate large purchasing power. He wants the big things in life, but the prospect of actually getting them seems to him like a fairy tale. He does not know that these things are gotten by a slow process, a systematic determination.

So, in his hopeless, aimless way, he goes on spending for the things within his immediate means. And it is this constant purchasing by the work-

ASK

our charges for acting as

Trustee or Assignee for creditors.

Trustee or Agent under private agreement

To care for, invest or disburse a fund created for any purpose.
To invest funds and pay you the income.
To take charge of property of those desiring to be relieved of its care.
To hold legal title to timber lands or other real estate and to handle and convey the same when sold.
To hold or dispose of papers or property under an escrow agreement.

Trustee under Mortgage or Deed of Trust

To secure an issue of bonds.
To secure and account for a sinking fund or other special fund.
To continue, operate or wind up a business for creditors and others.

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Organized in 1889

CORNER PEARL AND OTTAWA

GRAND RAPIDS

Tomorrow or Yesterday?

TAKE out your Will and read it. Was it written for tomorrow or yesterday? What changes have taken place in your estate, or among the members of your family who would be beneficiaries? What conditions did you make to care for contingencies of yesterday that will not exist tomorrow?

The most important document a man can draw is his Will. Once it is prepared, it should be revised from time to time to make it meet every possible condition.

Have your lawyer read your Will with you to-day!

GRAND RAPIDS TRUST COMPANY

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ers of this country of things that they do not need that I call our "National overhead."

We have over 500 employees in our plant, and I have studied them carefully. I saw girls in the shop buying sixty dollar summer furs. I watched married men putting one-third of their incomes into slot machines, cards, entertainments—or buying an amazing lot of articles which had practically no actual value and which filled no real need. I carried notes in my desk—and am carrying some to-day—of men who used to work alongside of me in my shop days, men who "go broke" chronically and come to me to borrow money to "tide them over."

These men, and the boys and girls in my shop, failed utterly to realize that by letting the little things go, and saving what they ordinarily spent on incidental, unnecessary objects, they could get the big things. It wasn't that they were deliberately thriftless. I think few people really are deliberately thriftless. They do not understand. They live forever in hope—the vain hope that through some fortunate turn of circumstances they will suddenly be possessed of unlimited means. And so they went right on contributing to the great National overhead.

More and more, as I watched the workers in my own shop, I was impressed with the soundness of the principle upon which I gained my start—the arousing of the self-respect of the worker through accomplishment, his own accomplishment, his own self-denial. The trouble with most workers is that they never had to buy a piano or a ring!

About a year and a half ago, when I was casting around in my mind for some means to help the boys and girls in my own shop to learn how to get the big things—to get full value for the money they earn—a Cleveland bank, the Union Trust Company, came to me with the proposition that I install an industrial savings system, the "Save at the Shop" plan in my factory.

The plan is one whereby the bank is practically brought right inside the plant. It is purely a voluntary system, it being optional with the worker himself whether or not he wishes to enroll. If he desires, he tells the paymaster how much he or she wants to save out of each pay. The paymaster accordingly sets aside this amount out of the worker's pay envelope, enclosing in its place a duplicate deposit ticket for the amount set aside. The original deposit tickets are totaled and sent to the bank, together with a Domestic Electric Co. check for the proper amount and at the bank each deposit is credited to its own account, so that each worker adopting the plan has his own individual bankbook. The bank has the signature card of the depositor, and he may withdraw at any time.

This "Save at the Shop" plan seemed to me to be exactly what I had been looking for, and it was installed forthwith.

I began by urging the shop foremen to adopt the plan, as an example for the others. Before long these foremen became the most enthusiastic boosters for the "Save at the Shop"

plan. In the beginning we had only a small handful of men, about twenty, enrolled. By dint of hard work the number of men enrolled was increased until to-day more than 80 per cent. of our people are saving regularly through this system.

The results are truly amazing. Our people are saving "real money." And they are getting the big things; they are experiencing the thrill of accomplishment; they are gaining self-respect; they are gaining the respect of others. The seed of success has been sown.

Of course, I do not enquire as to what they do with the money they save. That is their business. But some of them tell me—and I cannot help overhearing incidents that are extremely significant. Take the case of one man:

At the time the "Save at the Shop" plan was installed in our plant, he hadn't a cent except what he happened to have left from his last pay. He was prevailed upon to enroll, and eventually he had enough to make the down payment on a home. He saved at the shop. He has experienced the thrill of accomplishment. He is beginning to respect his own ability, and he has the respect of his community.

Automobiles, homes, phonographs, new furniture, vacation trips—these are some of the things that the boys and girls in my plant are buying with the money they save. And once sold on the saving idea they stay sold.

One of my men received \$180 from the Government. He put it into his savings account.

A man and his wife, both of whom are saving regularly in our plant through the "Save at the Shop" plan, brought down \$50 in cash one pay day and \$65 on another, to deposit to their accounts in addition to their regular savings commitment!

And many of the employees, girls

especially, are increasing their weekly commitments. The thing is so easy! They never see the money they save. It represents no temptation as cash. They never have to go to the bank. They don't even have to make out a deposit slip.

Then, too, the "Save at the Shop" plan is free from the suspicion of being welfare work. The worker can use it or not, as he pleases. That is up to him. The company knows how much he deposits each pay day, it is true, but we have no way of knowing how



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

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

Combined Capital, Surplus and Undivided Profits over

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ESTABLISHED 1853

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

Buy Safe Bonds
from

The Old National

much he leaves on deposit, or what he does with the money he withdraws. The boys and girls feel that the company is not trying to do something for them, but merely making it easy for them to do something for themselves. And that is the thing that counts. When others help us, we do not gain as much as those who help us, but when we help ourselves, we gain a two-fold reward—the thing we are striving for and our own self-respect.

There is no shouting, no prying inspection of the workers, no oppressive superintendence in my plant. We know that the boys and girls in our shop work, work hard and work well. They don't have to be watched. They save at the shop. They are getting somewhere. They are experiencing the thrill of accomplishment. They are not thinking of their jobs, day in and day out, in terms of merely so much work; they are thinking of their jobs in terms of the things they can get as the result of the money they are saving. Their heads are up. They look you right in the eye. They are on time in the morning. They have pep and vim. There are not nearly so many lay-offs as before the installation of the "Save at the Shop" plan.

Perhaps, because of my own personal experience, I am unduly enthusiastic over this plan, but I am judging from what has really happened in the Domestic Electric plant.

Carl A. Duffner.

The Textile Problem.

Reports from Washington indicate that the Tariff Commission may not be able to undertake an immediate investigation of the costs of producing cotton textiles here and abroad, for the reason that it has nearly exhausted its funds for the current fiscal year. There has been some talk of the possibility of seeking direct action from Congress without resort to the flexible provisions of the Tariff Act, but adjournment is near at hand, and there is strong opposition to reopening the tariff question in Congress during the present session.

Senator Walsh of Massachusetts is pressing a resolution calling for an investigation by the Tariff Commission of every phase of the cotton industry that may throw light on present conditions, their cause and possible remedy. The original resolution included not only the question of imports but the price of the raw material and labor conditions in different sections of the country. These are vital questions affecting the New England industry, but they were dropped from the resolution on account of objections raised by a senator from South Carolina. Meanwhile, the latest reports from British textile centers show that in spite of larger sales of cotton goods to the United States the state of the industry overseas is far from prosperous.

Montague Manufacturing Co. in Deep Water.

The eMontague Manufacturing Co., located at 148, 150 and 152 Louis street, Grand Rapids, has uttered a chattel mortgage on its stock and office equipment for \$23,041.71 in favor of the Campbell & Ewald Co., advertising agents of Detroit.

Such a plaster on the resources of the company is probably due to the fact that the mail order advertising campaign the company has been conducting in so-called National mediums has fallen flat, as is usually the case in the introduction of new and untried devices.

The mower handled by the company costs about \$6 to produce. It is priced at \$18 as a mail order proposition. If enough mowers could be sold, the proposition would probably be a paying one; but those who have undertaken to create a demand for a new article by advertising in daily papers and magazines realize that there are ninety-nine failures to one success; that in nearly all cases the money expended in this manner is worse than wasted, because mail order advertising has to be done on a large scale to succeed; that the business house which expects to throw the jobber and retailer in the air and ride to fame and fortune over the heads of the regular trade is more likely to end in disaster and extinction than on the sunny side of Easy street.

Mail order propaganda is hailed as a panacea by advertising agents whose sole interest in propositions of this kind is the fat commissions they acquire, but the percentage of failures is so heavy that no one should resort to this method of distribution unless he is financially able to stand the gaff.

Buy Winter Coal Early.

The Department of Commerce, in line with its general policy of attempting to mitigate the sharp fluctuations in business and employment, is urging industrial consumers to buy their coal during the summer. Production of soft coal is now at a low point—the outturn being only about 1,000,000 tons per working day. Prices are low and transportation facilities are adequate. Manufacturing consumers, therefore, are urged to follow the same policy as last year and make their purchases before the autumn, when household buying begins. It is pointed out that if production is not interrupted by labor troubles the summer is always the period of lowest prices for bituminous coal and that a car shortage in the autumn always brings an advance in the price.

The man who has not tried it has no idea of the amount of goods that can be sold to customers just by asking them to look at them. It is easy to make extra sales.

FINNISH MUTUAL FIRE INSURANCE CO. CALUMET, MICHIGAN ORGANIZED IN 1889.

Assets ----- \$259,540.17
Surplus ----- 197,322.28

DIVIDEND 50%

This Company now uses the Michigan Standard Policy and the Uniform Forms, and write their policies concurrent with other companies.

Local Agents wanted in the larger cities. Write for particulars.

IF INTERESTED WRITE

F. M. Romberg, Manager, Class Mutual Insurance Agency
Finnish Mutual Fire Insurance Co. General Agents
Calumet, Michigan. Fremont, Michigan.

ANOTHER SATISFIED CUSTOMER

This letter speaks for itself:

Nachtegall Mfg. Co.
Grand Rapids, Mich.
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,

ZEELAND STATE BANK,
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Misleading Statistics.

Written for the Tradesman.

We read that the wealth of the State of Michigan was five billion dollars in 1910 and eleven billion dollars in 1920. That does not mean that the real wealth of the State actually doubled in ten years. The larger sum is mostly accounted for by the higher money valuation placed on identically the same kinds, grades and amounts of property. The percentage of increase in actual wealth can be approximated only by careful study.

To the average reader this statement of the press is of little value. It does not bring him any assurance of any greater degree of comfort; any lessening of the need of toil and economy; any increase of advantages without the usual effort.

The inflated valuation of property leads many into extravagance and debt. They think they are richer than before when in reality they may be poorer.

For any given territory or number of inhabitants a definite amount of labor is required to provide food, fuel, shelter, clothing, education and other indispensable factors. Every person in that community who reaches a state of wealth which enables him to stop working thereby adds to the burden of all workers. The more idle rich the greater hardship for these workers unless more are brought from outside this given territory. But we do not need more foreign laborers; we need power to compel all able-bodied men to do their share of the world's work.

To think of wealth only in terms of money is injurious. We should think of earth's natural resources, physical strength, mental equipment, skill and experience as of far greater value. Wealth in any form is dependent upon work.

E. E. Whitney.

Farm legislation, so often and extravagantly promised in the fall elections of 1922, is now to have its belated innings in Congress. Four relief measures are now pending, with others in the offing. Most of them are for so-called "stabilization" and some of them are price fixing proposals. Of these apparently the most vicious is the McNary-Haugen Bill, aimed primarily at fixing wheat prices at or about \$1.50 a bushel. Its clumsy attempts at camouflage have fooled nobody who has taken the trouble to read it. Other bills demand the adjustment of existing rail rates in the farmer's favor. Farm legislation by agreement has been given the right of way in the Senate, and the last weeks of the session will see a jam of belated "relief" measures, almost all of them pointed straight toward Treasury appropriations.

Flannel Garments Featured.

Sports garments of flannel, as was expected, are being strongly featured by retailers. Coats, a combination coat suit which may be worn as a unit or as individual coat or skirt, and separate skirts of these wools are being offered by the leading stores here. From the wholesale standpoint they are expected to take well, the sports appeal of the flannel this sea-

son being marked. So far, the weather has not permitted the volume of re-orders expected, but the early business is said to have been quite fair. High shades have been dominant in the garments selling.

Guimpe Important in Neckwear.

The guimpe is proving to be one of the most important items in women's neckwear at the moment. For wear with sweaters and the new flannel suits, many of them made without sleeves, guimpes and vestees of lace and net in fluffy styles are well to the fore, according to a bulletin issued by the United Neckwear League of America. The established neckline for the Summer is V-shaped, and the jabot continues popular. Very short sleeves are attached to some of the guimpes now in vogue, while others show long sleeves of gathered net that are trimmed with lace to match the front.

Excellent Irishism.

The case concerned a will, and an Irishman was a witness.

"Was the deceased," asked the lawyer, "in the habit of talking to himself when he was alone?"

"I don't know," was the reply.

"Come, come, you don't know, and yet you pretend that you were intimately acquainted with him?"

"Well, sir," said Pat, dryly, "I never happened to be with him when he was alone."

Locating the Hurt.

Mary had been spanked by her mother. She was crying in the hallway when the minister entered.

"Well, well, what's the matter with my little girl to-day?" he enquired.

"It hurts," she sobbed.

"What hurts, my dear?"

"The back of my lap."

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

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Phones Citz. 4267, Bell, Main 2435

No Case.

Judge: "What's the charge?"

Officer: "This man was caught stealing eight bottles of beer."

Judge: "Discharged. You can't make a case out of eight quarts."

At the Usual Place.

"Lady, could yer gimme a quarter to get where me family is?"

"Certainly, my poor man, here's a quarter. Where is your family?"

"At the movies."

SAFETY SAVING SERVICE CLASS MUTUAL INSURANCE AGENCY

"The Agency of Personal Service"

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

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The Net Cost is **30% Less**

Michigan Bankers and Merchants Mutual Fire Insurance Co.
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The Michigan Retail Dry Goods Association

advises its members to place their
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GRAND RAPIDS MERCHANTS MUTUAL FIRE
INSURANCE COMPANY

and save 30% on their premiums.

Other merchants equally welcome.

319-20 Houseman Bldg.

Grand Rapids, Mich.

What Turnover Means To the Average Dealer.

On perhaps no subject pertaining to merchandising is there more confusion and misunderstanding than on that of turnover.

Costs have mounted during the last few years, the retailer's expenses have soared, and profits have shown an alarming tendency to shrink. The "experts," seeking a panacea for these ills, found it readily in turnover. Speed up your turnover, they urged, and presto! your losses will be converted into profits.

It was a fascinating theory, based on fact, and it was immediately and unanimately accepted. Amateur business analysts propounded it in season and out of season, and the more they elucidated the subject, the more obscure it became. It was popular, though, and the merchant who was not making every effort to show a rapid turnover was out of date. Many figured their rate of turnover incorrectly and announced surprising results which added to the general confusion.

Consider a horrible example or two. Just recently the representative of a manufacturer of bookkeeping equipment for merchants complained because many retailers insist they can't afford to carry an article on which the gross profit is only 10 per cent. when their cost of doing business is 30 per cent. These retailers are right, he said, providing they turn their stock of this article only once a year. But, he pointed out, if you turn this quick seller twelve times a year, making 10 per cent. on each turnover, they are making a total of 120 per cent. a year, which, after deducting 30 per cent. for overhead, leaves a net profit of 90 per cent. a year!

The only objection to such reasoning is that it isn't reasoning at all. If a merchant's overhead is 30 per cent. of his sales, it is 30 per cent. of each individual sale. If, therefore, his margin on a given article is only 10 per cent., he loses 20 per cent. on every number he sells, and the more turnovers he makes, the worse off he is. It is true that in turning this line so often he might be able to reduce his overhead somewhat, but unless he can reduce it to less than 10 per cent., he will lose money every time he sells an article on which his gross margin is only 10 per cent. Yet this theory of turnover was perpetrated by a supposed expert, a man who is paid a large salary by a leading manufacturer of equipment that is supposed to enable the retailer to keep his books correctly.

A writer recently got off this brilliant piece of logic in one of the trade journals:

"The merchant who makes 10 per cent. net on his sales and turns his stock over five times a year makes 50 per cent. on his invested capital. The man who makes the same percentage on his sales, but who turns his stock only twice, makes only 20 per cent. Wouldn't you rather make \$5,000 a year than \$2,000?"

Yes, most any one would rather make \$5,000 a year than \$2,000, but no one will ever do so by following this line of reasoning. The writer obviously fell into the very common

error of confusing turnover and volume. As a matter of fact, the man who earns only 20 per cent. on his invested capital may be the one who is making \$5,000 a year, while the man who makes 50 per cent. may be making only \$2,000 a year; that depends on the amount of capital each has invested. Increasing the number of turnovers without a corresponding increase in the volume certainly will not make this difference.

Another writer suggests that if a turnover rate of four times a year be increased to five, the profit on the fifth turnover is all "velvet." In other words, he claims, the overhead has already been charged to the regular four turnovers, so the gross profit on the fifth turnover is all net profit. This is of course ridiculous and is the same line of reasoning followed by the manufacturer's representative referred to above.

A highly successful shoe retailer told the writer that when prices slumped in 1920, he cut his margin below his cost of doing business, expecting to take a heavy loss, but in doing so increased his rate of turnover to such an extent that he was actually able to show a profit on the new margin.

Here again we have an example of confusing turnover with volume. Increasing his rate of turnover helped, all right, but it was increased volume, due to the lowered prices, that really enabled this dealer to earn a profit after taking a heavy mark-down.

Now, let's see what increasing the rate of turnover actually does for the average shoe dealer. Suppose he buys \$100 worth of shoes, takes a mark-up of 33 1/3 per cent., and operates at an expense of 25 per cent. He then sells the shoes for \$150, of which \$37.50 is charged to overhead, leaving a net profit of \$12.50 on the lot. If he does this every month, making 12 stock turns a year (which he won't) his net earnings will total \$150, or 150 per cent. on his average investment of \$100.

Suppose, on the other hand, he buys in larger quantities and makes two stock turns a year, but does the same volume. He then buys \$600 worth of merchandise, sells it for \$900, charges \$225 to overhead, and has \$75 net profit left. He then buys another \$600 worth and repeats the process, so at the end of the year he has earned exactly the same amount as if he had made twelve turnovers in the course of the year. In each case he sold \$1800 worth of goods and realized a net profit of \$150.

There is just this difference: In the first instance he would earn 150 per cent. on an investment of \$100, while in the second he would earn only 25 per cent. on an investment of \$600.

It is reasonable to suppose, though, that he would get an extra discount on quantity orders. Allowing him an extra 10 per cent. off on his \$600 order would reduce his investment to \$540. He sells the shoes for \$900 as before, his overhead is \$225, and his net profit is \$135 on each turnover; \$270, or 50 per cent. per year on his investment of \$540.

Still he is earning only one-third as high a return on his investment, but don't forget that at the same time his

actual profit on the business is \$120 more.

But let's go a step farther. Granted that this merchant has \$600 at his disposal when he orders only \$100 worth of goods for the sake of making a quick turnover, what is he to do with the other \$500? He cannot use it to advantage in his business, for the \$100 is all he can invest at once and continue to make his desired rate of turnover. He might start another store, but that would bring on other complications. He at least could invest it at 6 per cent., in which case it would earn \$30 per year.

Now apply this to the entire store and let's see what doubling the rate of turnover in an ordinary shoe store will do. We will suppose that this dealer is doing a business of \$75,000 a year and is making two and one-half turnovers, which is about the average. His goods cost him \$50,000, which means that his average investment in stock is about \$20,000.

This dealer determines to double his rate of turnover. Very well, unless he can double his volume of business as well, the only way he can do so is to cut his average stock in half. If everything then works out as he hopes it will, he will do the same volume of business and will earn exactly the same profit, although his investment in stock will be only one-half as much as formerly and the percentage of profit will be much greater.

Reducing his stock by one-half releases \$10,000. This invested at six per cent. will earn \$600 per year.

Is that all he makes by doubling his rate of turnover?

Well, to tell the truth, it is probably more than he will make in the end. For one thing there is the matter of discounts on quantity orders which he will have to forego, thereby reducing the actual profit on the business. For another, by the time he reduces his stock one-half he very likely will have reduced it to the point where he either will not carry some lines for which there are calls or he will buy in such small quantities that he will continually be running out of certain numbers, with the result that he will lose trade and his volume will suffer.

Turnover is a very important feature of modern merchandising, there is no denying that. But it is not nearly so important in the average shoe store as we have been led to believe. It is far more important in a big business where the return on the investment is the primary consideration or in the small shop run on the proverbial "shoestring and an idea." In the ordinary shoe store, the proprietor's own personality, contact with his customers, labor, and methods of doing business are of considerably more importance than the amount of capital he has invested in stock.

One should by all means turn his stock as rapidly as is consistent with good merchandising. He should avoid letting dead stock accumulate on his shelves. He should watch out for duplicating lines. He should take care that his money is not tied up too long in merchandise that depreciates rapidly. He should buy style goods in limited quantities.

On the other hand, one cannot es-

cape the conviction that buying from hand to mouth is a dangerous practice that will not greatly benefit any one concerned. It means in many cases that the dealer pays more for his goods. It means that he is frequently out of numbers for which his customers call. It means a limited variety which drives patrons to other stores where they can get what they want. It means increased freight and express charges. In the end it means a smaller volume and therefore a smaller actual profit on the business.

If the dealer can turn his stocks faster by selling more goods, that is fine. He is then increasing his volume and his turnover at the same time. Volume and turnover are two quite separate and distinct phases of retailing, however, and increasing the one does not necessarily increase the other.

Volume is what brings profit and cuts down the percentage of overhead. The items that enter into one's cost of doing business are, as a rule, pretty well fixed and increasing the volume does not necessarily increase the overhead, but rather reduces the percentage. Rent, light, heat, salaries, and the like, remain about the same, while sales increase. So long as the volume remains the same, however, increasing the rate of turnover does not greatly affect the overhead, interest on invested capital being the principal item reduced.

Perhaps the best way to increase the turnover is to buy reasonable stocks, in wide variety, of goods for which there is a definite demand, then push them for all they are worth. Good advertising, display, and selling of reputable merchandise, reasonably priced, will increase the volume as well as the turnover and will build up the business instead of undermining it, as reducing stocks to the vanishing point is likely to do.

Just this other thought: In figuring the rate of turnover, be consistent. Many merchants guess at the average amount of stock they carry, divide this into their retail sales and announce that they made so many stock turns. They didn't. Perhaps the best method of figuring the rate of turnover is to divide the average inventory at retail into the total sales for the period. As many shoe dealers still use the cost inventory system, however, they may figure their turnover by dividing their average inventory at cost into the cost of the goods sold. To mix cost and selling figures obviously is to fall into error.

Do not be surprised if your rate of turnover is only about 2 1/2 a year—that is about the average for the entire country. Of course some few dealers make as high as ten or possibly twelve turnovers a year, but they are the exceptions. After all, it is not so much how many turnovers one makes as it is what he turns when he makes a turnover. The dealer who buys in 1/12 dozen lots may make a quick turnover, but, to borrow a phrase from the cartoonist, "It doesn't mean anything."

D. G. Baird.

Your window is your show room for people who had not expected to enter the store. How will the show room display impress them?

MEN OF MARK.

E. S. Allen, Who Leaves Michigan to Locate in Florida.

Edgar S. Allen, who recently disposed of his general stock at Bradley, has purchased a substantial interest in the Plant City Wholesale Grocery Co., at Plant City, Florida, and has been elected Vice-President and Assistant Manager of that corporation.

Plant City is located twenty-two miles East of Tampa and is noted as the largest inland shipping point in Florida. It has 8,000 population and is growing rapidly. The company has \$50,000 capital stock, all subscribed and paid in. It was organized about a year ago by Michigan, Illinois and West Virginia men.

Mr. Allen was born on a farm in Van Buren county Sept. 13, 1869. His father was of English descent. His mother was of English and Scotch descent. From the time he was 5 years old until he reached the age of 29 he never missed a day from school, either as pupil or teacher. His first mercantile experience was at Glendale,



Edgar S. Allen.

where he conducted a store one year. His next location was at Watervliet, where he conducted a store four years. The next two years he was located at Elkhart. After five years at Gobles, he purchased the general stock at Bradley, where he has made a good record as a merchant for the past fourteen years. During the twenty-six years he has stood behind the counter he has never sued a man, never been sued and never had a draft made on him.

Mr. Allen was married twenty-five years ago to Miss Blanch L. Bush, of Gobles. Six children grace the family circle—three sons and three daughters—and also two grandchildren.

Mr. Allen is a third degree mason, a woodman and a Yeoman and attends the Methodist church. He owns up to three hobbies—fishing, swimming and touring. He visited his new home in Florida during the winter, making the entire trip both ways by automobile. He attributes his success to hard work, close attention to business and also to adhering as closely to cash

as possible in dealing with his customers. Now that he relinquishes his career as a retail merchant he finds less than \$500 on his books.

Plant City is to be congratulated on securing so good a citizen, so able a merchant and so genial a gentleman.

Motor Cars Abroad.

A great furore has been raised in England over the proposed removal of the import duty on automobiles. Much excitement has also been created in Canada over this proposal, because the Dominion at present enjoys the preferential rate extended by Britain to the other members of the Empire, and during the past fiscal year Canada exported nearly 55,000 motor cars, mostly to England and Australia. Most of these cars were produced by the Canadian branches of American factories, and the proposed removal of duties on foreign cars by Great Britain has caused the Canadians to fear that the American manufacturers might find it unprofitable longer to continue production in the Dominion, since the advantages previously obtained from preferential duties would disappear.

At present Great Britain produces about 60 per cent. of its automobiles and imports the remaining 40 per cent. Yet the total output of motor cars in that country last year was only 64,000. To Americans this may seem an insignificant figure. It is to be noted, however, that the British manufacturers turned out 24 per cent. more cars in 1923 than in 1922, and they are quite naturally opposed to any interruption of this expansion that may come from unrestrained American competition.

Which Was the Grandier Sight?

Written for the Tradesman.

The Virginia creeper on the East end of the woodshed was in full bloom when the miller drove into a farmyard to buy apples. From where the auto stopped the vine could be seen at its best.

"Oh, isn't that grand!" exclaimed the miller's wife; and then she continued commenting on it to another lady in the auto. The old miller—for he must have been a considerable past seventy years—roused up and his face expressed various emotions as he jovially remarked: "I was looking at the woodpile." To him the split wood in the shed meant a year's supply for a kitchen and satisfaction to the cook, while the blocks piled outside meant warmth and comfort in the living rooms all winter.

Which was the grandier sight?

E. E. Whitney.

Success must mean what many business men find lacking in our youth to-day: reliability, dependability, punctuality, regularity, honest work, willingness to do hard work, the ability to understand and to do exactly what one is told to do. The man who can is the king among men.

"It's the little things in life that tell," said the girl as she dragged her kid brother from underneath the sofa.

Don't blame a child for howling. All of us would howl that way if howling paid us a similar easy profit.

Getting on - or getting by?

How about it? Are you getting on in business—doing a steadily growing volume each year, or are you just "getting by," making both ends meet, but with nothing left over to lay aside for the rainy day?

A dependable, high-grade line of teas and coffees is a big help as a business-builder.

Most of the retail grocers featuring our famous brands are getting on nicely.



Chase & Sanborn
Chicago

It Is An All-Day Food

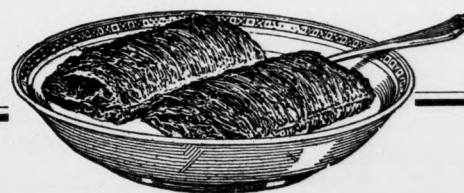
Of course we don't object if your customers call it a "breakfast cereal"—they can call it anything they like—but as a matter of fact

Shredded Wheat

is an all-day food, deliciously nourishing for any meal, and is the most food for the least money. We try to educate the people about Shredded Wheat through extensive advertising, but there is a lot you can do for us and at the same time increase your own profits.

Shredded Wheat is made in Biscuit form and therefore requires careful handling. Broken biscuits do not please the housewife. Handle Shredded Wheat carefully, and keep in a dry, clean place. This makes satisfied customers for you and saves us a lot of trouble.

The Shredded Wheat Company
Niagara Falls, N. Y.





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.

Co-operation Between Wholesale and Retail Dry Goods Dealers.*

Our program committee has prefaced my subject with the word address. I wish to apologize that is a physical impossibility, but if you will bear with me a few minutes I will try to leave a few thoughts with you for discussion that may aid in making this a quite profitable hour.

Just what is this committee on trade relations?

Last year our board authorized a joint committee on trade relations between the wholesaler and the retailer and our President named on that committee, Mr. Ludwig, Mr. Nissely and myself to represent the retailers of the Michigan Retail Dry Goods Association to work with a committee of the wholesalers.

Our board and this committee had one meeting, and this committee had one meeting with the wholesalers of Detroit or their committee.

Your committee has been asked this question: What are the members of the Association going to get out of the findings of this joint committee?

Now, gentlemen, tabulate any of the thoughts you may get from the talks of Mr. Krolik, Mr. Lind, Mr. Holden and myself, and you will be given time for the discussion of same. Do this, men, and I believe we can make this one of the snappiest and most profitable hours of the convention.

Should my talk remind you of a Sunday school oration just blame the program committee for not making my subject "Better business practices between the wholesalers and retailers."

Co-operation: Webster gives this definition of the much used or misused word as a co-operating concurrent effort of labor; to act jointly. We hear this used to-day in connection with our business, social and religious life, but are we laying enough stress upon the effort of labor to act jointly?

Brother merchants, what effort and action are we as retail merchants taking to correct the abuses in our business practices with the wholesaler?

Are we co-operating with the wholesaler by using ethical business methods in the matter of returning merchandise unless for valid reasons?

Is it ethical business practice to cancel future orders when given by

the purchaser and accepted in good faith by the wholesaler?

Should we retailers ask for or expect rebates on goods declining in price after delivery, providing prices were guaranteed to date of delivery, and delivery was made at time specified?

Would it be to our best interest to co-operate with the wholesaler in giving him permission to make reasonable substitution in filling orders on certain lines?

Can we not co-operate with the wholesaler in the matter of standardized sizes in garments, underwear and hosiery, and in so doing reduce the great waste as well as annoyance caused by the lack of standardized sizes of these articles on the market at the present time?

Should we in the matter of delayed shipping dates expect the wholesaler to prepay delivery charges when, owing to uncertain deliveries from the mill, it is unavoidable?

One thought occurs to me: "If the salesman is thoroughly instructed to enlighten the retail buyer as to what line of goods he has no control over, it might create better business relations."

Can we have wholesalers co-operate with us in the matter of having invoices mailed on the same date the goods are shipped and avoid unnecessary delay in placing goods on sale?

Should we expect the wholesaler to co-operate with us by informing us, when possible, of any change in market condition which would afford the retailer an opportunity of preparing

against a loss when there is a break imminent?

Can we not co-operate with the wholesaler by giving more thought and less abuse in our letters pertaining to errors made in the filling and shipping of orders, then avoiding the unbusiness like letters we sometimes hastily send?

How many of us are as courteous as we should be to the salesmen representing the wholesaler?

How many of us have visited one of our competitors over in Chicago—rather keen competitor at that (we call it mail order competition)—and read this sign prominently displayed, "Salesmen always welcome."

I hope that some of you will suggest to the wholesalers present how they can co-operate with us by so in-

structing their salesmen in the merits of the goods they are selling that the salesmen can pass it on to our buyers and they in turn, can pass it on to our salesmen, who can use it in creating the desire in the consumer's mind that will bring home the bacon. That thought, gentlemen, I believe to be the most vital in aiding us retailers to meet the keen competition of to-day.

Usual Rule Reversed.

"Jim," she said, as he settled down for a comfortable smoke, "I've got a lot of things I want to talk to you about."

"Good," said her husband, "I'm glad to hear it. Usually you want to talk to me about a lot of things you haven't got!"

Does this Apply to You?

"It's funny, people are buying automobiles, radio and Mah-Jong Sets, etc., but will not buy clothes for their backs. The result has been that I can see my business slipping."

That's what one of the large and heretofore successful merchant tells us.

We grant that his statement is only partially true. People are buying automobiles, radio sets, etc., but they always have, are, and always will buy Dry Goods. Times are a little different than they were. The American Public is continually looking for something new, distinctive and even out of the ordinary—in other words NOVELTIES. They go where they can get them.

If your stock does not contain a well assorted line of Novelties you are inviting your trade to look elsewhere. It is our suggestion that you visit our house, and look over this merchandise, which is getting the business for the wide-awake merchant, who realizes that in order to hold his trade that he must have the newest merchandise as fast as it is brought out.

Ask our Salesmen to show them to you.

Grand Rapids Dry Goods Co.

SERVICE FIRST, LAST AND ALL THE TIME

So light So flexible

To make a smart Hat Model so light its weight is unfelt, so flexible its shape is permanent - that calls for rare skill, a quality which distinguishes the creations of our own Studios of Design.

Corl-Knott Company
Grand Rapids

Write Us About Work Shirts

We are showing special values in

ROOMY RICHARD
and
TUF-E-NUF Brands

Indigo; Stifel dot; Heavy and Light Weight Chambray; Tripelo fancy; Khaki.

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

*Paper read at annual meeting Michigan Retail Dry Goods Association by James H. Howell, of Adrian.

Bobbed Hair Here to Stay.

It seems quite generally agreed among producers of women's garments or accessories, the style trends of whose merchandise are shaped by the way a woman's hair is worn, that the bobbed hair vogue is here to stay for a long time, if not permanently. In many ways during the past two seasons the "shingled head" has influenced the style trends in feminine wearing apparel. Millinery has run to small shapes, veils have been in but small demand and the tailored vogue itself rests in large part on the bobbed-hair cult. One result of its popularity is told of in the shortage of barbers due to the increased business of these shops in bobbing. The head of a large chain organization of barber shops said that for the first time in its history it was forced to advertise for barbers, special inducements to first-class men being emphasized.

Novel Hat Catching On.

One of the most novel Summer hats for men ever seen in this country is now being offered to the public by a prominent local clothing and furnishing store. It is made of cork, but is in the shape of the ordinary straw hat. Among the features claimed for it are that it is lighter in weight than the ordinary straw hat, that it is impervious to weather, and that its flexibility prevents its breaking or chipping as easily as a stiff straw hat. The cork hat is manufactured in England, where it was offered for the first time last year with considerable success. It grew out of the cork helmets worn by British soldiers in tropical countries, and is said to be as impervious to heat penetration as the helmets are. It retails at \$5, and about two and a half dozen have already been sold by the store which offers it.

Tub Silks Much Wanted.

Manufacturers of tub silks continue to find a strong demand for these goods, both from cutters and retailers. A leading producer is unable to make deliveries in less than three weeks' time. Plain and striped broadcloths selling around \$1.50 to \$1.70 per yard are particularly wanted by retailers, it was said recently. Printed silks are moving much better, retailers being more interested now because of warmer weather. Concessions are still offered on some of the cheaper goods in printed crepe de chins on light or dark grounds and also in crepe chiffons. The better qualities and more exclusive patterns in the printed goods are in comparatively limited supply, according to sellers.

Summer Hat Season Starts Well.

Despite the fact that the weather was against it at the start, retail business in millinery of a distinctly Summer nature has got well under way. Almost as many different models are offered as there are women to buy them, and color is the keynote throughout. In sport hats especially there is a riot of color, rivalling in vividness the striped "blazers" that have made their appearance for outdoor use. For either sport or street wear, the type of the hat depending on the purpose for which it is wanted, is shown a

wide variety of felt chapeaux. These probably strike the newest note of the season and are seen chiefly in white. Yellow is also a favored color, and is seen in both millinery and dresses for Summer wear.

Medium Weight Hose Coming Back.

Despite the gradual warming up of the weather, retailers as well as wholesalers are of the opinion that medium weight hosiery is showing more activity than it has for some time. It is explained that women are tiring of sheer goods, or "chiffons," but from an economic rather than a style point of view. Sheer goods have been wonderful sellers, according to the special news letter of the National Association of Hosiery and Underwear Manufacturers, but their wearing qualities are damaging to pocketbooks. Women are said to be taking note of this now, and are looking for a happy medium. A cross between a "chiffon" and a regular weight seems to have struck their fancy.

Bracelets Still Selling Freely.

Bracelets of all kinds, especially of the flexible variety, continue to lead in the demand for jewelry. Pieces retailing all the way from 50 cents to several thousand dollars are being bought, with the most activity in the more popular-priced lines. Among the new things to retail under \$25 is a novel type of flexible bracelet that has just been brought out. It is a double strand effect, the flexibility being obtained by attaching the links to tubular rivets. The new bracelet is sterling silver throughout, and is set with either white or colored stones or in combinations of both. It retails at \$10 to \$12, depending on the kind of stones used.

Staples Prepared For Fall.

Staple lines of ready-to-wear for Fall are being prepared by garment wholesalers. The merchandise is intended mainly for jobbers who are in the market preparatory to covering their early requirements of Fall goods. Designers are working on the higher-grade goods, and it is expected that

early Fall lines of some houses will be well advanced by the end of this month. Quite a few of the leading style factors in the market have left for abroad, or will do so shortly, to attend the midseason showing of the couturieres. Some plan to stay away for periods up to six weeks. Initial Fall lines in this group are expected to be in readiness by the end of June.

Merchandise Will Be Had.

While the seriousness of a strike in the coat and suit trade is recognized by the producers and is responsible for their conservative policy for Fall, the opinion is expressed that strike or no strike, merchandise will be available in the market. It is argued that of necessity the demand will be there for the garments and in one way or another it will be met. In fact, even an optimistic view of the effects of the possible strike was taken. It was said,

that while the differences between the union and employers will hamper production, this would in one way be a good thing, as it would cut down too large output which has tended to cause many of the trade's ills.

Furs Used On New Scarfs.

Taking their cue from the popularity which the silk scarf has enjoyed, furriers are developing scarfs in which fur plays a decorative part. Some of these are made of crepe de chine or georgette on which squares or circles of fur are sewed. One of the black scarfs has circles of broadtail of different sizes placed at irregular intervals, while another of brown crepe has caracul of the same color as a trimming. One house has produced smaller scarfs of fox which have flowing ends of chiffon to match, strips of fur being used for finishing.

The Old Reliable

Over 25,000 Patients
in West Michigan

New System Dentists

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

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

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.

HEROLD-BERTSCH
SHOE CO.

Grand Rapids, Mich.

Michigan Shoe Dealers Mutual FIRE INSURANCE CO.

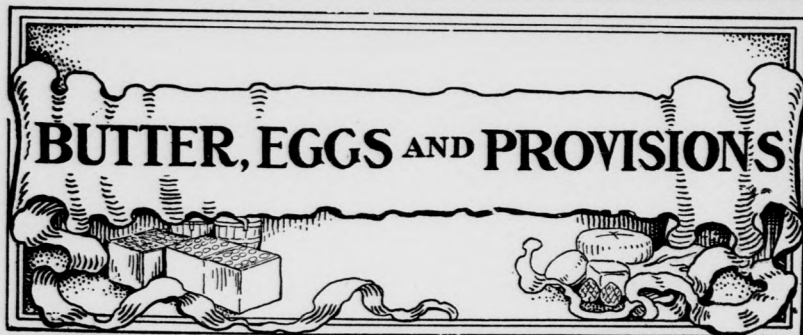
Organized for Service, Not for Profit

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

FOR INFORMATION, WRITE TO

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

LANSING, MICH.



Why the Recent Cheese Advance?

It is difficult, from this distance, to determine the real significance of the recent rather sharp advances which have been recorded on the cheese boards at Plymouth, Wis. In the statistical reports of cheese receipts, current trading stocks and reserve storage supplies there has as yet been no suggestion of a material change from the basically unsatisfactory conditions which have prevailed ever since last fall. It is true that cool weather during April and the first third of May have held back pastures and retarded the normal seasonal increase in the flow of milk. But the heavy storage supplies were more than sufficient to take care of the backward season and in some warehouses new cheese have been accumulating faster than old have been withdrawn since the opening of May.

On May 10 in the public warehouses of the four leading markets we held 4,547,000 lbs. more cheese than on that date last year—an increase of about 92 per cent. On May 9 the excess in the selected list of twenty-six storage centers was probably as great. In Wisconsin warehouses on May 3 the excess in this year's reserve was 3,599,000 lbs.—about 275 per cent. more cheese than on May 3, 1923. Current trading stocks in Wisconsin were also much heavier than last year and receipts at primary markets were continuing to run ahead of a year ago.

It is therefore difficult to see the soundness of the price advances just at the start of a new storage season. The sounder policy would seem to be to keep cheese prices at such relation to butter that more of the milk flow would go to the churns, thus permitting a clearance of the record carry-over of old cheese and lessening the incentive for a heavy make.

In the East dealers are not inclined to follow the Wisconsin boom. They consider it a peculiar circumstance that sales on the farmers' board at Plymouth, normally topping that market, should now fail to reach the Plymouth dealers' board prices. And they refuse to be stampeded into enthusiasm for high June prices after the trying experiences and heavy losses of the past year.

The Future of Starter.

Sentiment seems to be swinging back toward the use of starter in butter-making. We have heard of more defections from the "no starter" camp and growing sentiment that during most of the year and especially during fall, winter and spring, some starter is necessary to hold up flavor and quality no matter how well cream is cared for and no matter how thoroughly it is

pasteurized. Dr. McKay, in discussing the subject during his recent visit to the New York market, expressed himself as sure that the use of a good starter as a general proposition will prevail. And we notice that Secretary Frary of Michigan Association of Creamery Owners' & Managers' in his latest weekly letter speaks of the "revival of the scientific use of starter and preparation of cream for churning."

There is no question that a certain amount of acid development produced by the right kind of bacterial does improve, or better yet does create butter flavor. There is also no question that the best keeping butter made is produced without starter, and that as a general proposition keeping quality decreases with the increase of acidity in butter. Prof. Hunziker recognizes this when he recommends that "our efforts should be directed towards such regulation of temperature and other factors that we secure maximum flavor with minimum acid."

Our advice has been to go easy on acidity in butter intended for storage. The improved keeping quality and reduced risks through non-use of starter here may compensate for the absence of flavor. And on butter made for current use we would cater to the buyer's preferences. He is the one whom it is most essential to please.

The Turn of the Tide.

On entering his club a young Washingtonian was accosted by a friend, who exclaimed:

"Why, Dick, you are positively beaming! What's up?"

"I am in the greatest luck imaginable," responded Dick. "You see, I have been attentive to a pretty Chevy Chase girl for more than a year. During all that time she would never admit that she loved me; she would only say that she respected me. But now, old chap, congratulate me, for last night she confessed that she respected me no longer—that she loved me!"

A Question of Values.

I am twenty-five cents.

I am not on speaking terms with the butcher.

I am too small to buy a quart of cream.

I am not large enough to purchase a box of candy.

I am hardly fit for a tip. But—believe me,

When I go to church on Sunday, I am considered.

Some Money!

It is a part of the duty you owe to your occupation to see that your employees learn the best methods possible while they are with you.

Red Star Flour

The "pay dirt" is usually not found on the surface. It requires prospecting and digging to reach "pay dirt." So it is in the flour trade. Cheap prices may appear as "pay dirt" for the flour buyer, but the result is usually disappointing. You must dig beneath the surface, pay a better price, and then you reach your objective. **RED STAR** Flour is not an ordinary brand that is milled to sell at an ordinary price. It is better than necessary, and that means, whatever the requirement, you can

DO IT WITH RED STAR FLOUR

Judson Grocer Company

DISTRIBUTORS

GRAND RAPIDS, MICH.

SEED POTATOES

NORTHERN MICHIGAN

Pure Round White—You Never Bought a Better Quality—Examine Them—Cut Them—None Hollow—And they are **WHITE** as Snow.

150 POUND BAGS \$3.00—F. O. B. GRAND RAPIDS

PINEAPPLES

"PREPARE" IT'S CANNING TIME

Place your Order Now if you want Desirable sizes. Cars running heavy to 30 size.

KENT STORAGE COMPANY

GRAND RAPIDS ~ LANSING ~ BATTLE CREEK

Wholesale Grocers
General Warehousing and Distributing

FRESH PINEAPPLES

Delicious Cuban Pineapples are now arriving in abundance.

We are heavy distributors and have fresh supplies daily.

The best canning sizes are plentiful now, but will be scarcer in a short time. You can handle Pines profitably if you confine your orders to us.

The Vinkemulder Company

GRAND RAPIDS, MICHIGAN

POISON IVY OF PROSPERITY.

What National Advertising Has Done For Business.

1. **Created a Wasteful Conflict.**—National advertising has created a useless and wasteful conflict between retailers, wholesalers and manufacturers, by trying to reduce retailers to mere vending machines operated in accordance with the will of National advertisers.

2. **Demoralized Distribution.**—It has demoralized distribution, by contributing largely to breaking down the separate functions of the various distributors. It has produced the present chaotic state in which standards of merchandise are lost in a maze of brands. Instead of various factors in distribution co-operating to move goods, there is a constant "sabotaging" of National advertised and private brands.

3. **Reduced the Usefulness of the Jobber.**—It has been the principal factor in destroying the usefulness of the jobber as a purely distributing mechanism, and has caused jobbers in self-defense to invade the manufacturing field with private brands and the retailing field with stores which the jobber controlled.

4. **Changed the Basis of Profits.**—It has greatly increased the margins for profit upon lines of merchandise in which Nationally advertised brands hold a dominant position, and by enabling successful National advertisers to fix the ratio of distribution to production costs, has increased their net profits while limiting the net profits of wholesalers and retailers.

5. **Raised Distribution Costs.**—It has helped to increase distribution costs by duplicating and reduplicating parts of the general machinery of distribution, and under the pretense of eliminating middlemen has replaced distribution through retailers and wholesalers, with distribution through extravagant selling organizations maintained by individual manufacturers.

6. **Raised Consumer Prices.**—It has raised consumer prices and prevented the public from securing the benefit of lower costs of production, partly by shifting the basis of competition from the salability to the advertisability of merchandise, and partly by "high-pressure" extravagances in selling, it has made distribution for all manufacturers more hazardous and costly.

7. **Ignored Value - Giving.**—It has consistently ignored the necessity of "value giving," by pricing Nationally advertised merchandise upon the basis of values subjectively created in the consumer's mind by emphasizing factitious and fictitious superiorities and by ignoring the objective value of the actual merchandise.

8. **Attacked Competition.**—It has attacked competition as an inadequate regulator of price, quality and value, and to the extent to which it was possible to create consumer demand at advertised prices or to maintain prices under the law, has substituted for competitive price fixing, the principle of "charging all that the traffic would bear."

9. **Profiteered.**—It has enabled the successful National advertisers to take

enormous profits upon ability in inducing the public to pay dividends upon their investments in good will.

10. **Injured Business.**—It has expended millions of dollars in multiplying the agencies of consumer appeal solely in its efforts to aggrandize itself at the expense of the public, the retailers and the wholesalers; it has restricted the buying-power of the consumers of the Nation, by inducing them to pay luxury prices for staples, and thus has injuriously affected the general prosperity. Ralph Borsodi.

The Funny Little Frog.

Miss Teacher had been giving the class a Nature lesson. It was a class of little boys, and in order to find out how much of the information had penetrated their somewhat thick heads she asked them to write an essay on the frog—the animal that she had taken for her subject.

Willie's effusion ran as follows:

"What a wonderful bird the frog are! When he stands he sits almost. When he hops he flies almost. He ain't got no sense hardly. He ain't got no tail hardly either. When he sits, he sits on what he ain't got almost."

Still, mud would benefit some faces greatly if they would leave it on.



BRINGS YOU TRADE

You Make
Satisfied Customers
when you sell
"SUNSHINE"
FLOUR

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

Genuine Buckwheat Flour
Graham and Corn Meal

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

Fieglers'

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable
Fruits and Vegetables

Sell HARD CANDY In Summer

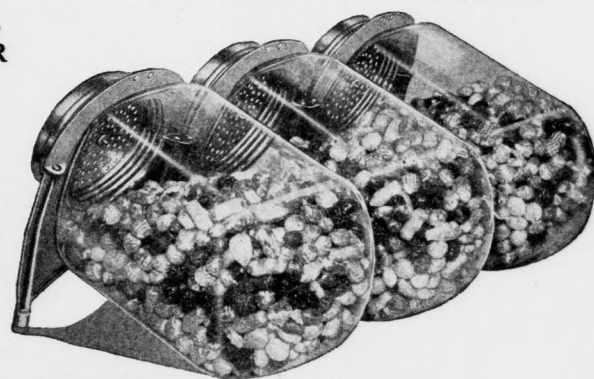
OUR SPECIAL
ARIDOR JAR
OFFER

Will Surely
Appeal to You.

Let us mail
full particulars
describing our
Attractive Offer.

IT WILL PAY
YOU.

GET READY
FOR THE
TOURISTS



NATIONAL CANDY CO. INC.
PUTNAM FACTORY
Grand Rapids, Mich.



GOLD
MEDAL
MAYONNAISE

Made and Guaranteed by

THE BEST FOOD, INC.
Who make the Famous Nucoa.

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

Write us or see our Salesmen.

I. VAN WESTENBRUGGE
DISTRIBUTOR

Grand Rapids Muskegon

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

Watson-Higgins Milling Co.

GRAND RAPIDS, MICH.

NEW PERFECTION

The best all purpose flour.

RED ARROW

The best bread flour.

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

Western Michigan's Largest Feed Distributors.

Moseley Brothers

GRAND RAPIDS, MICH.

Jobbers of Farm Produce



Sell the
FLOUR
That Sells Itself

Polar Bear Flour

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



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

Some Suggestions For Seasonable Window Displays.

Written for the Tradesman.

Seasonable window displays right now should feature lines for spring cleaning, sporting goods, gardening lines, builders' hardware and paint; and the merchant who shows the lines to meet these demands will reap results.

For a "Spring Cleaning" display you need not spend a lot of time on your window. For a background, hang on your solid window back, rows alternately of chamois skins, feather dusters, house brooms and carpet sweepers. At either end stand against this back a step-ladder. On the bottom display furniture polishes of various kinds, with price card; wall brushes, carpet beaters, vacuum cleaners, door mats, foot scrapers, scrub brushes, pails, mops, etc., and other items used in spring cleaning.

One large card done in plain black on a white ground, size 22 x 28, should read, "We're ready to help you house clean. Note our prices." Five or six smaller cards, size 11 x 14, done in the same style of lettering as the large card, should give prices on the more important lines shown.

For a gardening supply window, select a nice assortment of rakes, hoes, spades, gardening trowels, spading forks, rubber hose and a well-painted wheel-barrow. For the background, hang about four coils of rubber hose on a line with the eyes of the passers-by. Around these hang a number of spading forks, and spades; and lean a few rakes against the back of the window.

Place your wheel-barrow in the center of the window, showing sidewise to the front of the window. On the bottom, and close to the glass, display your gardening trowels, pruning shears, lawn sprays, pruning knives, etc. Then, leaning against the wheel-barrow and with heads to the front, group garden rakes, hoes, spades, etc. Place at either end of the wheel-barrow a hose reel with hose wound upon it. These also can be used for supporting the handles of rakes, etc. Cards should be used to give prices of all lines displayed; with one large center card:

We've loads of garden tools for you extra value at these prices.

For a lawn goods window, cover the bottom with green baize or felt. Drape the back with white cheese cloth. Hang a row of shovels, spades, spading forks, etc., around the side

and across the back of the window. Also hang a few coils of various kinds of rubber hose. Resting on the window bottom with heads alternately up and down place an assortment of garden rakes and hoes. At the back with handles leaning against the background, place lawn mowers; while in the center a brightly painted wheel-barrow will look well. At the front, next to the glass and on the bottom, display your smaller articles, such as gardening trowels, etc. And at front and back ends of the wheel-barrow a hose reel with coil of hose upon it can be placed. Put price cards on the mowers and wheelbarrows. Cards 11 x 14 should give your prices on rakes, hoes, rubber hose, etc., while a larger card should have a more general lettering.

For an easily-contrived sporting goods display, cover the window bottom with green felt or baize. Place a shelf, or, better, two at the back—if the latter, make the shelves about 10 and 20 inches, respectively. Cover these also with green. Cover the back of the window with white cheese cloth. In the center hang in neat design, baseball bats, tennis rackets, etc. On the bottom front display balls, umpire's registers, baseball guides, score books, catcher's masks, footballs, etc. On the shelves place, in easy manner and not too crowded, your assortment of footballs, football shoes, baseball gloves and mitts, baseball shoes, baseball suits, etc. Interspersed with these, and leaning against the shelves, place alternate baseball bats and tennis rackets.

Here is a suggestion for a card to use—only one is needed:

Your Particular
SPORTING GOODS
 Are Here in Big Variety
 Come in and look them over now.
 Quality Counts

As I suggested, this one card ought to be enough. Sport enthusiasts buy what suits their fancy, whether boys or grown-ups. Price does not dominate their selection. Quality and style usually count for far more.

Builders' hardware lines lend themselves to very elaborate trims; but for a simple trim, here is a suggestion. Select from your stock of building paper a number of the cleanest and best-looking rolls, using a good quality of impervious sheating for the first row, ordinary tarred felt for the middle row, and the third row of plain building paper. Pile these at the back of your shelving, which should run up to about 18 inches at the back. On your end wall tack in neat design hammers, saws, try squares, squares and any other tools which can be fastened there to help make the display attractive. At either end of the shelving dump wire

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICH.

Exclusive Jobbers of Shelf Hardware,
 Sporting Goods and
FISHING TACKLE

Foster, Stevens & Co. WHOLESALE HARDWARE



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

United Motor Trucks
 A SIZE AND STYLE To Fit Your Business
 SALES SERVICE
ECKBERG AUTO COMPANY
 310 IONIA AVE., NW.

THE TOLEDO PLATE & WINDOW GLASS COMPANY
 Mirrors—Art Glass—Dresser Tops—Automobile
 and Show Case Glass
 All kinds of Glass for Building Purposes
 501-511 IONIA AVE., S. W. GRAND RAPIDS, MICHIGAN



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

Storm-proof, Dirt-proof, Leak-proof
 and Rattle-proof
 Made and Installed Only by
AMERICAN METAL WEATHER STRIP CO.
 144 Division Ave., North
 Citiz. Telephone 51-916 Grand Rapids, 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.

Henry Smith Floral Co., Inc.

52 Monroe Ave.
 GRAND RAPIDS, MICHIGAN
 PHONES: Citizens 65173, Bell Main 173

nails from a keg, leaving the kegs also in the display as just having been opened. Along the front and close to the glass place in easy mixture small tools, such as rules, nail sets, bits, etc. On the shelves show lock sets in boxes—displayed on easels if you have any—and intersperse these with door bells, heavy style hat and coat hooks, house numbers, full packages of hinges, bolts, fancy door knobs, etc. Continue this right back to the last shelf. The ground of this display should be of green, with a background of white. Two cards ought to suffice. I would suggest:

We offer
ATTRACTIVE PRICES
On all lines of
BUILDERS' HARDWARE
Let us quote on yours.

The other card might be something like this:

TOOLS
That please because
THEY WORK AND WEAR WELL
The Prices?—Most Pleasing.

Your paint display can take the form of either a mixed paint and brush display, or one which also includes side lines.

A pretty good window can be built something like this:

Build a frame of 4 x 3/4 inch lumber at the back of your window and out from the background about eight inches. Cover this and all the back with white cheese cloth. Use screw hooks or eyes, and tie various kinds of paint brushes all around this frame with the bristles to the outside. Across the opening, put wires, strung tight, and spaced to have two divide the distance equally. On these hang your color cards, display cards and any advertising matter that your paint jobber or manufacturer has supplied. On the bottom, which should also be covered with white, place brushes, paper hangers' tools, etc., close to the glass. Then build from this in gradually increasing heights, small tins of enamel or mixed paint, furniture polish, stains, etc. Do not build too high at the back; at the most, not more than four one-gallon tins high. From this height the display should gradually slope to the front, using half gallons, quarts and pints consecutively. On top of the cans place the style of brush best adapted for use with the line of paint shown.

**IF WE SELL YOU
PAINT**

**YOUR WORK WILL NOT
BE LOST**

Our Guarantee of Purity Goes
With Every Can.

Smaller cards should refer to specific items, giving prices.

Victor Lauriston.

Young America—Again.

"What does my little man want to buy to-day—candy?" asked the shopkeeper as the small boy entered.

"Yes, that's what I want to buy," was the reply, "but I've got to buy soap!"

Make your newspaper advertisement contrast with those around it by giving it a different look—using white space, unique border or something that will cause it to stand out above the dead level of the page.

What the Chiropractor Needs.

Boyer City, May 20—May I congratulate you in your stand for fair play in regard to chiropractics in Michigan, as set forth in your article in May 7 issue.

Chiropractors do nothing that the medical doctor does, but we are supposed to go to the medical board, that they may determine if we are proficient in what they do not know.

Our practice consists chiefly of cases which have tried everything the medical doctor has to offer. Our success is built on their failures; but the law says we must go to the failures, that they may determine if we are qualified to handle the cases they certainly do not understand.

What the chiropractors need most of all to-day is editorials. An editorial in every paper in the State would stop the persecution over night.

Ohio has experienced this same thing trying to enforce the Platt-Ellis law. We have the A. M. A. whipped to death after a two year struggle.

California had the same thing. Courts dismissed cases and juries would not convict. Popular vote vindicated them at election by a good margin.

We cannot lose. We are in the right. And the editor who takes a stand at this time will have nothing to regret.

We know the Associated Press is obligated to the A. M. A. The publisher gets health talks, but scan them closely and see if they are not cleverly written advertisements. "See your family physician—if this fails," etc.

I expect to go to the Charlevoix jail for our cause the last of this month.

W. F. Beach, D. C. Ph. C.

A Booster.

Mrs. Jack London, en route for California by sea, said on a New York pier:

"Californians are great boosters. Once, at a funeral in Los Angeles, the minister failed to turn up, and it was very awkward for the waiting mourners. Finally the undertaker rose and said:

"Friends, in our pastor's absence is there not some one present who might say a few words?"

"Nobody responded to this invitation, and the silence became more awkward still. But at last a man in a brown business suit got briskly to his feet.

"Ladies and gentlemen," he said, 'as nobody here has any remarks to make with regards to defunct, I will with your kind permission offer a few words about real estate prospects in Los Angeles.'"

MCCRAY REFRIGERATORS for ALL PURPOSES

Send for Catalogue

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

MCCRAY REFRIGERATOR CO.
2444 Lake St., Kendallville, Ind.

INVESTIGATORS

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

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

National Detective Bureau

Headquarters
333-4-5 Houseman Bldg.

Sand Lime Brick

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

Brick is Everlasting

Grande Brick Co., Grand Rapids

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

Signs of the Times Are

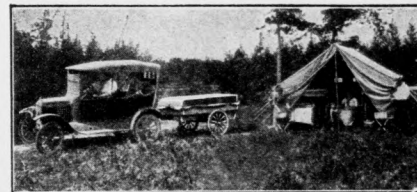
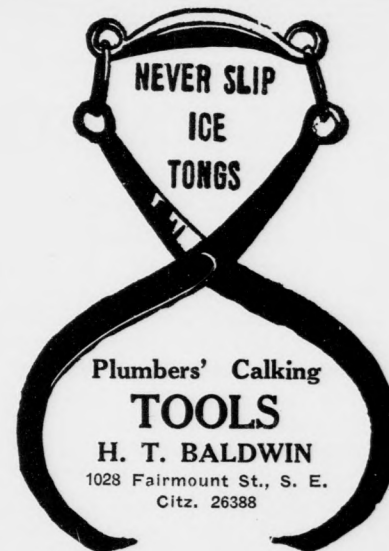
Electric Signs

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

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

THE POWER CO.

Bell M 797 Citizens 4261

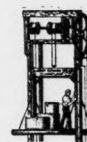


A Summer Home on Wheels

The Clare Auto Tour Trailer is equipped with comfortable beds, a 12 x 14 ft. tent, waterproof, space under tent in which to cook and eat meals; every convenience for comfort; light and rigid, trails perfectly.

Trailers \$78.00 and up

Write today for catalog and prices
CLARE MFG. CO., CLARE, 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, Ohio

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



Late News and Gossip About Michigan Hotels.

Glen Lake, May 20—Some weeks ago the Ben Franklin Hotel property, at Saginaw, was greatly damaged by a premature flow of water from the sprinkler system with which the hotel was provided. I had occasion to visit my good friend, W. T. Schultz, manager of this hotel, the other day, and discovered that not only had this damage been repaired but that the entire property has been redecorated from top to bottom, with an installation of new carpets, rugs, etc. Mr. Schultz, who was for many years steward at the old Bancroft House and afterwards its manager, has a State-wide reputation as landlord and caterer and does an excellent business.

A new coffee shop has been installed at the Bancroft Hotel, Saginaw, and is meeting with unqualified success. A portion of the main dining room was partitioned off for the purpose of introducing this new feature.

It looks to me as though the coffee shop is the only salvation for hotels which are running behind in the operation of regular dining rooms. It enables one who wishes to economize on time to get a quick meal at the counter, and yet preserves the table service of the dining room for such as prefer it.

Robert Hassinger is enlarging his Harvey House, at Constantine, and otherwise remodeling the entire building. The Harvey has long been credited with being one of the best conducted country hotels in Michigan. The accommodations, service and meals have been consistently good, and Mr. and Mrs. Hassinger leave nothing undone to make it homelike.

R. Lee Pfeiffer, known to Michigan hotel men on account of his connection with the Hotel Rickman, Kalamazoo, has bought the lease and furniture of the Eastern Hotel, at Chattanooga, Tennessee. It is a modern structure with seventy-five rooms and enjoys a good patronage.

Who among the Michigan hotel fraternity, as well as Commercial salesmen, does not enjoy the acquaintance of John C. Mann, formerly proprietor of the Douglass House, at Houghton? I say "formerly," for the reason that news comes to me to the effect that John has sold his real estate and furnishings to a local syndicate, to be known as the Douglass-Houghton Hotel Co., which will operate it hereafter with George C. Burke as manager.

The Douglass is one of the best hotels in the copper country and was built in 1902, following the burning of the original Douglass, erected more than sixty years ago, and contains 120 rooms. Mr. Mann was operating the old hotel when it was burned and built the new one, and his record of twenty-three years of continuous operation—old and new—has been a successful one. It is understood that Mr. Mann will continue his residence in Houghton, where he owns a fine farm and city home.

George C. Burke has been managing the Scott Hotel, at Hancock, more recently, but has a record of successful operation in Wisconsin and South Dakota. He is very highly regarded by travelers and will add to the reputation of the Douglass. It is not an-

nounced whether he will continue the Hotel Scott or not.

The new Hotel Doherty, at Clare, has been open for some time, but the formal opening occurred on Monday of last week, when A. I. Doherty, the owner was tendered a banquet by the local Chamber of Commerce as a testimonial of their appreciation for giving their little city such a fine hotel. sixty rooms—thirty-six with bath—

The new hotel cost \$150,000, contains lobby, dining room, cafeteria, ball room and laundry. The building is fireproof and modern in every respect. I understand that H. J. Jahnke, formerly with the Hotel Wenonah, Bay City, is to manage same.

The new Kimbark Inn, at Fremont, has been opened. It is to be operated by the Heldenbrands, who already conduct the Kimbark, at Bay City, and the Kenwood, at Pontiac.

In company with W. F. Jenkins, of the Western Hotel, Big Rapids, I had the pleasure of looking over this hotel, which in appointments is not second to any similar institution in Michigan, as it is modern in every respect, and possesses many attractive features. All rooms have running water, several with bath, and its coffee shop and kitchen arrangements are strictly up to the moment.

The Tradesman, and, incidentally, your humble servant, had much to do with the creation of this hotel.

When it was announced that the old DeHaas House had been purchased, and the site was to be used for a bank building, D. D. Alton, a local druggist there, asked the Tradesman to find someone to come there and build a hotel, which communication was referred to the writer, whereupon he communicated with Mr. Alton, advising him that if Fremont wanted a hotel, to get busy and have their own citizens act promptly before the bank people had gone so far as to make plans which would eliminate the hotel feature altogether; that the man who would undertake to build a new hotel in any town the size of Fremont could not be found. The financing would have to be done at home. Local capitalists thereupon arranged to collaborate with the bank and the result is the Kimbark Inn.

It is finally and definitely announced that Roy Carruthers, of the Waldorf-Astoria, New York, is the managing director of the new Book-Cadillac, in Detroit, while Roscoe J. Tompkins, formerly with the Blackstone, Chicago, will be resident manager. With such executive heads in charge the new hotel ought to prove a wonderful success.

Something like two years ago the writer started a crusade against the "choice of" bill of fare and the paper napkin, and I am happy to say the results have been surprising.

A few establishments still continue the bill of fare reservation, but the paper napkin has almost disappeared and, I hope, never to return.

Now if the country hotel man will abolish the can-opener, and serve less canned stuff, he will be held in much higher esteem. This is not intended as propaganda against the canning industry. Their products have many uses; but there would be much less to complain of if the hotels would use

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.

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.



Turkish Baths

WHEN IN KALAMAZOO
Stop at the

Park-American Hotel

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

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

CODY HOTEL

GRAND RAPIDS

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



Hotel Whitcomb
AND
Mineral Baths

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

Columbia Hotel KALAMAZOO

Good Place To Tie To

OCCIDENTAL HOTEL

FIRE PROOF
CENTRALLY LOCATED

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

INDIA TIRES

HUDSON TIRE COMPANY
Distributors

16 North Commerce Avenue
Phone 67751 GRAND RAPIDS, MICH.

TAKING INVENTORY

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

Bell Phone 596 Citiz. Phone 61366

JOHN L. LYNCH SALES CO.
SPECIAL SALE EXPERTS

Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN



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

Western Hotel

BIG RAPIDS, MICH.

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

A good place to stop.
American plan. Rates 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.

at least one fresh vegetable, instead of all of the canned article.

In many cases this constitutes the only cause for complaint against this class of hotel service. If it were not that fresh vegetables are on display in the show windows of grocery stores in the very smallest towns there might be a shadow of excuse for failure to use fresh garden products. If the small hotel man only knew and fully realized the feelings of his guests on the subject, he would provide at least one fresh vegetable every day, and the results would justify the effort to make his menu attractive.

Next to a palatable cup of coffee, which is a lost art in many cases through carelessness in preparation, "roughage" or good vegetables are the delight of the epicure, and the average commercial man will be the very first to show his appreciation of such offerings.

Frank S. Verbeck.

Onaway Evidently One Section Out of Paradise.

Onaway, May 20—Thad E. Leland, of Detroit, was in the city Saturday. He is a member of the Shoe-pac Outing Club, at Shoe-pac Lake, a few miles from our city. Readers of the Tradesman may remember the description given in a former issue of the wonders surrounding the Shoe-pac and Francis lakes, the magnitude of the undescrivable "sink holes," the variation of the level of the lakes (something like eighteen feet), although side by side, and only a narrow neck of land between. The lakes abound with different species of fish. The shores are bordered with large trees of native white pines. Lovers of nature may enjoy to their heart's content the pleasures found in studying the different varieties of flowers and plants. Trailing arbutus grows abundantly among the bright green deerhorn moss, hidden and protected by Nature's cover of fallen leaves or twining over an old log or stump. The fragrance will lead you to it. Then come the wild roses, the moccasin flower and the Indian paint-brush. A little later in the season prepare yourself for a journey into the adjoining swamps by donning high boots; a good supply of bandana handkerchiefs will be needed and gauntlet gloves. One trip will not suffice. You will want to visit the places regularly thereafter, for on each trip new discoveries will be made. The main attraction, however, will be the beautiful pink lady slipper belonging to the orchid family; if you are fortunate in finding a patch of them or even a few plants you will be amply repaid for the trip, regardless of the hardships attached. Should you find plenty of them, however, don't make the mistake of trying to gather them all, for they are a parasitic plant and you will destroy the root which rots by having the stem broken. Then there is the white fringed orchid and other varieties, some of them being quite rare. The pitcher plant, Jack-in-the-pulpit, tiger lilies and hundreds of beautiful specimens which no one probably except Gene Stratton Porter could portray to your liking and Mrs. Porter has expressed a desire to visit our swamps in a personal letter after receiving a box of flowers and roots taken from our swamps. We look forward to the day. If one is persistent in his search among the woods and vales it is possible that a cluster or two of Indian pipes may be discovered. If so, instead of breaking the stems, dig beneath and remove the spawn and the plant will retain its wax-like freshness for a number of days. The pleasures a camper may enjoy if he will remain throughout the season are many. Wild strawberries, raspberries, blue berries, June berries, black-berries—no end of them. That's life living in the open with the birds and plenty of God's pure oxygen. Bring your binocular and, above all, your kodak. There are no game laws for either. Mr. Leland, mentioned at

the beginning of this article, is making a collection of pictures, some of them in colors, taken in this vicinity. Onaway is encouraging the company of all tourists who can make it possible to visit us by preserving as nearly as possible the natural growth of trees, of which here are many varieties. Our State park, on Black Lake, is second to none, with all the conveniences and comforts necessary. Onaway is not to be sneezed at either, a little city of 3,000 good hospitable souls who will welcome you. True, we are all busy, as Onaway is awake day and night. Our manufacturing plants run full blast. Don't get the idea that this is a sandy country unfit for agriculture, far from it. Clay loam, limestone, heavy, lots of humus, no worn-out land; grows clover and alfalfa. Next to highest altitude in the State. Good drainage. Pure water and atmosphere. The city streets are paved, boulevard lighting, city park and best of gas service. The stores will supply all your needs, not an exorbitant tourist prices, but at lowest regular prices. Nearly all cities paint their advantages in glowing colors, leaving out the drawbacks; we can think of no disadvantages here except that we pay car license for twelve months and only get six months service, that helps support the Southern part of the State and we look forward to the day when a gas tax will be levied in proportion to the mileage and the wear and tear on the roads. Of course, the big fellows will continue to fight it, but let's play fair. Justice begets justice. Mercy begets mercy.

Circuit court is in session here this week. The docket is not a large one—quite a contrast to former days when liquor and crime were in evidence. It goes to show that business is running in legitimate channels. Hail to the flag of temperance! Long may she wave!

Seems to me that Joseph H. Dobson is taking desperate chances when in his lecture he attacks the English sparrow as a pestiferous alien. In spite of the fact that he is President of the American Audubon Association and an authority on bird life, he will be classed among the murderers by the sentimental protectors who have been harboring these little outlaws all winter. There is a native conducting a fishing resort up on Black river who has succeeded in domesticating the mosquito and so tame are they that they will eat from his hand (or the back of your neck). The old man will hardly take time to kill one of God's creatures when busy fishing. He may be case hardened.

Squire Signal.

Paid Monev in Advance For Printing.

Boyne City, May 15—During January I received a letter from a concern styling themselves the Caslon Press, of our city, quoting a low price on letter heads and envelopes. I believe it was 500 letter heads and 500 envelopes for \$5, money to be sent with the order. I sent the order and money the first part of February and the check was cashed at the Grand Rapids Savings Bank. I wrote the concern once since and requested that they either return the money or send the goods, but did not receive a reply. It seems that this concern may be out to do the public.

N. J. Rovick.

The Caslon Printing Co. is one of the many aliases under which a notorious scamp by the name of Roy Annable conducted a small printing establishment in this city during a brief and meteoric career. He succeeded in victimizing nearly every one who had any business relations with him. He had previously made similar fiascos at Flint and Ludington. His word is not good. His promises are nil. His agreements are like the kaiser's treaties—scraps of paper. No

one can touch him at any angle without being smirched.

As the transaction referred to by our correspondent was conducted through the mails, he has a remedy by making a complaint in proper form to the Postoffice Department at Washington. Many men are playing checkers with their nose at Leavenworth for committing less crimes than Annable did in his career as an employing printer at Grand Rapids.

Warn Your Customers Against This Scamp.

Grocers and general merchants having farmers among their customers should warn them to look out for a confidence man who is buncoing the farmers by selling them bills of groceries, including a sack of sugar at a ridiculously low price. He then offers to sell them groceries at 30 per cent. discount if they will pay cash, and many of them fall for this lure. Of course, they never get the groceries.

As crooks of this type jump about over a considerable territory, he is liable to bob up anywhere. This man gave the name of R. D. Welty at his last stand, but will probably change it in his next field.

His method of operation is to approach the farmer claiming to represent some large firm in a nearby city, and offer him groceries at greatly reduced prices. His most recent price on sugar was \$7.90 a sack, when sugar was selling at \$9 in local stores. Of course, the farmer is tickled to death to get his grocery supplies so cheaply and is glad to give the man a good order.

But here is where the man got in his fine work. His terms were 25 per cent. of the amount of the order payable in cash, but if the farmer is willing to pay the whole amount in advance he offers a 30 per cent. reduction in the bill. Naturally nearly a third off the bill, appeals to the economic instinct or cupidity of the farmers and they invest heavily. Some of the agriculturists bought as much as \$100 worth of groceries, or rather they thought they were buying that amount.

Having milked the community as much as possible and with his pockets jingling their cash and the promise that the groceries would be along in a few days after making up a shipment, sufficient time elapsed to allow the crook to get away to other fields, there, again, to ply his game. Here is where retail grocers in rural communities have an opportunity to warn the farmers against such schemes.

It is advisable to notify local county newspapers of the deception so that the outline of the fraud may be published and in the event this cheat puts in an appearance elsewhere the public may be posted. Being forewarned the crook would not only be defeated in his purpose but he could be arrested and prosecuted.

Confidence men seem to have an affinity for using the staples of life in their bunco games and the trade papers carry many stories of cases where they prey on the cupidity or innocence of the unsuspecting. It is a safe proposition to be wary when approached by a stranger with an offer to sell something that the buyer knows

is far below the real value of the goods. There is nearly always an Ethiopian in the woodpile somewhere.

Nationally Advertised Goods Mean Cut-throat Competition.

Fred P. Mann, of Devils Lake, N. D., recognized as one of the leaders among small town merchants and a man who has built up a tremendous volume of business in an agricultural community, feels that, while nationally advertised merchandise places the smaller dealer on an equal footing with the large store, the widespread use of Nationally advertised goods as "leaders" by mail-order houses and chain stores constitutes a real menace to the individual organization.

"It is greatly to the advantage of the average store to handle and push Nationally advertised goods," writes Mr. Mann, "especially the smaller store, for it places them on the same footing as the larger stores, giving them the same prestige and the same class of merchandise. This is due to the fact that the consumer knows all about Nationally advertised goods in the majority of cases and does not hesitate to purchase them on account of quality or price.

"The one great drawback in handling nationally advertised lines is the advantage the mail order houses and chain stores take in using these lines as leaders, greatly to the loss of the small dealer who is unable to obtain the same quantity discounts.

"A great many merchants are handling unadvertised goods almost entirely, in order to get away from this cut-throat competition and in many lines we find the consumers depend entirely upon us for quality and style."

Death of Roland Sehler.

Funeral services for Roland Sehler, 37, a lifelong resident of Grand Rapids and sales manager of the Brown and Sehler Co., who died Monday night at his home on West Leonard road, will be held at his home Thursday afternoon at 2 o'clock. Burial will be in Oak Hill cemetery.

Mr. Sehler had been afflicted with tuberculosis for about a dozen years, but bore up under the fate which confronted him with wonderful fortitude and cheerfulness. On Sunday, the day before he died, he told his brother John he was planning to take a trip to Northern Michigan.

Mr. Sehler was the soul of honor and was universally respected by all who knew him. His death will be deplored by a large circle of friends and acquaintances.

Surviving Mr. Sehler, besides his widow, are two children; his mother, Mrs. John Sehler; two brothers, Henry and John, Jr., both of this city, and three sisters, Mrs. Elizabeth Schantz, Mrs. Herman Balk, and Miss Louise Sehler, all of Grand Rapids.

No Peaches in Benton Harbor District.

It is now conceded that there will be no peaches in the Benton Harbor district this year. The warm weather in December caused the buds to develop rapidly. A subsequent cold snap froze the buds, but did not destroy the trees.

The expert first had to expend,

IN THE REALM OF RASCALITY

Cheats and Swindles Which Merchants Should Avoid.

The rather prosaic looking figures of postal receipts at fifty selected industrial cities for the month of April bear eloquent witness to the extent that fraudulent stock promoters may use the mails in order to advance their nefarious schemes. The fifty cities show an average gain in receipts of 10.44 per cent. over the same month of April, 1923.

Only two cities show a decrease. For Minneapolis there was a decline of less than one-half of 1 per cent. but the striking fact is that Fort Worth, Tex., showed a slump of 48 per cent. There is a reason. A year ago postal inspectors began their drive against the crooks who were distributing vast quantities of literature to persons on their "sucker lists," with Fort Worth as their headquarters. This town, if we remember correctly, was the seat of operations of an internationally known individual who once claimed to have discovered the North Pole, and who as these lines are written languishes in jail. But to return to the postal receipts. They showed a drop of over \$93,000 in a month. This indicates how much the promoters were spending to reach their dupes by mail, and it also shows how rich a harvest they must have been reaping to enable them to spend over \$3,000 per day for stamps.

Maybe Barnum was right.

The notorious Colfax Gibbs was in Grand Rapids a few days, looking much less prosperous than on former visits. He insists that his stock selling campaign in Kentucky has fallen flat and that he has abandoned the plan of exploiting stock in the Kentucky Asphalt Co. The forty or more piratical stock sellers he turned loose on the investors of Kentucky have been released from his service. Gibbs now resides in Chicago. It will be interesting to note what project he next espouses and the field he selects for his nefarious operations.

Adrian, May 17—What do you think of the Duplex Motion Picture Industries, Inc., 1819 Broadway, New York, as an investment? H. D. J.

We think the motion picture business as a whole is a good one for mercantile people to steer clear of, from an investment standpoint. This is particularly good advice where the concern is not established on a profitable basis. The circular of this concern contains all the standard varieties of "get-rich-quick dope"—how millions were made in certain other enterprises. No mention is made of the millions lost in a host of others.

A Northern Michigan merchant called on the Tradesman last week to express his gratitude over the adjustment of an \$800 claim through the kindly offices of the Tradesman. Such assistance is one of the reasons why the Tradesman is in existence. It is here to assist its readers in every way possible along business lines. Such effort on our part comes under the term service, which every subscriber is entitled to gratuitously.

The Michigan Retail Dry Goods Association promulgates the following warning against an alleged check forger, whom merchants should give a warm reception: "A party by the name of Walter Unger, who gave his address as 1335 Moreland St., Chicago, forged a check in Muskegon last week. He represented himself to be a salesman for the Harry Lewis Co., of New York. He is a man about 5 feet 6 inches tall, rather dark complected, thin face, a little mustache and wears a grey hat."

A merchant in a Southern Michigan city has adopted a novel plan to test the good faith of the men who call on him to present new and untried schemes. He keeps a file of the Tradesman on top of his desk. When a caller undertakes to interest him in a new proposition he points to the file and remarks: "Seems to me I have seen something about your house in the Realm of Rascality department in the Tradesman. I will look over my file during the noon hour and see if I cannot locate what I have in mind. Drop in late in the day and I will talk with you." If the man is on the square, he will return. If he is a crook, he will never darken the door of the merchant again. The Tradesman commends this plan to its readers.

St. Joseph, May 20—I would like your opinion of Armour Tire and Rubber Co., Dayton, Ohio. It doesn't sound good to me. D. F. R.

This concern advertises "Most liberal tire guarantee ever written." The company claims in its advertising to be actual manufacturers, but, strange, we find no rating for the concern in the commercial agency books. It is easy to write a "liberal guarantee" when there is nothing back of it. Such guarantees are worth little to the auto tire buyers.

The time has come when the two major abuses of the furniture business must come face to face with a constructive solution, or the furniture industry gain a reputation which years will not erase.

"Finished in walnut" or "finished in mahogany," referring to the genuine woods, have been twisted by the furniture manufacturer and unscrupulous retailer to "mahogany finish" and "walnut finish," in the secret hope that some dealer or some member of the general public, ignorant of the facts, and depending upon the integrity of business, will believe that the goods in question are actually mahogany and walnut and not mere stains for the purpose of deceiving the unwary.

The terms "combination mahogany" and "combination walnut," or combination of any other wood, were conceived in good faith, but because the principal woods combined were not named the terms have become a tool of deception. It is indeed strange that in the very instances where these expressions are used, the inferior wood, of which mention is omitted entirely, is in the predominance as to quantity, while the superior wood in point of cost and desirability is that which appears alone in advertising copy. Indeed, in some instances, furniture

practices have become so brazen as to designate combination furniture as "walnut" or "mahogany" without any indication whatever that the majority content is not of these woods.

There is not the slightest doubt that these expressions used in advertising copy, without naming the goods, is illegal under the laws of the United States. The retailer is not free from blame, and it is to him that the defrauded public naturally looks for recompense and holds primarily responsible.

The time has come, however, when the retailer, in justice to himself, must insist that the responsibilities which have fallen heretofore on him alone be shared with manufacturers by whom these abuses have been aided and abetted. Hundreds of retailers, in justification of palpably misleading and fraudulent statements, point to bills which have come from manufacturers or to catalogues, as justification for their own misdeeds.

The National Vigilance Committee and the Better Business Bureaus of the United States are going to insist, first, that furniture heretofore advertised as "combination" and composed of two or more woods shall be described specifically, unequivocally and unmistakably by the woods in combination with which mahogany, walnut or other superior lumber is used.

The public must know from the maker and distributor the names of the principal woods used in the furniture which it buys. It will no longer be permissible to describe merely as "mahogany finish" or "walnut finish" birch, gumwood or any other kind of wood, stained or camouflaged to resemble the more expensive product.

Frank C. Letts a Natural Leader.

The biography of the late Frank C. Letts, President of the Western Grocer Co., of Chicago, is outlined in a memorial which has been prepared by his friends. It shows the rise of a typical leader of men from humble beginnings through close application to business, energy, honesty and perseverance.

Born of frugal parents, he began working part time at the age of twelve when the family moved from an Illinois farm to Afton, Iowa, where his father purchased the village hotel, and following which time he held three jobs, one going to school, the second acting as call boy for the hotel bus, meeting a train, the third job consisting of reporting at the village store at 5 a. m., sweeping out, dusting and getting everything ready for the day's business.

At 6:30 another clerk came on and Frank Letts was free to go to breakfast, getting back to the store at 7:30 remaining on duty until 8:50, when he left for school. At noon he "tended store" while the clerk went to lunch, getting back to school by 1 o'clock, reporting again at the store at 4 p. m., running errands and clerking until 9:30, after which the 10 o'clock train was to be met and the day's work was done.

At the age of eighteen Mr. Letts secured a free ride to Chicago with a couple of cars of cattle, and seeing an advertisement by the old firm of A. T.

Stewart & Co., applied for work in their stock room and, after a time, secured a job with the dress goods department at \$25 per month.

While in this capacity he attracted the attention of a merchant from Ottumwa, Iowa, who a year later asked if he would not care to go into business partnership with him. Out of this came the dry goods firm of Jordan & Letts, started at Marshalltown, Iowa, Mr. Letts being at that time nineteen. This business grew to be profitable but not satisfactory in other respects, and after two years' experience Mr. Letts sold out.

After this for a couple of years he engaged in the breeding of blooded stock, from which he realized sufficient profit so that he could afford to take the time and go to the expense of putting himself through business college at Dayton, Ohio. While there he became interested in the physical operation of a wholesale grocery which he passed daily, and he decided that he would like to engage in this business.

With this thought in mind and after he had finished his schooling he returned to Marshalltown, Iowa, where, with a capital of approximately \$25,000 saved from his experience in the dry goods business and in the stock breeding business and with unlimited amount of nerve, with considerable borrowed money and with a host of friends who had confidence in his ability, energy and integrity, he embarked in the wholesale grocery business in a small way.

From this small start and over a period of approximately forty years has grown up the great businesses which he has headed for a number of years and which consist of fourteen wholesale grocery houses in Iowa, Minnesota and Missouri, fifteen wholesale grocery houses in Michigan, Indiana and Illinois, the large business in Chicago and, besides, six sweet corn and vegetable canning plants, three coffee roasting establishments and other manufacturing enterprises, all of which concerns are splendidly organized to continue the work which he started but has been compelled to leave unfinished.

Some persons decry the use of the radio to broadcast sermons on the ground that it will tempt the lazy-bones to stay away from church. But most of those concerned to increase church attendance are of a contrary opinion. Their point of view is supported by such incidents as that recorded in New York, when one of the largest Presbyterian churches broadcast its communion service for the particular benefit of 300 shut-ins of the congregation. The expressed gratitude of those who were thus brought into audible contact with the other members of the fold has seemed to those who carried out the plan an abundant justification. There was no lack of reverence, and the possibilities of the wide extension of the church's influence by this means are evident.

Another dismal failure is the flapper's attempt to continue her pose of boredom when the refreshments appear.

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

Cheese
Mushrooms

DECLINED

Puffed Rice
Puffed Wheat
Choice Apricots
Cut Lunch Herring
Hand Picked Beans

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 BRANDS.



Mints, all flavors ----- 60
Gum ----- 70
Fruit Drops ----- 70
Caramels ----- 70
Sliced bacon, large ----- 3 60
Sliced bacon, medium 3 25
Sliced beef, large ----- 5 10
Sliced beef, medium ----- 2 80
Grape Jelly, large ----- 4 50
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
Prepared Spaghetti ----- 1 40
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 60
Quaker Puffed Wheat 4 30
Quaker Brst Biscuit 1 90
Ralston Purina ----- 3 60
Ralston Branos ----- 2 70
Ralston Food, large ----- 3 60
Saxon Wheat Food ----- 3 85



Shred. Wheat Biscuit

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
Apple Sauce, No. 2 ----- 2 00
Apricots, No. 1 ----- 1 35
Apricots, No. 2 ----- 2 85
Apricots, No. 2 1/2 ----- 2 60
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
Cherries, No. 2 1/2 ----- 4 00
Cherries, No. 10 ----- 10 75
Loganberries, No. 2 ----- 3 00
Peaches, No. 1 ----- 1 10
Peaches, No. 2 ----- 2 75
Peaches, No. 2 1/2 ----- 2 25
Peaches, 2 1/2 Cal. 3 00
Peaches, 2 1/2 Mich 3 75
Pineapple, 1, sled 1 80
Pineapple, 2, sl. 2 10
Pineapple, 2, br. sl. 2 75
Pineapple, 2 1/2, sl. 3 80
Pineapple, 2, cru. ----- 3 00
Pineapple, 10 cru. ----- 14 00
Pears, No. 2 ----- 2 90
Pears, No. 2 1/2 ----- 3 50
Plums, No. 2 ----- 1 25
Plums, No. 2 1/2 ----- 2 50
Raspberries No. 2, blk 3 00
Raspb's, Red, No. 10 13 00
Raspb's, Black ----- 10 10
No. 10 ----- 11 50
Rhubarb, No. 10 ----- 4 75

CANNED FISH.

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 ----- 3 40
Clams, Steamed, No. 1 ----- 1 10
Clams, Minced, No. 1 ----- 2 50
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. ----- 2 50
Chicken Haddie, No. 1 ----- 2 75
Fish Flakes, small ----- 1 35
Cod Fish Cake, 10 oz. 1 85
Cove Oysters, 5 oz. ----- 1 75
Lobster, No. 1, Star 3 15
Shrimp, 1, wet 2 10
Sard's, 1/4 Oil, ky 6 25
Sardines, 1/4 Oil, k'less 6 00
Sardines, 1/4 Smoked 7 50
Salmon, Warrens, 1/2 ----- 3 00
Salmon, Red Alaska ----- 2 95
Salmon, Med. Alaska 1 85
Salmon, Pink Alaska 1 65
Sardines, Im. 1/4, ea. 10 23
Sardines, Im. 1/2, ea. ----- 25
Sardines, Cal. ----- 1 65
Tuna, 1/2, Albocore ----- 95
Tuna, 1/2, Curtis, doz. 2 20
Tuna, 1/2, Curtis doz. 3 50
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT.

Bacon, Med. Beechnut 2 25
Bacon, Lge. Beechnut 3 65
Beef, No. 1, Corned ----- 2 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.

Chili Con Ca., 1s 1 35
Deviled Ham, 1/4s ----- 2 20
Deviled Ham, 1/2s ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/4 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
No. 2 1/2, Lge. Green 4 50
W. Bean, cut ----- 2 25
W. Beans, 10 ----- 8 50
Green Beans, 2s 2 00
Gr. Beans, 10s 7 50
L. Beans, 2 gr. 1 35
Lima Beans, 2s, Soaked 95
Red Kid. No. 2 ----- 1 20
Beets, No. 2, wh. 1 75
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
Corn, No. 2, Fy. glass 3 25
Corn, No. 10 ----- 7 50
Hominy, No. 3 ----- 1 00
Okra, No. 2, whole ----- 2 00
Okra, No. 2, cut ----- 1 60
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb 45
Mushrooms, Hotels ----- 45
Mushrooms, Choice ----- 55
Mushrooms, Sur Extra 70
Peas, No. 2, E. J. 1 65
Peas, No. 2, Sift. ----- 1 90
June ----- 1 90
Peas, No. 2, Ex. Sift. ----- 2 10
E. J. ----- 2 60
Peas, Ex. Fine, French 25
Pumpkin, No. 3 ----- 1 35
Pumpkin, No. 10 ----- 4 50
Pimientos, 1/4, each 12 14
Pimientos, 1/2, each ----- 27
Saurkraut, No. 2 1/2 ----- 1 60
Succotash, No. 2 ----- 1 65
Succotash, No. 2, glass 2 80
Spinach, No. 1 ----- 1 10
Spinach, No. 2 ----- 1 25
Spinach, No. 3 ----- 2 00
Spinach, No. 10 ----- 6 00
Tomatoes, No. 2 ----- 1 30
Tomatoes, No. 3 ----- 1 90
Tomatoes, No. 2 glass 2 60
Tomatoes, No. 10 ----- 6 50

CATSUP.

B-nut, Small ----- 2 25
Lilly Valley, 14 oz. ----- 2 50
Libby, 14 oz. ----- 2 35
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
Wisconsin Old ----- 27
Wisconsin Old ----- 21
Wisconsin New ----- 23
Longhorn ----- 23
Michigan Full Cream 21 1/2
New York Full Cream 29
Sap Sago ----- 30

CHEWING GUM.

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

CHOCOLATE.

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

COCOA.

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

COCOANUT.

1/4s, 5 lb. case Dunham 42
1/4s, 5 lb. case ----- 40
1/4s & 1/2s 15 lb. case ----- 41
Bulk, barrels shredded 21
48 2 oz. pkgs., per case 4 15
48 4 oz. pkgs., per case 7 00

CLOTHES LINE.

Hemp, 50 ft. ----- 2 25
Twisted Cotton, 50 ft. 1 75
Braided, 50 ft. ----- 2 75
Sash Cord ----- 4 25



COFFEE ROASTED

Bulk
Rio ----- 25
Santos ----- 31
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 60
Quaker, Baby, 8 doz. ----- 4 50
Quaker, Gallon, 1/2 doz. 4 45
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 90
Every Day, Tall ----- 4 90
Every Day, Baby ----- 4 80
Goshen, Tall ----- 4 90
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 ----- 75 00
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. 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

Anise ----- 17
Orange Gums ----- 17
Challenge Gums ----- 14
Favorite ----- 20
Superior ----- 21

Lozenges.

A. A. Pep. Lozenges 20
A. A. Pink Lozenges 20
A. A. Choc. Lozenges 20
Motto Hearts ----- 21
Malted Milk Lozenges 23

Hard Goods.

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

Cough Drops

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 ----- 32
Atlantic Cream Mints ----- 32
Silver King M. Malloves ----- 32
Hello, Hiram, 24s ----- 1 50
Walnut Sundae, 24, 5c ----- 85
Neapolitan, 24, 5c ----- 85
Yankee Jack, 24, 5c ----- 85
Gladiator, 24, 10c ----- 1 60
Mich. Sugar Ca., 24, 5c ----- 85
Pal O Mine, 24, 5c ----- 85
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 ----- 18
Evaporated, Fancy ----- 26
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 ----- 09 1/2
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 ----- 22

FARINACEOUS GOODS

Beans

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

Farina

24 packages ----- 2 10
Bulk, per 100 lbs. ----- 05

Hominy

Pearl, 100 lb. sack ----- 2 50

Macaroni

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

Gold Brer Rabbit	
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 60
Dove, 24, 2 1/2 lb. Wh. L.	5 20
Dove, 36, 2 lb. Black	4 30
Dove, 24, 2 1/2 lb. Black	3 90
Dove, 6, 10 lb. Blue L.	4 45
Palmetto, 24, 2 1/2 lb. L.	4 65

NUTS.

Whole	
Almonds, Terregona	20
Brazil, New	13
Fancy mixed	20
Filberts, Sicily	15
Peanuts, Virginia, raw	9 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,	
125 lb. bags	16
Filberts	32
Pecans	90
Walnuts	60

OLIVES.

Bulk, 2 gal. keg	3 10
Bulk, 3 gal. keg	4 40
Bulk, 5 gal. keg	7 00
Quar, Jtars, dozen	5 00

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

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



Iron Barrels.

Light	59.2
Medium	61.2
Heavy	64.2
Special heavy	66.2
Extra heavy	69.2
Transmission Oil	59.2
Finol, 4 oz. cans, doz.	1.40
Finol, 8 oz. cans, doz.	1.90
Parowax, 100, lb.	7.1
Parowax, 40, 1 lb.	8.9
Parowax, 20, 1 lb.	8.3



Semdac, 12 pt. 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.	17@18
Good Steers & Heif.	16@17
Med. Steers & Heif.	14@15
Com. Steers & H.F.	12 1/2@13

Cows.

Top	13 1/2
Good	12
Medium	10
Common	9

Veal.

Top	14 1/2
Good	13
Medium	11

Lamb.

Good	30
Medium	28
Poor	22

Mutton.

Good	18
Medium	15
Poor	10

Pork.

Heavy hogs	09
Medium hogs	10
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	12 1/4
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

Sausages

Bologna	12 1/4
Liver	12
Frankfort	16
Pork	18@20
Veal	11
Tongue	11
Headcheese	14

Smoked Meats

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

Beef

Boneless	23 00@24 00
Rump, new	23 00@24 00
Mince Meat.	
Condensed No. 1 car.	2 00
Condensed Bakers brick	31
Moist in glass	8 00

Pig's Feet

1/4 bbls.	2 15
1/4 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
3/4 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

Fancy Blue Rose	7 1/4@7 1/2
Fancy Head	7 1/4@8 1/4
Broken	3 1/4

ROLLED OATS

Steel Cut, 100 lb. sks.	3 50
Silver Flake, 12 Fam.	2 35
Quaker, 18 Regular	1 85
Quaker, 12s Family N	2 75
Mothers, 12s, Ill'num	3 25
Silver Flake, 18 Reg.	1 45
Sacks, 90 lb. Jute	2 80
Sacks, 90 lb. Cotton	2 90

RUSKS.

Holland Rusk Co.	
Brand	
36 roll packages	4 25
18 roll packages	2 15
36 carton packages	4 75
18 carton packages	2 40

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	15 1/2
Tablets, 1 lb. Pure	19 1/2
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	95
Boned, 10 lb. boxes	27

Lake Herring

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

Tubs, 100 lb. fancy 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.

Blackline, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enamaline Paste, doz.	1 35
Enamaline Liquid, dz.	1 35
E Z Liquid, per doz.	1 40
Radium, per doz.	1 85
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoil, per doz.	3 00

SALT.

Colonial, 24, 2 lb.	95
Log Cabin 24-2 lb. case	1 90
Med. No. 1, Bbls.	2 80
Med. No. 1, 100 lb. bg.	95
Farmer Spec., 70 lb.	95
Packers Meat, 56 lb.	63
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
Iodized, 24, 2 lbs.	3 00

Worcester



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 90
Fels Napha, 700 box	5 50
Grdma White Na. 100s	4 50
Rub No More White	
Napha, 100 box	5 00
Swift Classic, 100 box	4 40
20 Mule Borax, 100 bx	7 55
Wool, 100 box	6 50
Fairy, 100 box	5 50
Jap Rose, 100 box	7 85
Palm Olive, 144 box 11 00	
Lava, 100 box	4 90</

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, May 12—On this day was held the special meeting of creditors in the matter of Joseph J. Rusche, Bankrupt No. 2346. The trustee was present. Various creditors were in person. The real estate for sale was sold to Samuel Mormon for \$2,150, the trustee to pay all back taxes. An order was made confirming the sale. The special meeting was then adjourned without date.

On this day also was held the adjourned first meeting of creditors in the matter of J. Frank Quinn, Bankrupt No. 2474. There were no appearances and the meeting was further adjourned to May 19. The meeting was thus adjourned to allow the insurance company to report whether or not there is a surrender value on a certain policy of insurance.

May 14. On this day were received the order of reference and adjudication in bankruptcy in the matter of Mastenbrook & Grove, a partnership, Bankrupt No. 2482. The case is one which is involuntary and the court has ordered the filing of schedules. Upon the filing of the schedules the first meeting will be called and notice of such meeting, as well as a list of the creditors of the bankrupt given here.

May 15. On this day was held the sale of assets in the matter of George L. Olson, Bankrupt No. 2455. The trustee was present. Various creditors were present in person. The stock in trade and fixtures were sold to J. H. Porter, of Boyne Falls, for \$1,000. An order was made confirming the sale of such property. An order was made for the payment of the remainder of the administration expenses and for the payment of a supplemental first dividend of 30 per cent. The meeting was then adjourned without date.

On this day also was held the sale of the balance of the assets in the matter of Charles A. Palmer, Bankrupt No. 2443. The bankrupt was not present or represented. The trustee was not present. The original offer of C. A. Palmer, of \$356 for the remainder of such property was accepted and confirmed. The offer was 100 per cent. of the appraised valuation. An order was made confirming the sale and the meeting was then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Mae Monroe, Bankrupt No. 2480. The bankrupt was present in person and by attorney. One creditor was present in person. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The meeting was then adjourned without date and the case closed and returned to the district court as a no asset case.

May 17. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of George Weurding, Bankrupt No. 2498. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of the city of Holland and a plumber's helper by occupation. The schedules filed list no assets of any kind and liabilities of \$35,108.14. The court has written for funds for the first meeting, and upon the arrival of the same the first meeting will be called, and note of the same made here. A list of the creditors of the bankrupt is as follows:

Fremont State Bank, Fremont	\$1,675.00
First State Bank, Holland	7,075.83
Geo. Vander Meer and John Buys, Grand Rapids	7,837.82
Geo. Seymers, Holland	1,100.00
Norris Grain Co., Chicago	200.00
Hudson-Exsco Co., Holland	200.00
Geo. Smeyers, Holland	1,246.50
Ray Hoek, Holland	32.00
Smit Garage, Holland	31.50
Vanden Berge Bros. Oil Co., Holland	107.00
Prins & Van Huis, Holland	21.30
Peoples State Bank, Holland	115.00
Jacob Fries, Holland	160.00
W. G. Kooyers, Holland	32.00
W. Brusse, Holland	16.85
Van Huizen Auto Co., Holland	29.34
Henry De Free, Holland	250.00
William Kooyers, Holland	65.00
James Schuiling, Holland	50.00
Corner Hardware Co., Holland	15.00

The bankrupt is liable on the following items of accommodation paper:	
Fruit Growers State Bank, Saugatuck	\$7,975.00
Tri-County Farm Bureau, Brunswick	1,063.00
Peoples Savings Bank, Grand R.	1,500.00
A. J. Pierce, Delton	1,625.00
M. Wademan, Moline	129.00
Fremont State Bank, Fremont	1,000.00
William Kooyers, Holland	1,060.00
Harper Elevator Co., North Branch	400.00

May 17. On this day were received the schedules in the matter of Mastenbrook-Grove-Carter Co., Bankrupt No. 2481. The schedules are filed in response to an order of the court on receipt of the involuntary case. The schedules list assets of \$92,024.92 and liabilities of \$39,797.69. The court has not called the first meeting to date, and upon fixing the time for such meeting notice of the same will be given here. A list of the creditors of the bankrupt corporation is as follows:

E. L. Baldwin, Grand Rapids	\$ 140.00
H. C. Brandeau, Grand Rapids	300.00
C. E. Fleming, Grand Rapids	300.00
W. P. Grove, Grand Rapids	300.00
J. Chapman, Grand Rapids	174.80
E. Murphy, Grand Rapids	51.20
R. Priddy, Grand Rapids	74.40
Harry C. Weather, Grand Rapids	4,125.00
Morris Plan Bank, Grand Rapids	300.00
Arctic Spring Water Co., Grand Rapids	3.85
Alden & Judson, Grand Rapids	75.98
E. L. Baldwin, Grand Rapids	268.33
Barclay, Ayres & Bertsch Co., Grand Rapids	24.46
T. J. Beyne, Grand Rapids	48.35
Bixby Office Supply Co., Grand R.	25.55
H. C. Brandeau, Grand Rapids	2,350.00
The Briggs Co., Lansing	2,883.53
Bruggema & Ludwig, Grand Rap.	429.22

Building Contractors Association, Grand Rapids	377.00
Camera Shop, Grand Rapids	19.00
J. Chapman, Grand Rapids	174.80
A. J. Egan, Grand Rapids	1,374.50
H. Eikenhout, Grand Rapids	16.50
Henry Ferguson, Chicago	655.04
G. E. Fleming, Grand Rapids	850.00
Foster, Stevens Co., Grand Rapids	770.98
Golden & Boler Transfer Co., Grand Rapids	1,872.72
Grande Brick Co., Grand Rapids	485.87
G. R. Forging & Iron Co., Grand Rapids	76.03
G. R. Gravel Co., Grand Rapids	724.15
G. R. Herald, Grand Rapids	150.00
G. R. Lumber Co., Grand Rapids	2,504.78
G. R. Marble & Fireplace Co., Grand Rapids	62.11
G. R. Press, Grand Rapids	100.00
G. R. Sheet Steel & Roofing Co., Grand Rapids	189.09
G. R. Steel & Supply Co., Grand Rapids	24.51
Grinnell-Row Co., Grand Rapids	681.56
W. P. Grove, Grand Rapids	2,053.28
R. H. Haven & Son, Grand Rapids	128.10
Henry Knapp, Grand Rapids	159.20
Knappen, Uhl & Bryant, Grand Rapids	141.00
A. B. Knowlson Co., Grand Rapids	2,024.02
C. G. Kuennen, Grand Rapids	53.28
Kutsche Hardware Co., Grand R.	66.92
Lake Drive Co-operative Oil Co., Grand Rapids	100.00
Leitelt Iron Works, Grand Rapids	130.94
Lewis Electric Co., Grand Rapids	43.50
P. A. Mastenbrook, Grand Rapids	1,150.50
Marquette Lumber Co., Grand R.	235.27
Mich. Boiler & Iron Works, Grand Rapids	12.70
S. A. Mormon Co., Grand Rapids	97.55
E. Murphy, Grand Rapids	51.20
McKay Lumber Co., Grand Rapids	3,516.41
National Co-operative Oil Co., Grand Rapids	50.00
National Welding Shop, Grand R.	17.95
R. Priddy, Grand Rapids	77.40
Patent Scaffolding Co., Chicago	275.80
G. A. Richards Co., Grand Rapids	1,179.12
Rindge building, Grand Rapids	145.50
Roseberry-Henry Electric Co., Grand Rapids	252.05
Walter H. Schultus, Grand Rapids	91.00
L. W. Smith, Grand Rapids	10.00
Standard Builders Supply Co., Grand Rapids	3,014.68
Switchman Union, Grand Rapids	10.00
Toledo Plate Glass Co., Grand R.	8.00
Vande Bosh & McVoy, Grand R.	628.14
Vigil Pub. Co., Grand Rapids	116.08
White Printing Co., Grand Rapids	58.90
J. J. Wernette Co., Grand Rapids	819.00
Harold Worm Co., Grand Rapids	50.00
Consumers Power Co., Grand Rapids	46.00
E. L. Baldwin, Grand Rapids	35

The following are liabilities on paper which should be paid by makers, acceptors or endorsers:	
G. R. Athletic Club, Grand Rap.	\$ 300.00
Grinnell-Row Co., Grand Rapids	4,665.00
Aetna Life Ins. Co., Grand Rapids	24.67
Safe Cabinet Co., Grand Rapids	100.00
Morris Plan Bank, Grand Rapids	300.00
G. R. Savings Bank, Grand Rap.	8,959.71
Standard Builders Supply Co., Grand Rapids	700.00
Bruggema & Ludwig, Grand Rap.	700.00
G. R. Marble & Fireplace Co., Grand Rapids	325.00
C. G. Kuennen, Grand Rapids	100.00
Golden & Boler Transfer Co., Grand Rapids	400.00
Glendon A. Richards, Grand Rap.	1,100.00
A. B. Knowlson, Grand Rapids	625.00
H. C. Weatherwax, Grand Rapids	4,125.00

In the matter of T. F. Barnes, Bankrupt No. 2414, the trustee has filed in said court his final report and account and a final meeting of creditors will be held at the office of the referee, on May 23. The trustee's final report and account will be passed upon and the administration expenses and a final dividend to creditors paid.

In the matter of Roy L. Drukker, Bankrupt No. 2463, the trustee has reported an offer of \$175 from Powers & Walker Casket Co. for all of the assets of the estate except the exemptions, which assets are appraised at \$573.42. The date fixed for sale is May 28. All interested are requested to be present. The assets consist of materials, equipment, tools, etc., for the conduct of a casket making business. The sale will be held at 802 Michigan Trust building, Grand Rapids.

In the matter of Robert W. Blair, Bankrupt No. 2488, the funds for the first meeting have been received and the first meeting has been called for May 29.

In the matter of Walter C. Wilcox, Bankrupt No. 2497, the funds for the

first meeting are received and such meeting will be held May 29.

The funds in the matter of August Luskin, Bankrupt No. 2467 have been received and such meeting will be held on May 26.

The funds in the matter of John Hiltz, Bankrupt No. 2489 have been paid into court and the first meeting has been called for May 26.

Reminiscences of a Half Century Grocer.

Ypsilanti, May 20—At the last meeting of the Rotary Club, various phases of fair dealing in business were emphasized.

False guarantees, misrepresentation of merchandise, tricky sales methods and poor service were all frowned upon as not only unwise and costly for the merchant, but deceitful and unjust for the customer. F. H. Nissly stressed the importance of service and hard work, citing John Lamb as an example of a man who had been able to remain in business over a long period of years by long hours of hard work and by careful buying and at the same time giving personal attention to the smallest details of service.

The closing speech was by Mr. Lamb, who was requested by Chairman Steimle to give a vocational talk. Commencing with the establishment of the King grocery by George King in 1837 on the East side of the river, where the interurban barns are now located, and the subsequent ownership of the store by his sons, Charles and Ed, he related experiences in pioneer merchandising of general interest. He mentioned that his first job was sprouting 500 bushels of potatoes and that he worked at the job until he was sick, then went out-of-doors for air and returned to the job as soon as possible, following this plan until the potatoes had all been handled over one at a time. Hoisting heavy barrels by hand was another of his early tasks and all at a salary ranging from \$150 to \$400 a year.

After ten years with Charles King and son, Mr. Lamb was taken into the firm, later becoming proprietor of the store. It was about that time that the first garden produce appeared out of season. Lettuce was first and then canned goods commenced to be placed upon the market and the change in the grocery business has been so rapid since that time that the grocery stores have been greatly remodeled to care for the additional products placed on sale.

That only 5 per cent. of the grocers of the country are successful was a surprising statement. While this does not mean that 95 per cent. of the grocers of the country fail entirely or are forced out of business, he explained it means that they stay in the grocery business only a short time and are either forced into other business or are unable to establish sufficient credit to enable them to continue at a profit.

A comparative statement from a research bureau which shows cost and profit percentages arrived at from compilation of statistics of 443 representative grocery stores showed an interesting comparison which Mr. Lamb quoted. The wages of his sales force are one-third lower than the average of the 443 stores making his total selling expense 1.6 per cent. lower; delivery charge is .8 per cent. lower, buying and management .09 per cent. higher, fixed charges .28 per cent. lower.

The turnover in the local store is 6.9 times a year while the average turnover of stock in the 443 stores is 10.1.

Seek weightier responsibilities, but first fit yourself to carry them.

It is important not to fall; it is more important to get up again courageously.

If you have a decent job, hold on to it.

Depredations of the Crow.

Mt. Clemens, May 19—Noticing a strong anti-crow shooting propaganda being carried on at the present time, I want to tell a few of the things I have observed about the crow.

A crow will fly very quietly into a tree to survey his surroundings. As we all know, a nest of hungry fledglings is not likely to be a silent place. Such a nest is quickly spotted by the watchful crow. As soon as the crow has located the nest, he alights near it quietly, takes two fledglings and flies away. He will repeat this until the nest is empty. The crow does not do this with the crow blackbird, bluejay and the kingbird, nor with the woodpeckers who have built their nests in the hollows of trees where he is unable to get at them. These birds watch their young so well and are so very efficient at preventing such destruction of their babies that the crow does not disturb them. If he would take the young of the crow blackbird and the bluejay, he would be doing some good, as these birds also destroy smaller birds in a somewhat similar manner to the crow.

However, the crow is not satisfied with destroying the fledglings only; he eats millions of birds' eggs. He is very cunning in doing this. A number of crows will station themselves in relays, watching the nests of the prairie chicken, sharp-tail grouse, numerous varieties of wild ducks, to wait until the nesting bird leaves its nest. When this happens, the crow gives warning to his fellow-crows who come and carry away all the eggs.

Furthermore, the crow goes beyond this and will attack every small bird, whether game or insectivorous, when it is just learning to fly. I have watched crows do this many times. First it pecks out the eyes, while the fledgling is alive; then it pecks out the entrails, the little victim still alive and struggling.

But the crow does not stop at birds alone! I have seen crows eat the eyes of live kids, lambs and fawns. In fact, the crow is so fond of the eyes of the young of such animals that it will actually alight on the ear of a full-grown deer and peck at its eyes.

For fifty years I have observed the crow most carefully in all of its aspects and I have a great admiration for its intelligence and cunning, but I consider it one of the cruellest destroyers of life in North America. While a hawk or an owl will endeavor to kill its prey as quickly as possible, the crow will leisurely eat its victims alive.

George H. Corsan.

The best missionary work within the Church is to stop all wrangling and evil speaking, one of another. Men's minds differ; men's judgments are, therefore, different about non-essentials. In religion, where there is mystery, there should be no intolerance. Let there be different sects—different forms and ceremonies in the churches, if it is desired, but let us all unite in showing our real fealty to our blessed Lord and Saviour, by doing His work and following His example, so far as finite creatures can. That is very difficult to do, but also very clear and simple. The old preacher and the old doctor truly represented it and carried it out to best purpose. The modern preacher and the modern doctor too often talk about it not a little, but in acts do not appear to know what it really means.

Signs of Summer.

"Johnnie," said the teacher, "use the word 'triangle' in a sentence."

"If fish don't bite on grasshoppers," replied Johnnie, "try angle worms."

NEED OF BETTER MARKETING.

Before buying a spring coat or a new chair most women will spend a great deal of time shopping around and comparing prices and qualities at different stores. On the other hand, few shoppers give much attention to quality and prices when buying foods, although during the course of the year they spend considerably more for food than they do for clothing and furniture.

The reason for this difference in attitude is that the purchase of clothing or furniture requires a large expenditure at one time, while the day's or week's purchases at the grocery store require a relatively small outlay. Yet by watching the course of wholesale and retail prices, buying the groceries which happen at the time to be the cheapest, avoiding the rush hours so that better service can be had, and studying the grade of commodities best suited to one's needs, there is as much to be saved on grocery bills as can be saved by shopping around for clothes and housefurnishings.

The soft coal industry is another which is now being subjected to this weeding-out process. Secretary Hoover has said that there have been 30 per cent. too many mines that have operated on part time during nearly every week in the year. They have required 30 per cent. more capital and labor than was needed to supply the country with its fuel, and at the same time they have not been able to provide sufficient steady work to give their employees a decent living. These mines could operate profitably only when labor troubles restricted normal production and caused coal prices to soar toward famine levels. Recent recessions in the price of coal and the agreement made last winter between mine operators and labor representatives insuring continuous operation for three years are expected to result in weeding out the least efficient concerns, to check the interruptions to output, and to reduce the Nation's coal bill.

The Spirit of the Good Shepherd.

Isabelle S. McNish, of Lansing, has met misfortunes during the past fifteen months. These misfortunes consisted of tearing down of old buildings on both sides of her location and the putting down of pavements, sewers, etc., in front of her store.

A part of the time she was surrounded by cement mixers, steam shovels, piles of brick, gravel, sand and lumber. Across the street the construction of a new building. Directly between her place and the post office the big Oakland building fire, which obstructed passage from that direction. Then following the fire which occurred several weeks ago, which burned out her office desk and records and wrought havoc by smoke and water to her stock of ready-to-wear garments.

Discouraged and almost despairing, Miss McNish was called upon by the dry goods and ready-to-wear men of Lansing. She was given substantial assistance in making out schedule of fire, smoke and water losses, also given some substantial advice in putting on a fire and smoke sale. She had assistance at the bank and with the insurance adjusters by men who were

her competitors in business. The fire sale was a success. The insurance adjustment was satisfactory. Miss McNish is again doing business under favorable auspices.

Some Consolation.

A meat dealer in a small town presented a bill to a customer who owed him quite a sum.

"Well, John, here is your meat bill for the last three months; now I want you to pay up, as my bills are due and I must pay."

"Newt, I'm sorry," replied John, "I can't pay, but don't feel bad about it, for I will keep on trading with you."

Every day failure comes to more or less merchants who are giving too little time to thought of how to increase sales and too much time to how to have more fun.



Little
Van Dam

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.

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, Junior high and Vocational school, surrounded by apartment houses; will rent as a whole or part to suit satisfactory tenant. Location just as good for delicatessen, grocery with confectionery, fountain, soft drinks and cigars.

Worth Investigating.

Walk in to 161 Bostwick Ave. Office first door to right.

Departments For Rent—In live wire 100% location store in city of 60,000 in Michigan. Hosiery, gloves and knit underwear, jewelry, leather goods and umbrellas, muslin underwear and corsets, infants and children's wear. Low rentals, desirable space. Wonderful opportunity for right parties. If interested, address No. 609, c/o Michigan Tradesman. 609

GENERAL STORE—I own one of the best general stores in Wisconsin, located in a thickly settled community; very good buildings, including nice home. Our stock is as clean as you can find. Will sell on \$10,000 down and the balance on easy terms; or my manager, a former Michigan man, will take a half interest with \$5,000 down. O. H. Adams, 330 Caswell Block, Milwaukee, Wisconsin. 610

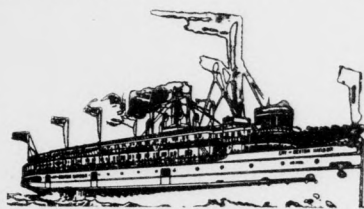
FOR SALE—Modern G. M. C. grocery truck in A-1 condition. Merchandise displayed and delivered from ground. Can carry fifteen cases eggs with plenty of room for surplus groceries. All complete and ready to load and go. If interested, write Box 38, Devereaux, Mich. 611

FOR SALE—Building material supply business in Detroit. Established ten years. Will require \$50,000 to surrender. A. R. Rutledge, 3354 Scotten Ave., owner. 612

FOR SALE—Clean stock of general merchandise, and brick store 44x70, full basement, two story. Opera house on second floor. Will sacrifice for quick sale. Mrs. A. H. Corwin, Marion, Mich. 613

For Sale—Complete well-established, running business, consisting of dry goods, shoes, crockery, kitchenware and groceries, in a good farming community. Stock will invoice about \$6,000. Fixtures and building for sale. Address Box 118, Roberts, Montana. 599

GENERAL merchandise stock for sale. Also store and fixtures for sale or rent. 45 miles from Detroit. Good opportunity for live wire. Postoffice Box A, phone 17, Metamora, Mich. 601

**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.

For Information Call

Telephones
Citizen 4322 Bell M. 4470

To buy a business, or sell yours quickly for cash, no matter where located—consult Chicago Business Exchange, 327 S. LaSalle St., Chicago, Dept. XX. 603

FOR SALE—New 200 count McCaskey credit register; 120 gallon Bowser oil tank; electric coffee mill; five-pound Dayton candy scale; lots of show cases. All at right price. L. G. Crisp, Elk Rapids, Mich. 606

For SALE or EXCHANGE—The Trumble Hotel, at Ewart, Mich. A real bargain and going business. J. A. Harper, Ewart, Mich. 607

FOR SALE—General store, groceries meats, tinware and notions. Price \$6,500. Annual sales \$45,000. Well established trade. Business and location has big future. O. A. Brown, R. 504, Royal Oak, Mich. 595

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

MEAT COOLER FOR SALE—

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

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

For Sale—Flour, feed and grocery business doing a fine business. Also buildings and real estate. Located on finest corner in the city. 87 feet on main street, 180 feet on side street. Store building 22x100. Hay barn, two small warehouses, large store shed, small store building on corner occupied as a millinery store. Good reason for selling. Address No. 208, c-o Michigan Tradesman. 208

CASH For Your Merchandise!

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

We are now ready to sublet space in this live wire 100% location store for the following departments: piece goods, silks, domestics, floor coverings and draperies, boys' clothing and furnishings, house furnishings. Desirable space, reasonable rentals. Communicate at once with Mr. C. Marks, c/o C. Marks Co., Inc., Kalamazoo, Mich. No brokers. 608

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

Writing
PAPER
Lots of It!

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

Get it at your favorite Book Store in 5 and 2½ pound packages, size 8½x11.

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.

THE PEARL OF THE ORIENT.

Remarkable Productivity and Beauty of Ceylon.

Bombay, April 10—"Americans stand by an American." At Colombo occurred the first hitch in our shore plans. Frank Clark, who manages this round-the-world cruise on the Laconia, makes his contracts with agents and hotels at the different ports six months in advance, but a party of 700 Australians on their way to England stopped here the same day we did and the automobiles which were under contract with Clark, with this extra demand on them, struck and refused to carry out their contract, with the result that Clark had to pay them about 50 per cent. more than their contract price.

This was such easy money that it got into the blood of the manager of the Galle Face Hotel and when 400 of us arrived there at 12 o'clock, after our auto ride in the morning, he posted a notice on the dining room door that Clark's tickets would not be honored without an additional payment from each person of \$1.65, although he was under contract and had received payment from Clark for this meal. He supposed Americans were such easy marks and were so hungry after their ride that they would stand for this overcharge, but he did not figure that though they may be easy spenders they would sooner go without eating than stand for a deliberate hold up. We held a meeting. Clark arranged for dinner at another big hotel, the Occidental, and we left the Galle Face Hotel—all except a few white livered passengers who were too lazy to stand by a principle of demanding fair treatment. The only mistake we made was that we did not take the hotel manager and duck him in the ocean. Up to this point everything has gone like clock work. As this stop here of the Laconia probably brought into the city in railroad fares, rickshaws, automobiles, hotels and merchants at least \$10,000, I hope he cuts out this port in future cruises.

Colombo is a city of 25,000 on the Western side of the island of Ceylon, facing the Arabian sea and about two degrees North of the Equator. It has a breakwater, making a deep harbor. The Laconia, drawing twenty-eight feet of water, had no trouble in entering. It is on deep water and no islands surrounding it, making it the quickest harbor to get in and out of we have touched so far.

The island belongs to England. There is a governor general, who rules the various districts by means of agents, who, in turn, have under their authority native provincial officers, to whom the various heads of villages and towns are directly responsible.

In 1815 the English merchants in Colombo made a selling trip into the interior and came back with ears, noses and hands cut off. The English troops at Colombo were sent out, defeated and dethroned the king and the islands came into British possession.

One must take off his hat to the British in all of their possessions in this part of the world. In laying out and building up cities they have shown their love of breathing space. The streets are all wide. There are invariably large parks in the center of the cities and the bungalows in the resident section always have a large flower garden. There are always polo grounds and cricket grounds. I am afraid that we Americans would have cut most of these breathing places up into 40 by 100 foot lots.

The natives here are mostly Singalese and Malays. The Singalese men, as a rule, wear their hair with a large comb in it and outside of the well-to-do, who dress like the English, the men have reversed the American idea. Where the ladies wear décolleté gowns, here the men wear only a skirt

and are naked from the waist up. The women always have a skirt and blouse or light jacket.

The city has a large fresh water lake in the center on land running back from the water front. It makes a fine looking city. Its handsome ivy covered houses and bungalows show their chocolate colored roofs among the palm trees. It is the cleanest city we have visited and the people look bright and seem to be happy. As usual, there are children by the thousands and the jolliest kids we have seen any place. As our autos drive by they would stand, wave their hands and laugh. It puts one in a good humor just to see them laugh.

One could write a book on the different kinds of sailing boats and methods of transportation, as they are different in almost every port. In Calcutta all the hauling was on open two wheel carts with big white oxen. Here the carts seem heavier and all have a woven palm leaf top and with a good sized sapling for a pole and a heavy cross yoke that a boy of 10 could not carry. To this heavy outfit is hitched usually one, sometimes two, of the smallest oxen you can imagine. A long legged man could not ride them without his feet touching the ground. They are no longer than a six months' old calf at home and yet they load these covered carts, which are the usual width and about eight feet long, full to the roof. How in the world these small cattle pull such loads I cannot understand. Although they have rickshaws, they use these tom thumb cattle for passenger traffic in a two-wheeled buggy with side seats holding four people. They trot along with apparent ease. We saw very few horses.

The business section of the city has the usual stores, but here more than any city we have been in they are filled with jewelry, rubies, sapphires, amethysts, etc. While it was warm in the middle of the day there was a breeze and if you were in the shade it was quite comfortable and the mornings and evenings were very comfortable.

Kandy is the summer resort for Colombo. It is up in the mountains, 1,700 feet above sea level, contains many summer homes and is a beauty spot. It has a botanical garden of 150 acres, beautifully laid out and well kept with everything in the line of spice trees and shrubs you can think of. There are thousands of orchards and our guide showed us the forbidden fruit tree. Whether he knew, you can take it or leave it, as you see fit.

Clark ran a special train up seventy-two miles, but we went up and back by automobile. The road was a fine macadam road and if you think this part of the world is not up-to-date, if not a little ahead of the procession, you have another guess coming, for I counted in this seventy-two mile stretch seven heavy steam rollers and they were all working on different stretches and you did not have to take a detour through an almost impassible road, but they worked on one half the road leaving the other half for traffic. On this whole distance there were these heavy carts with their diminutive cattle going and coming. About every ten miles they had a way-side market for a half mile both sides of the road. They had mats down with their fruits and wares displayed. This road is the main artery of travel and hundreds of small villages are off from this main line. The people from the tea and rubber plantations come down to these markets. There were people going and coming. Can you imagine driving from Grand Rapids to Kalamazoo with people on both sides of the road for the whole distance as thick as you would see them on the sidewalks of South Division avenue—men, women and children in all colors of the rainbow, the smaller children dressed up in their birthday suits? One of the autos had to change

a tire. The ladies got out and in about a minute were completely surrounded with these smiling kids having the time of their little lives. Don't waste your time over the lack of clothing of these Ceylon children. They are happier, lighter hearted and more cheerful than our home children. They bubble over like a bottle of soda pop.

The road follows the river up the main valley, which has small valleys and streams running into the main river. We could look up these valleys and they were all terraced rice fields. They were getting the ground ready to plant. They had great numbers of water buffalo plowing with them. They were walking around in these fields up to their knees in mud. The wonder was how they could move at all, as it is heavy clay. In some fields the natives were working with a heavy hoe. They were up to their waist in mud. The fields have to be worked to the consistency of a mortar bed, then the rice is planted as we plant cabbage, only closer together.

Back on the hillsides were the tea plantations. Most of Lypton's tea is raised in Ceylon. Then on the lower lands rubber plantations, coconut trees and bamboo trees were everywhere. The foliage is so abundant and the ground so well tilled that the whole island, at least that which we traveled, seems extremely prosperous.

Many of our passengers were undecided as to which looked the best, Java or Ceylon. They are much alike. There was also some debate as to the comparative beauty of the botanical garden at Buitenzorg, Java, or Kandy, Ceylon. Mrs. Boltwood is the botanical expert of our party and if the Garden Club at home want a full report they have an all summer program in prospect. She had sampled everything in the fruit line except Jack fruit and that looked too much like an animated porcupine to handle. She can tell them about the candle tree, which has a pod hanging down looking like the old fashioned tallow candles our grandmothers made. The flower fly catcher is shaped like a duck. The fly goes in the neck and is a goner. We know they work, for our guide opened one and sure enough it was filled with dead flies. She can show you a leaf of the tree the natives in the early day utilized to poison their arrows. She can tell you everything she can remember in the two or three hours spent in these gardens and there will still be enough left to fill a book.

Once again the money changes. The base is the rupee, worth now a little more than 33 1/3 cents, our money. In Ceylon this is divided into 100 cents and is issued in 5, 10, 25 and 50 cent silver pieces. Someone has called Ceylon the pearl of the orient and after two and a half days here we think most of us would so vote.

C. C. Follmer.

Holland Pioneers Laid the Foundation of an Empire.

The descendants of some of the first Dutch settlers on the Island of Manhattan held a pageant on Thursday night last to celebrate the 300th anniversary of the settlement of New Amsterdam by citizens of Holland. These were among the first of America's pioneers, taking their stand on the frontier south of Wall Street, clearing the forests of the lower part of the island, building a fort for protection against the Indians, and planning to develop a permanent trading post from which settlers would gradually push into the unknown portions of upper Manhattan, and across the dangerous Harlem and East Rivers into the wilderness of Long Island and Westchester. They were sturdy, hard-working, fearless men and women, not

so much given to theological doctrines as the Puritans in New England, but none the less God-fearing, who almost at once imported a chaplain from Holland, and within four years obtained a full-fledged minister of the Dutch Reformed church to attend to their spiritual needs.

Too many Americans forget that the story of this settlement foretold the story of the development of the United States. These first immigrants were the forerunners of the great wave of pioneers who gradually pushed up the rivers into the hinterland, and thence across the mountains into the plains and Westward. These were the spiritual (and more often than not the physical) ancestors of the men of the days of the covered wagons. As the harder and more adventurous went forth to conquer the wilderness, newcomers took their places. Where the first pioneers found dense forests, those that came after found good clearings. On these they built more substantial houses. Others in turn helped transform the settlements into towns and gradually made the towns into cities. As the town's renown grew, the sons of those who had left it returned to reap the benefits of a more advanced civilization. Always there was flux. Always a small fragment of the old guard remained to build up and solidify the civilization which they had brought with them.

This is the epic of America—that the wilderness was pushed back by the frontier, and the frontier in turn by early settlements, and these at last by "civilization" with its schools and churches and industries. Each stage left its impression on those that remained behind. In time the different racial strains were blended. Dutch mixing with Walloon, French and English, and later with the Germans of the Rhineland. The common experiences served to strengthen the bonds between them, and made them share a kinship which they did not feel toward their relatives in Europe. In a short time racial consciousness had disappeared, and they became so intermarried that it was hard to tell Dutch from Huguenot or Scotch or English. To-day the descendants of these early pioneers, though proud of their origin, are utterly unconscious of being anything but Americans.

As in New York, so is it elsewhere. Such celebrations and anniversaries have a twofold value: first, as restoring the past for present generations; and, second, as emphasizing the growth of the Nation and revivifying the work of those early pioneers who pushed the frontier across the continent from Wall Street to the Golden Gate and laid the foundations of an empire.—New York Times.

Negaunee—Warren Thomas has opened a restaurant at Carp river, about one mile East of here on M 15 under the style of the Coffee Inn and under the management of James Royea. Mr. Thomas will continue his cash and carry grocery store on Healy avenue.

Shepherd—Lee Thomas succeeds Myron H. Griswold in the grocery business.