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# MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Forty-first Year

GRAND RAPIDS, WEDNESDAY, MAY 28, 1924

Number 2123

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## MEMORIAL DAY

There is a cadence in the march of men,  
There is a rhythm in the beat of drums,  
That, on this day, sweep over us again,  
When down the street the blaring bugle comes.  
And then we turn to learning and to sums,  
Pursuing fame, adventuring in debt;  
Returning care our leaping pulse benumbs—  
We leave the open window, and forget.

I would we might remember, might recall,  
Not only this, the panoply of war,  
But trench and field, the prison pen, and all—  
Remember longer and remember more.  
At night we close the window, lock the door,  
And seek some cot in quiet peace concealed  
That they who once the starry banner bore  
Bequeathed to us upon some gory field.

We need reconsecration, need to feel  
Not just this moment's thrill of martial pride  
But all the year the faith as strong as steel  
For which the soldier fought, for which he died.  
By night, by day, and here, the country wide,  
The soldier's spirit must abide again,  
In war our guard, in days of peace our guide—  
In war the soldier, peace the citizen!

DOUGLAS MALLOCH

# 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.



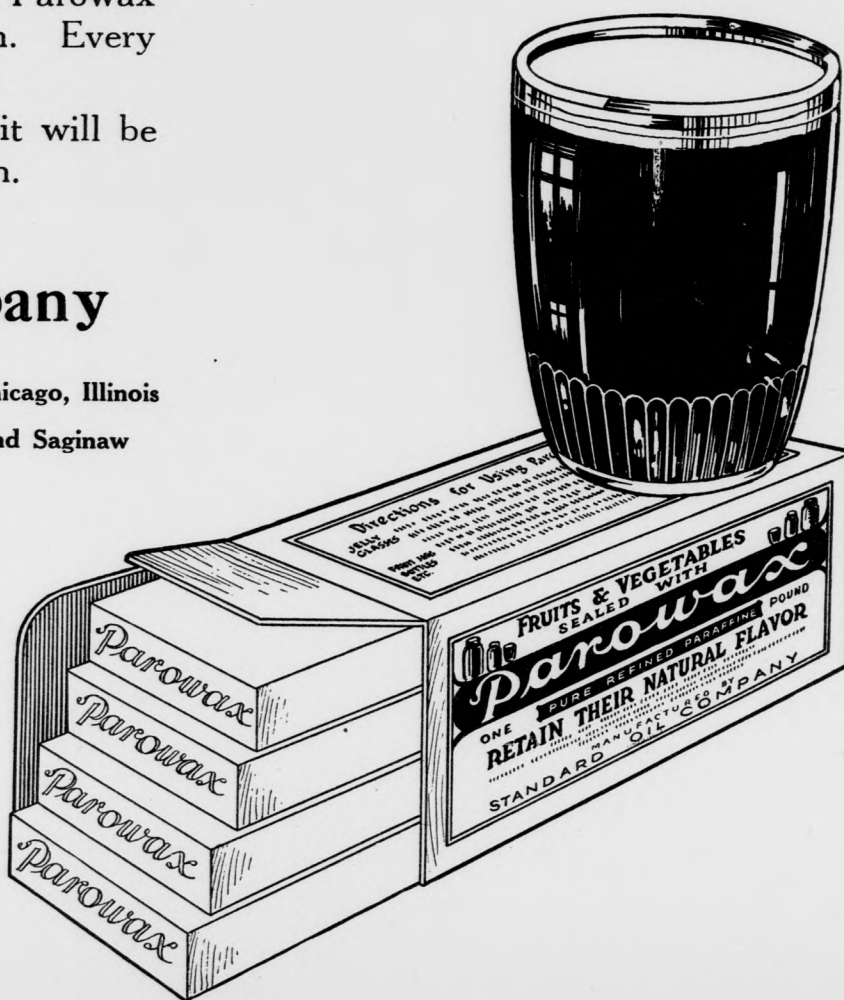
One of these two color counter display cartons is packed in each case of Parowax.

## Standard Oil Company (INDIANA)

910 S. Michigan Avenue

Chicago, Illinois

Michigan Branches at Detroit, Grand Rapids and Saginaw





# MICHIGAN TRADESMAN

Forty-first Year

GRAND RAPIDS, WEDNESDAY, MAY 28, 1924

Number 2123

## MICHIGAN TRADESMAN

(Unlike any other paper.)

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

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS OF BUSINESS MEN.

Published Weekly By  
**TRADESMAN COMPANY**  
Grand Rapids

E. A. STOWE, Editor.

### Subscription Price.

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Four dollars per year, if not paid in advance.

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Sample copies 10 cents each.

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

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## MOST ABHORRENT CRIME.

What makes kidnapping crimes so appalling, and what justifies the severest of legal penalties for all who participate in them, either as principals or accessories before or after the fact, is the almost insuperable difficulty, in any grade of society, of guarding against them completely. A child hardly can be watched so carefully that a determined kidnapper never can reach it. Yet, easy as it might seem thus to extort money from parents, such thefts are among the rarest of crimes. The rarity may or may not be due to the fact that still more rarely are the demanded ransoms paid, and again more rarely does the black-mailer escape to enjoy his gains.

A charitable explanation may be that even the most vicious in the great majority of instances draw the line at deeds that inflict what is probably the most agonizing pain known to human beings. The kidnapper of children is far below ordinary blackmailers in the moral scale; but the fact that millions of children are exposed every day to the same risk, and yet are not molested, is enough to give some assurance of safety to the parents who read about the Franks boy and tremble lest their own children suffer a like fate.

Electricity is man's newest source of power on a large scale. Rapidly as it has developed in the past twenty-five years, it stands now upon the edge of an even more rapid and striking development. Super-power systems, distributing current over vast areas from hydro-electric plants or from steam plants built in coal fields, are already in operation in many parts of the United States. The National Electric Light Association at its Atlantic City meeting has just heard that \$10,000,000,000 will be invested in the next ten years to complete developments already filed with the Federal Power Commission. The past year witnessed several important steps to-

ward the realization of the dream of giant power. At Niagara Falls a water wheel carrying 83,000 horse power on a single shaft was installed; in Brooklyn the largest steam turbine driving electric generators were erected; on the Pacific Coast a superpower system which distributes 220,000 volts over a vast area was put into operation. In the developments of the future this country, which has always led the world in the exploitation of electric power, will no doubt keep its commanding position.

Thousand of novels have been written on the successful business man who was willing to pay alimony to get rid of the wife of his youth. Chicago has given a new turn to this theme. A successful business woman has divorced her husband of thirty years and voluntarily offered to pay alimony to get rid of him. As Billy Sunday was won't to say, "The rule should be the same for the plug hat as it is for the petticoat." The other day in New York City an operatic tenor offered as evidence of his affection for his wife the plea that he always washed the dishes. Such stories as these offer a fine opportunity for novelists to portray the wifely sturdy oaks and the husbandly clinging vines. The tired business woman coming home, finding the easy chair near the fire, her slippers warm, while the husband sits on the arm of her chair, lights her cigarette and prattles about his household cares—a very pretty picture. And the husbands need not mind, so long as their wives don't beat them.

British vessels may now be searched within "one hour's sail" of the American coast line upon "reasonable cause" for belief that they are carrying rum to be smuggled into the United States. Ratifications having been exchanged between London and Washington, President Coolidge last week proclaimed the treaty effective. America has also signed similar treaties with Germany and Sweden. The "prohibition navy" of the Coast Guard is being strengthened every day, and the revenue cutters are making wider sweeps and circlings out to sea. The rum runners may have had a good winter, but that is no sign they are about to have a pleasant summer. The struggle between Coast Guard and rum ship is entering a new phase and one wherein the smuggler will no longer have so many advantages.

Few persons ever heard of Swaines Island until President Coolidge sent to the Senate the recommendation of Secretary Hughes that our sovereignty should be extended to it. It is on the North side of Bonavista Bay, Newfoundland, and it may serve a

useful purpose as a place to dry fish. Our interest in the neighborhood of Britain's ancient dominion (which is politically distinct from Canada) may be compared with France's possession of the tiny islets of St. Pierre and Miquelon off the South coast, now enjoying a new era of prosperity as a way-station of rum-runners. If our outpost at Swaines Island furthered the sale of Newfoundland fish in the United States, the impoverished islanders whom the tariff deprives of their nearest and most logical market would have reason to bless our advent.

Fire losses for 1923 amount to \$508,000,000, the highest figure since 1906, the San Francisco earthquake year. It must be remembered, as a counterpoise to discouragement, that there are a great many more buildings to burn than there used to be and that building costs have enhanced their value. Never was the vigil of the fire-fighters in town and country more strenuously maintained. Towers, telescopes and scouting planes are almost everywhere to protect the timbered lands. Still, there is much for conservationists to do, and public opinion is in arrears to its obligation in the matter of saving its own invaluable domain.

Senator Pepper's plan, under which the United States would enter the World Court while keeping away from any legal relations with the League of Nations, has been approved by the Senate Committee on Foreign Relations. The vote was 10 to 6, with the Democrats supporting the original Republican proposals made by President Harding and Secretary Hughes on February 24, 1923. Few friends of any world tribunal are optimistic enough to expect anything of these Senate maneuverings. There doubtless will be debate of the question; but the Democratic intent is to force the issue to the front for campaign purposes, and the Republicans are trying to offset the Democratic claims that the Republicans are opposed to any and all kinds of World Courts by presenting their own program. Both sides are anxious to score a few points that may come in handy during the coming summer and fall.

It would be curious if a policy adopted by the United States should help France to solve its problem of a declining birth rate. But some such result of our restriction of immigration is not inconceivable. With America's doors closed to all but the veriest trickle of Italy's surplus population, considerable numbers from the bootleg of Europe are overflowing into France. The number since January 1 of this year is put at 100,000. At this rate the dwindling of French man power might

be appreciably checked. As a solution, however, there is a catch in it. Some Italian expansionists regard parts of Southern France as irredenta; and Italian officials are keeping close tab on those of their fellow countrymen who emigrate to France. If the fortunes of France go down and those of Italy up—well, the future holds many things that are dreamed of in Italian philosophy.

The attention of business men was focused on Washington last week. The enactment of the Bonus bill over the President's veto and the presentation of the conference committee's report on the new tax measure were the outstanding factors influencing market sentiment. Action on the bonus proved temporarily a bearish influence on the price of stocks, but a rally soon followed which offset the losses that came immediately after the passage of the bill. Business opinion is generally hostile to the Tax bill as embodied in the conference report. Little can be discovered in the measure that will make it any more advantageous to business than the present measure, although relief is expressed that some of the atrocious features of the Senate measure, such as the graduated tax on undistributed earnings, have been eliminated.

Japan's farewell to Ambassador Woods and the reception of the American airmen reveal a friendly attitude of mind that the most chauvinistic and parochial congressman cannot ignore. The poor rice farmers who rushed from the paddies where they worked knee-deep in the bog, and the villagers, ruined by earthquake who had only seven mouth organs to present, were not meditating a launching of the yellow peril upon America. Is Japan to blame for seeking to cultivate friendly relations despite the slammed door and for still believing that Commodore Perry's visit reflected a genuine good-will on America's part?

## Getting An Early Start.

Holland, May 26—We had a bad check passed on us last week by a young girl about 18 or 20 years old. The check was drawn on the Old National Bank of Grand Rapids, payable to Miss Myrtle VanDyke and signed by Mrs. Henry C. VanDyke. The girl claimed she was going to Hope College and roomed at Voorhees Hall, which is the girls' dormitory here and said it was a check from her mother for her allowance. The check came back, stating no account here. We went directly over to Voorhees Hall and found there was no such girl attending school here. Please pass this on to other merchants who might otherwise be victimized by the same young woman. We think she lives in Grand Rapids. J. Tatenhouse.

The word "Impossible" was not born in America, remember.



## IN THE REALM OF RASCALITY

### Cheats and Swindles Which Merchants Should Avoid.

The Buffalo Better Business Bureau issues a note of warning concerning "Sinclair Motors," which exists only on paper, but the proposed location of which is Indianapolis. Automobile promotions are so common that there is no reason why anyone should take the bait at this late date. There are already too many manufacturers in this line, from the view that the capacity of the established manufacturers exceeds the consumption of cars.

Monroe, May 26—Could I get my dividends from the Louisiana Mutual Oil Corporation, connected with the Osage Gulf and Refining Co.? I received a letter from W. O. Craig, first time in about two years. He is the one who got me to buy the shares from Louisiana Mutual Oil Corporation. Now he wants me to buy more shares in the United Metals Co., of Dallas, Tex. But he never gives me any dividends on the shares I did buy before. Now he wants me to buy more. Let me know what you think about it. I am sending you the letter I received from W. O. Craig. P. M.

This subscriber purchased 280 shares of stock of the Louisiana Mutual Oil Corporation and, as usual, has never received any dividends, and naturally no refund of his money, once it has disappeared into the coffers of these promoters. An investigation discloses the fact that the promoters were arrested and indicted by the postal inspectors on the charge of conducting a stock selling scheme in connection with the sale of stock of the McKeesport Gas and Oil Co., which was another name for the Mutual. This indictment naturally put the companies out of business. Now, along comes the miracle man, W. O. Craig, the former president of the Mutual company inviting all the former stockholders to share with him the enormous profits which would be automatically thrust upon them by donating \$100 for preferred stock in this new mining company, to pay 12 per cent. This subscriber is not satisfied with the fact that he financed the old Mutual company, but is attracted by the glowing promises to counteract his losses in the alluring mining game. Experience has shown that it takes lots of will power to leave these "come-back-get-rich" schemes severely alone.

Toledo, May 24—Can you tell me anything about the enclosed circular, Textile Mills Co., Kansas City, Mo.? It does not look just right to me. I have been getting circulars from them for a year; but this is the first I have got one like this. S. W. B.

The Textile Mills Co. is engaged in selling remnants, and to lead the recipient of the circular letter to believe she is getting something for nothing a check for \$5 is enclosed to apply on an order. This is a worn-out trick employed by many questionable concerns. No house having regard for its standing would resort to such a shallow subterfuge.

Bryan, Ohio, May 27—Do you know the Bristol Photo Play Studios? I write photo plays. I paid them \$25. I am old and we are poor, and have to

work for all we have. They typed my play plot and agreed to sell it for the \$25. It is nearly four months since they got the money, and have not sold it yet. If they have they have kept the money. I have their contract and agreements and think they have sold it by now. If they have and are keeping my money, what can I do?

I. C.

The originators of this scheme have been charged with using the United States mails to defraud, and the scheme is called a "scenario bucketshop." It is said that more than 2,000 parties submitted scenarios to the concern for appraisal and disposition, but not one manuscript was ever corrected, revised or sold. Two directors' names have been withheld thus far, but one director and the manager have been arrested and held under bail. There will no doubt be many similar complaints to the above from our Ohio reader, but the money is hopelessly lost, and was from the start. We have referred to the proposition before, and hope none of our other readers succumbed to the allurements.

St. Joseph, May 27—A young man representing himself to be a student of the Eastern Art Co., Chicago, was opening up a school in South Bend. He had me draw an envelope, and upon drawing one, said I was lucky, and that for advertising purposes they would have their professor paint a picture for me from a photograph. He said the professor would paint it himself while giving a lesson to his class. I gave him a picture of my baby, and they stated they would show me proof. He also gave me a receipt for my picture, which states that I will pay \$3.98 to cover the cost of the paint (he told me that in his talk), but it states I am to pay that upon receiving the proof of the picture, and the finished one will be mailed. A neighbor tells me now that she had a picture done of her little boy and it is not at all good, very unlike the picture given to them. Do you know anything about these people? I don't want to pay \$3.98 for something to throw away, and ask your advice. Could I refuse to pay the money until I receive the finished picture? Or should I write them, stating I will not pay until that time? If this is just a company painting pictures to make money, and not an art school, as stated, I shall surely refuse to do business with them. I did not sign anything whatever.

Mrs. D. R. M.

This is the old "lucky envelope scheme" which was employed by Chicago Portrait Co. until the Federal Trade Commission drove the concern out of it. Any concern employing such a scheme is, of course, a fake and a fraud. Our advice to this woman is to refuse to have anything to do with the agents or representatives of the company who may call on you. When they come to your house, just order them off the grounds. The only embarrassment is that you will not be able to recover the photograph which you gave the agent from which to make the picture. They will threaten to sue you, and all that sort of thing, of course, but you need have no fear that any concern employing this fake "lucky envelope" scheme will ever dare to go into court.

Buying, selling and getting gain applied to merchandise is all right; but selling honor or principle always results in loss.

### Minority Rule Should Be Abolished in Elections.

Grandville, May 27—The main reason for an irresponsible Congress is the fact that it fails to represent the people.

Out of thirty-three states last holding senatorial elections, only eleven polled more than thirty per cent. of the possible vote in the state. What does this indicate? Certainly a lack of interest in the American voter. Instead of the rush to vote that was predicted as a result of woman suffrage there has been a decided falling off since that date.

The women of the Nation are certainly not taking a very deep interest in political affairs, and the men are not much better. This lack of interest is slowly yet surely undermining our free government, and unless an immediate change takes place we will be little better off as a government than Bolshevick Russia.

Senator Ferris sits in the upper house of Congress because sixteen per cent. of the electors of Michigan cast their ballots for him. Lodge of Massachusetts was elected by twenty-two per cent. of the electors of his State, and so on down the line of the thirty-three senators chosen as the supposed choice of a majority of the people. All these were nominated at a primary by a minority of a minority which finally elected them.

Such a condition is a disgrace to the free government of America. We are minority ruled, and misruled at that. Even treason is rampant among some of these representatives of a free government.

It is high time a halt was called to this sort of thing; time the American citizen asserted his God-given right to vote in a manner that will show what his feelings are on the subject. In very few instances good men have been put into office, but, like hen's teeth, they are scarce.

Such a condition did not exist under the convention system of choosing delegates to nominating conventions. With all its drawbacks the old system was the best and could have been made thoroughly representative and, as close to the hearts of the people as it is possible to get. Why people are so impressed with the wrongness of the convention men for the various public positions lay with the people themselves.

If the people of this country desire to correct the hideous conditions now confronting us in National affairs, they will mobilize this fall and go to the polls in a body, seeing to it that our next Congress is a majority and not a minority Congress. The supreme welfare of the Nation depends on the getting out of the vote. Will it be done?

When a people have become so listless as to stay at home on election day the act of suffrage becomes a farce, and we are treading very near to a precipice which threatens the very life of the Republic.

Our present Congress represents less than one-third of the American people, nor have these same people who are hounding and scolding because of the bullheaded legislation any right to complain until they purge themselves of their own shortcomings and get to the front at every opportunity and see to it that men and not scheming demagogues get official positions.

The present Congress of the United States is no more representative of the people than is the soviet government of Russia. It represents only themselves and a very small moiety of the inhabitants.

Some of those once held as very good law makers have fallen down during the days of recent trial at Washington. It seems that the ordinary mossback who creeps into Congress through receiving a small minor-

ity of the actual votes is not above being influenced by personal gain, rather than thinking and acting for the general good. Such men could never have commanded the nomination at a convention of party electors. Getting it through the disgraceful primary, which has been so often discounted, as a festering sore on the body politic, it seems a wonder that there are left any honorable men to do it honor.

The people will have another chance this fall, and if they are wise to the true conditions there will be one of the largest votes ever cast in the United States of America.

At least nine-tenths of the present Congress should be relegated to private life. When less than a tenth of a deliberative body is governed by wishing to secure the greatest good to the greatest number, then that legislative body may be set down as pretty bad indeed.

If the voters, men or women, care anything about themselves or families, they will not sit idly at home or go to a ball game or fishing on next National election day.

That's the condition in a nutshell: your duty is to go to the polls and cast a ballot. Nothing could be any worse than the present conditions of political affairs, no matter how the great majority voted, and it is presumed that a majority will better safeguard National affairs than a small minority, as is the case at the present time.

We have been on the former leg of the proposition for some years back and, judging of the blundering incapacity of present legislators, it is high time to see that a change takes place, and that at the very first opportunity.

Old Timer.

### Gabby Gleanings From Grand Rapids.

Grand Rapids, May 27—It will be interesting to the many friends, both traveling men and tourists, of Mrs. Elizabeth Verbeck, of the Verbeck Tavern, Pentwater, to learn that she is making many improvements in her hotel buildings. She has purchased the adjoining property on Main street, which gives her the entire block. The purchase includes several cottages which she will use for the summer trade. About three-fourths of this addition is wilderness and wild flowers and any person who knows Mrs. Verbeck and her artistic taste can readily see what a beautiful spot it is. It is her intention to erect an addition to the hotel building in the future, landscape the grounds and have a tennis court.

John D. Martin, of the John D. Martin Furniture Co., accompanied by Mrs. Martin, has returned home from a motor trip to Southern Indiana. On this trip Mr. Martin visited his factories and selected new samples for the coming furniture market. In making this trip they went via M 11 to St. Joseph and the fruit belt of Michigan. The distance traveled from Grand Rapids to Richmond, Indiana, was 322 miles. The roads were either concrete, tarvia or gravel. On the trip back from Fort Wayne to Sturgis they took the pike known as the M-I and O., and some of the detours it was necessary to take on this trip could not have been in worse condition from any cause than they were found to be. Especially was that true in the State of Indiana, because they do not mark detours as Michigan does, and people from Indiana who have come up into Michigan say the same thing and that the road builders of Michigan do all they can to make both the highways and the detours 100 per cent. perfect.

C. R. Doyle has erected a store building in a residence portion of Belding and engaged in the grocery business. The stock was furnished by the Worden Grocer Co.

Progressive cities attract capital, other attack it.



### Government Gives Advice on Handling Watermelons.

The handling of watermelons is extremely precarious, on account of the many factors that govern their sale, says the United States Department of Agriculture. Overproduction is one of the chief causes of loss, but weather conditions at the market are perhaps more important factor. Cool, rainy weather will cause breaks in the market, while clear hot weather will invariably stimulate the demand. Considerable losses are also caused by diseases which have their origin on the farm but develop during transit.

Under existing conditions any decided increase in the acreage planted to watermelons for shipment, for the present at least, would be unwise, but there is great opportunity for improving cultural methods and for increasing both the yield and the quality of the melons, experts say. Watermelons as a rule should not be grown on the same land oftener than once in ten years, in order to avoid losses from disease. Plant on new land wherever possible, the department advises.

They respond to the use of commercial fertilizer, the amount being governed by the character of the soil and the cost of the fertilizer. Melons grown for the market should be thinned to approximately two on each vine or hill in order to get marketable size, the pruning being done when the vines are dry. The vines themselves should not be cut back or pruned.

Water melons should not be gathered until reasonably ripe, but not over-ripe. They should be clipped from the vines by means of a sharp knife, leaving the stems as long as possible, and hauled to the shipping point without injury to the skin or bruising. Melons should always be hauled and loaded into the cars the same day that they are clipped from the vines.

They should be shipped only in clean cars, provided with at least three inches of dry bedding, and in case of box cars or ventilated cars a lining of paper around the walls is desirable, although not absolutely essential. In sections where stem-end rot is prevalent, watermelons should be handled with extreme care to avoid injury. Only melons with fresh green stems should be loaded, and the stems should be re-clipped and treated to prevent the development of stem-end rot in transit.

### Manufacturers Are Too Arbitrary.

"Along with other department stores," says J. M. Hager, "we stock and advertise some Nationally advertised merchandise, but it is not our general policy to advertise it largely or to push its sale, for we have often found that it works out to our disadvantage to do this. Frequently we have found the manufacturer disposed only to consider his best interests instead of appreciating the fact that there must be mutual consideration and co-operation.

"After selling a certain line of Nationally advertised merchandise over a period of years in which it is given the prestige of our name and during which time we use as much of it as one store possibly can, it proves most unsatisfactory as well as most unprofitable to have the sale of this line

summarily transferred to another merchant in the city or the agency divided. Of course, a certain following has been built up on this line of merchandise and now this trade must largely be lost or fought for again, because the manufacturer may arbitrarily say, 'You don't use enough of our product, therefore we will take the agency away or divide it.' And he (the manufacturer) often makes this decision without any regard for past business relations.

"Furthermore, our experience has been that the manufacturer is often short-sighted in not allowing the retailer a fair profit based upon the retailer's established overhead costs.

"Again, it is often unprofitable to push Nationally advertised merchandise because merchandise of equal quality can usually be secured at a lower price, thus permitting the merchant to obtain the margin of profit which is necessary to the successful operation of his store.

"Finally, I believe that a business should endeavor to build up good will in the community on its own account and it stands to reason that advertising merchandise of good quality at fair prices, under your own name and trademark, instead of those of the manufacturer, is the best and surest way to build good will, thus giving permanency to a business along with added strength and vitality."

### Smoothing the Way.

One day an old umbrella mender brought his skeleton frames and tinkering tools into the alley of my office. As he sat on a box in the sun, I noticed that he seemed to take unusual pains, testing the cloth, carefully measuring and strongly sewing the covers.

"You seem extra careful," I remarked.

"Yes," he said, working without looking up, "I try to do good work."

"Your customers would not know the difference until you were gone," I persisted.

"No, I suppose not."

"Do you ever expect to come back?"

"No."

"Then why are you so particular?"

"So that it will be easier for the other fellow—the next one who comes along," he answered simply.

### Necessities First.

Jake was a worthless and improvident fellow. One day he said to the local grocer: "I gotta have a sack o' flour; I'm all out, an' family is starvin'."

"All right Jake," said the grocer. "If you need a sack of flour we'll give you a sack. But see her, Jake, there's a circus coming to town in a few days, and if I give you a sack of flour are you sure you won't sell it and take your family to the circus?"

"Oh, no," said Jake. "I got the circus money saved up already."

"A miserable old world" is often changed to "a pretty good place after all" by a bath and a cup of coffee.

To-day I am wise; to-morrow, I was a fool yesterday. Even so, that is an evidence of progress.

## INVESTMENTS

A number of inquiries from our friends recently regarding the matter of investment has prompted us to issued this open letter on this important subject.

One of our prominent banks counsels investors to investigate before they invest.

This is wise and wholesome advice and if one investigates and follows good, hard, common sense, a large part of the losses through poor investments can be saved.

There is no question but that Government bonds stand in a class by themselves, for those investors whose capital is such that they can live on the small income from this class of securities.

For those who want investments that pay more than this, it is wise to buy good bonds or gilt edge preferred stocks.

It is better policy for people who have had limited experience in making investments to buy seasoned securities, that is to say, preferred stocks or bonds on completed properties that have a successful history of years to their credit and have paid their dividends or interest regularly.

Some salesmen argue that bonds because they are called gold bonds are safe and this has been very misleading and the cause of a large amount of loss to a great many investors.

The word "bond" does not guarantee that the piece of paper you are buying is of any lasting value.

Remember that the security and management back of the investment is the true test.

Some bonds are better than other bonds and some bonds are better than some preferred stocks and some preferred stocks are infinitely better than some bonds.

We would suggest that you buy seasoned securities—that you buy your investments from institutions with whom you are acquainted—that your home folks and home institutions are just as reliable as that class of strangers who offer unseasoned securities of questionable standing. (This does not apply in any measure to the faithful representatives of conservative and well established banking and brokerage houses).

Again do not be misled by high-sounding theories or promises of what is going to be done, but rather hold fast to the idea of making your investment in the securities of well established businesses or communities.

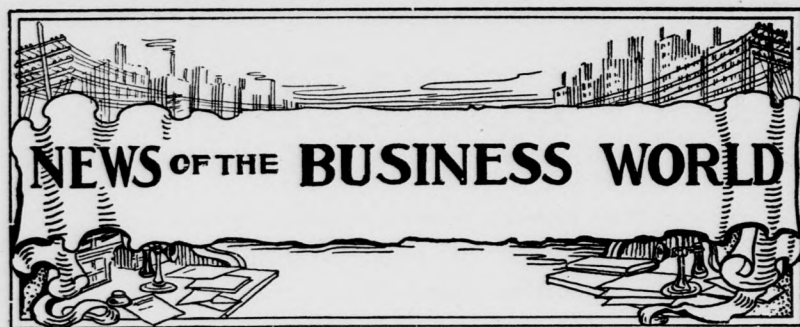
## WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers.





### Movement of Merchants.

Hobart—A. J. Yakes succeeds Oscar T. Burke in general trade.

Fremont—E. R. Richardson succeeds W. A. Tibbitts & Son in the grocery business.

Muskegon—John J. Swanberg succeeds Luther Yakes in the grocery business at 79 South street.

Detroit—The Horowitz shoe store, 1928 Gratiot avenue, is selling out its stock and will soon close.

Detroit—Sadie Wiseman has bought the confectionery stock at 77 Custer avenue from Alex Bihary.

Detroit—Thomas Mazer succeeds L. C. Haycock, confectioner at 6219 West Lafayette boulevard.

Detroit—Lawrence E. Welch succeeds Mrs. Kate Schepler, confectioner at 4900 Van Dyke avenue.

Detroit—Sarkes Dype succeeds James M. Routen in the grocery business at 3606 West Fort street.

Detroit—Edith M. Cole has taken over the confectionery of Anna J. Wyss, 7547 Grand River avenue.

Detroit—Harry Gierston has bought the confectionery stock at 6845 Lafayette avenue from W. H. Coon.

Detroit—Mrs. Edwin H. Glasgow opened the Linwood Sweet shop at 8029 Linwood avenue recently.

Detroit—Constantine Tsacoumangos will open a grocery store at 14411-13 Charlevoix avenue about June 15.

Detroit—Max Wilson has sold his delicatessen at 705 Gratiot avenue to Leon Stein, who will conduct it.

Detroit—Leo Warnicki has sold his grocery and meat market at 9442 Van Dyke avenue to Michael Lesczinski.

Detroit—Robert Leach has sold his grocery business at 3733 John R. street to Gertrude Bernard and others.

Detroit—Lewis Medar has bought his partner's share in the Reliable Store Fixture Co., 979 Gratiot avenue.

Highland Park—Jack Bilsky, 327 Highland avenue, has organized the Ajax Candy Co. at the above address.

Detroit—Miller Bros., Inc., wholesale produce dealer, has increased its capital stock from \$20,000 to \$50,000.

Detroit—Silver's confectionery 10204 Delmar avenue is being run by Max Meyerson, since Abe Silver sold it to him.

Highland Park—Irvin Langenbahn succeeds John C. Allen, meat dealer, Second boulevard and Highland avenue.

Detroit—Walter Brzuska and others have purchased the meat market of Stefan Kalinowski, 2731 Davison avenue.

Detroit—Nicholas Miller has sold the Euclid Grocery Co., 8408 Linwood avenue, to Mike Soffos. He took it over May 20.

Detroit—B. C. Decker has turned

over his confectionery business to L. B. Tinsley. The store is located at 2926 Euclid avenue.

Monroe—John Weisel, who conducts a drug store at 24 East Front street, has opened a branch store on Winchester street.

Sanford—Fire destroyed the E. C. Evans stock of general merchandise and damaged the store building owned by Miss Kate Francis.

Elmdale—Lewis Cool, recently of Clarksville, has purchased the plant of the Elmdale Elevator Co. and will continue the business.

Detroit—Sol Maneli, jeweler at 566 Liggett building, has filed a petition in bankruptcy, with assets of \$150 and liabilities of \$30,778.06.

Detroit—Julius Gottlieb has taken over the business of C. R. Steele, shoes, clothing and furnishings, 3703 East LaFayette avenue.

Detroit—Samuel Wexler, proprietor of Wexler's pharmacy, 3801 Hastings street, will open a second store at 4153 Hastings street about June 4.

Detroit—The Sanitary Fruit market, 3481 Hastings street, passed from the ownership of Ignatz Cross to that of Benjamin Zuckerman a few days ago.

Detroit—The Madden pharmacy, 5901 Grand River avenue, is now in the hands of Clarence C. Platt, who bought it from Clyde A. Madden May 21.

Detroit—Edmund Dziatkiewicz has taken over the Boulevard pharmacy from his brother Albert. The drug store is located at 2040 East Grand boulevard.

Detroit—Lloyd O. Perry, proprietor of Perry's pharmacy, 10949 Kercheval avenue, will open another pharmacy at Mack and Mt. Elliott avenues in the near future.

Allegan—Jacob Deters, who has managed the 5 and 10 cent store and bazaar here for some time, has purchased the stock from A. Peters & Son, of Holland.

Detroit—Carl Dahlinger will open a drug store at Gratiot avenue and Seven Mile road about June 15. He is now conducting Dahlinger's pharmacy, 7769 Harper avenue.

Detroit—The R. J. McNeilly & Son grocery, 3042 Ellery street, is being conducted by Sarah Aarnoff, who bought the business from Robert J. McNeilly recently.

Lansing—John Buehler, grocer at 109 North Washington avenue, has closed out his stock at special sale and disposed of his store fixtures and retired from trade.

Ionia—The Elevator Building Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$13,000 has been subscribed and paid in in cash.

Detroit—W. H. Mueller's drug store, 5133 St. Antoine street, was broken into recently and 100 fountain pens, all narcotics and \$20 post office receipts were stolen.

Detroit—Colman Brothers, knit goods dealers at 227 Woodward avenue, have filed a petition in bankruptcy, listing assets of \$4,755.56 and liabilities of \$12,672.15.

Lansing—The Kirchen Machine & Supply Co., 117 South Grand street, has changed its name to the Mill Supplies Corporation and decreased its capital stock from \$75,000 to \$25,000.

Albion—The Service Caster & Truck Co. has been incorporated with an authorized capital stock of \$300,000, of which amount \$299,920 has been subscribed and paid in in property.

Detroit—The Vaporized Oil Burner Co., 1602 Ford building, has been incorporated with an authorized capital stock of \$25,000, \$5,000 of which has been subscribed and paid in in cash.

Williamston—The Williamston Clay Products Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$19,800 has been subscribed and paid in in cash.

Flint—The Strong Baking Co., 2214 First National Bank building, has been incorporated with an authorized capital stock of \$50,000, \$25,000 of which has been subscribed and paid in in cash.

Detroit—John Nolan has taken over the confectionery stock of Diehl & Ritter, 13315 East Jefferson avenue from Edward W. Diehl and Walter E. Ritter. The deal was completed May 24.

Detroit—Isidore and Abraham Glovinsky, furniture dealers at 6309 Michigan avenue, who have been operating under the former's name, have changed the name of their store to the Broadway store.

Detroit—The Nadell Furniture Co., Inc., 1331-41 Beard street, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$1,000 in cash and \$9,000 in property.

Hillsdale—H. J. Gelzer, who recently purchased the store building at 74 North Howell street, has had it remodeled and made modern in every detail and opened a department store in it under the style of Gelzer & Son.

Benton Harbor—The L. B. Gorton Co., dealer in musical instruments, music, etc., at Paw Paw, has purchased the stock and store fixtures of the Sterling Music House and will continue the business under its own name.

Detroit—The Eclipse Roofing Co., 55 Brady street, has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and \$1,400 paid in in property.

Lansing—The A. M. Barnes Co., of Flint, has leased the store building at 109 North Washington avenue, and will occupy it with a stock of women's ready-to-wear garments as soon as it has been remodeled and made modern.

Nashville—Charles Diamante, who conducts a confectionery store and ice cream parlor, has purchased the confectionery and ice cream stock and store fixtures of Dave Kunz and will continue the business as a branch store.

Detroit—The McWade Tube Agency, 5257 Grand River avenue, has been incorporated to deal in auto accessories, parts and supplies, with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash.

Adrian—The Eastern Michigan Mutual Oil Co., 404 National Bank of Commerce building, has been incorporated with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$2,500 paid in in cash.

Manistee—The Manistee Sand Co., Sixth avenue, has been incorporated to deal in sand, gravel, cement, etc., with an authorized capital stock of \$10,500, all of which has been subscribed, \$100 paid in in cash and \$6,400 in property.

River Rouge—The Weller Chevrolet Sales Co., 10370 West Jefferson avenue, has been incorporated to deal in autos, boats, engines, parts and accessories, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Detroit—The Detroit Radiator Cap Co., 201 Book building, has been incorporated to deal in radiator caps, auto parts, accessories, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$5,000 in cash and \$5,000 in property.

Grand Rapids—The Oakdale Coal & Wood Co., 1500 Kalamazoo avenue, has merged its business into a stock company under the same style with an authorized capital stock of \$35,000, all of which has been subscribed and paid in, \$6,300 in cash and \$28,700 in property.

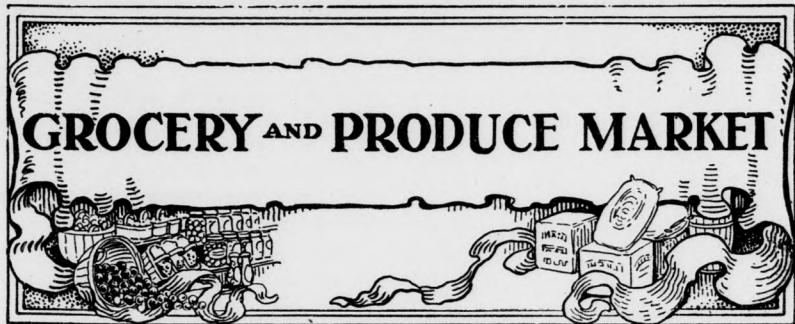
Detroit—Blackhanders whom he had refused to pay hurled a bomb at the grocery store of John Poletto, 11222 West Fort street, May 21, doing considerable damage to building, but leaving eight men and women and two children, asleep on the second floor, unharmed.

Detroit—The Beacon Detroit Rubber Co., 625 Book building, has been incorporated to deal in auto tires, tubes, etc., at wholesale and retail with an authorized capital stock of \$15,000, of which amount \$7,520 has been subscribed, \$5,020 paid in in cash and \$2,500 in property.

Royal Oak—The Gurney Sales & Service Co., 151-153 North Main street, has been incorporated to deal in autos, auto parts, accessories, supplies, gasoline, etc., with an authorized capital stock of \$50,000, of which amount \$11,000 has been subscribed, \$5,155.59 paid in in cash and \$5,844.41 in property.

Detroit—Five Detroit stores were held up by bandits over the week end. Louis Wolfe, manager of the Kruger Drug store, 2900 Hastings street, was robbed of \$50; Edward Rose, haberdasher, 7701 Kercheval avenue lost \$214 to two thugs; John Mahoney, confectioner at 2410 Buchanan avenue, was robbed of \$43; Elliott Hodges, 3003 Trumbull avenue, confectioner, was forced to give up \$44, and Stanley Wawzykiewicz, meat dealer, 6001 Du Bois street, parted with \$50 at the mouth of a gun.





### Essential Features of the Grocery Staples.

**Sugar**—Local jobbers have reduced their quotations on granulated to 7.60c. Still lower prices appear to be inevitable.

**Tea**—The market has shown more activity during the past week, although most of the buying appeared to be simply for the purpose of keeping the stock even. Authorities on the subject say that there never was a time when there was less speculation in the tea market than there is now. There have been no changes in price during the week, although the undertone is still very firm. The demand will not show much improvement until the weather gets more seasonable.

**Coffee**—The future market for Rio and Santos coffee has been rather unsettled during the week. There were some firm cables from Brazil, but the market in this country was rather soft. As to spot Rio and Santos green coffee, sold in a large way, the market has had rather an easy week, chiefly on Rio grades, which are a shade weaker. Santos coffees remain about unchanged. Milds are a little stagnant in sympathy with Brazils, with prices about unchanged.

**Canned Fruits**—Spot California fruits are moving all of the time but in no large sized blocks which would emphasize the general shortage of most sizes and grades. Standard peaches are doing better and are working toward higher levels on the Coast. Cherry bookings for new crop have not been heavy so far for several reasons. Not all of the prominent canners have named their prices, while there is a carryover at the source which makes dealers conservative. Pineapple is selling fairly well in a jobbing way.

**Canned Vegetables**—The spot market is either bare or virtually so of a number of important items and neither first nor second hands are able to offer the stocks which do not exist. In such lines no prices are quotable, and in others where there is a mere handful the figures are more or less nominal and vary with the ideas of the seller. Southern canners have eliminated offering string beans and there are practically none to be had on the spot in resales. Where goods exist they are being held by wholesale grocers for their own retail outlets, as their packs cannot be duplicated until new goods appear. Succotash is like string beans. There are no cheap peas available and will not be until 1924 lines are in evidence in volume enough to take the edge off the market. New pack asparagus is moving and the first shipments will be promptly absorbed, as

standing orders have been filed by dealers who are in need of goods. Those factors who have contracts are urging prompt deliveries of at least a part of their bookings. Spinach is firm in tone due to a feeling of confidence in Southern and California packing centers. Two of the vegetables which are less spectacular than the others are tomatoes and corn. In the former 2s are cleaning up at the factory.

**Canned Fish**—Pink salmon is held at an unusually wide range on the Coast, where quotations run all the way from the long established price of \$1.25@1.40. Little of the cheaper pack is available, as holders are now generally on a \$1.35 basis. Pinks are often classed as one of the brightest spots in the fish line and at present figures are said to be a good investment for later use. Distributing markets are feeling the influence of the stronger Coast situation. Reds are steady at quotations. Chinooks are offered at a wide range and are not active in a big way. The feature in Maine sardines is the announcement that a new million dollar company has been formed to take over the Seacoast plants, which so far this season have been idle. Nothing has been said as to the disposition of the Seacoast's California interests. Sardines are unsettled as the distributing demand is limited to filling nearby requirements. Shrimp and oysters are scarce and firm.

**Dried Fruits**—Raisins are moving well in distributing channels. Bulk seeded are scarce on the spot, although there is no surplus of any kind of package or bulk lines. Efforts are being made by some independents to attract buying interest in new crop. Brokers representing some packers are soliciting business at 3/4c under the Sun-Maid opening for Sun-Maid brands, but little interest is shown, as buyers seem to prefer the Wednesday specials of the Sun-Maid, as quality has been good and the price has been on a competitive basis with the offerings of independents. May has witnessed a fair distributing business in spot offerings of peaches and a continued and larger movement is expected during June and July, which are usually good peach consuming months. No radical changes are to be noted. Dealers are slow to book futures. The apricot market is cleaning up of all grades, with slabs and choice most in evidence. Some of the largest jobbers expect to be out of nearly all stocks by the middle of June and will buy on the Coast for the remainder of the season. The turnover of currants is moderate, as distributors are taking care of their urgent and immediate needs.

**Syrup and Molasses**—The molasses situation is about unchanged from last week. Demand fair for the season, with prices steady. Sugar syrup is unchanged, limited stocks, light demand. Compound syrup is steady, without change; light demand.

**Beans and Peas**—The demand for dried white beans has been quite dull during the week and prices are easy. This includes pea beans, red and white kidneys, marrows and California limas. Green and Scotch peas dull and unchanged.

**Salt Fish**—The supply of mackerel appears to be rather ample, particularly since it became known that the domestic catch is going to be quite large. Prices are attractive and the demand is fair. Irish mackerel went moderately at well-maintained prices.

**Cheese**—Cheese is dull and the receipts are ample for the requirements. This commodity is experiencing the same condition as butter in passing from hay to grass. Buyers are cautious and waiting for the June make to make any large purchases.

**Provisions**—Provisions, dried beef, smoked meats, etc., are steady at unchanged prices.

### Review of the Produce Market.

**Apples**—Standard winter varieties such as Spys, Baldwin, Jonathan, Russets, etc., fetch \$1@1.50 per bu. Box apples from the Coast command \$3.50.

**Asparagus**—\$1.75 per doz. bunches for home grown.

**Bananas**—6c per lb.

**Beets**—New from Texas, \$2.25 per bu.

**Butter**—The market is firm, with receipts rather light for this season of the year, it being generally supposed that the season is at least two weeks late. The character of the butter shows that we are still in the passage from hay to grass. Local jobbers hold extra fresh at 37c in 60 lb. tubs; prints, 39c. They pay 20c for packing stock.

**Cabbage**—Mobile commands \$4 per crate.

**Carrots**—\$2.25 per bu. for new from Texas.

**Cauliflower**—California, \$3.50 per doz. heads.

**Celery**—90c@\$1 per bunch for Florida; crates of 4 to 6 doz., \$7@7.50.

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

**Eggs**—The supply of eggs is not heavy for this season of the year. Receivers have been entirely disappointed the majority expecting eggs to tend downward during May. Instead of this they have advanced in price, the reason probably being that the hens started laying earlier this season, principally on account of the mild winter over the country. Local jobbers pay 22c 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**—\$3.75 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 now 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**—\$1.75 per bu.

**Peppers**—75c per basket containing 16 to 18.

**Potatoes**—55@60c per bu. for old. New from Florida, \$8 per bbl. for No. 1 and \$6.50 per bbl. for No. 2; Alabama Triumphs, \$4.25 per 100 lb. sack.

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

Heavy fowls	-----	24c
Heavy springs	-----	24c
Light fowls	-----	18c
Stags	-----	14c
Ducks	-----	17c

**Radishes**—60c 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 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	-----	12 1/2c
Good	-----	10c
60-70 fair	-----	08c
Poor	-----	06c

### 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	-----	11 1/2
Horse, No. 1	-----	3 50
Horse, No. 2	-----	2 50

### Pelts.

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

### Tallow.

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

### Wool.

Unwashed, medium	-----	@38
Unwashed, rejects	-----	@28
Unwashed, fine	-----	@38

**Blissfield**—The Reiber-Kolz Co., manufacturer of spot lights, has increased its capital stock from \$40,000 to \$55,000.

**Detroit**—The Horton-Cato Manufacturing Co., 5736 Twelfth street, has decreased its capital stock from \$100,000 to \$75,000.



## SO FEW FACTS TO OFFER.

## Why Doctors Hesitate About Advertising.

Take the doctors as neighbors and friends, and they are a pretty fine bunch of fellows. Go fishing with them, or accompany them to a ball game, and they make fine companions. But send for them in a professional capacity, and they become altogether different persons. They assume a reserve, a dignity and an importance that change them from just "people" into creatures with seemingly superior natures. Some one has said that bed-bugs are all right except in their official capacity, and the same can be said of doctors. As men, they are most agreeable; as doctors, they try to be something that God never intended them to be.

A doctor in his private practice is intolerable enough, but when he joins the County Medical Society he becomes still more of an aggravation. Then, as he moves on up and gets into the State Medical Combine, his supply of dignity and importance becomes so exaggerated that it slops over. Finally, when he reaches membership in the National organization, known as the American Medical Association, his content of priggishness and arrogance tests nearly to the full capacity of the tube.

I am speaking now of the general-run dispenser of ordinary things sold in drug stores under extraordinary names. He is just the average doctor as you find him everywhere. I mean the fellow who comes in when you are sick, looks exceedingly wise, writes something on a piece of paper that you can't read, and soaks you anywhere from two to twenty dollars or more for a few moments of his time, whether he does you any good or not. Nature does most of the curing, whether you have a doctor or not, but the doctor grabs off both the fee and the credit.

When one of these common dope dispensers finally reaches the heights of office in the American Medical Association, he takes on such highly super-qualities and takes himself so seriously that you find it difficult to discuss him in moderate terms. In this capacity he becomes a colossal joke carried out into long decimals.

A man by the name of Wilbur (full name Ray Lyman Wilbur) has attained the very great distinction of becoming President of the American Medical Association in this wonderful year 1924. He assumes an aloofness and a dignity that rival those of the Pope himself. You would think, from the way he talks, that the Almighty centered in him so much erudition and wisdom that there is but small supply of learning left to distribute among the other 125,000,000 people of the United States, as well as among the other billions that inhabit the earth.

Dr. Wilbur recently let down the bars, opened the secret peephole for publication. A doctor, you know, is forbidden by mildewed ethics to do anything in the shape of advertising or publicity if it costs money. If it doesn't cost money, he can get by

with it and sidestep expulsion from his sacred society.

Mr. Wilbur talked about the profession of medicine and the press. He deplored the fact that the newspapers of the country did not have in their editorial rooms writers who knew how to write about medicine and health. He seemed to think that in order to tell the average reader what he ought to know about health and the progress of medicine, the writer should first have a long medical training, and soak up in his brain a lot of Latin names and technical terms that half the doctors themselves cannot pronounce. Probably three-fourths of them don't even know what they mean.

In other words, as I interpret the Wilbur interview, the press was told

veloped before the public can be properly informed in the daily press about health and medical science, if there be such a thing. He has taken the truth and put its tail where its head should be.

Editors will recall the story of Dana, of the Sun, who once assigned a raw recruit from the Middle West to report the international yacht race for his great paper.

"Why, Mr. Dana," said this simple-minded reporter, "I never was on a boat in my life, and never saw the ocean until a day or two ago. I am not qualified in any respect to write a report of a yacht race. Aren't you making a mistake in this assignment?"

Dana replied: "I choose you for this task for the very reasons you give

merged in dignity and mystery and Latin that they are breathing a de-vitalized atmosphere, to the great injury of themselves and the public. Like the whale, however, they come up to the surface occasionally for air, and when they do they are sure to make just such breaks as this man Wilbur has lately.

What the world needs is not such a hidebound organization of martinets as the doctors of this day have resolved themselves into. We need openness, frankness, liberality, simplicity and a dash of old-fashioned common sense.

If the doctors can cure disease, we want them to tell us about it in the advertising columns, just as other men who have a service to sell are presumed to do. If they can alleviate pain, modify suffering, remove malignant growths, correct indigestion, regulate the eliminating processes and bring more happiness to the world by restoring health, in heaven's name, isn't it their duty to broadcast such vital information?

I fail to see where professional ethics has done the world anything but harm. I fail to see where secrecy is the handmaiden of good health. I fail to see why, when a man has a worthy service to sell, he should not honestly advertise that service. We want to know what a doctor can do before we assume to sign checks in payment of his fees, just as we want to know what a contractor can do before we authorize him to build a house. If the doctor will only buy space and tell us about his services, progress will jump a hundred years ahead.

Of course the day is coming when every reputable doctor will advertise or go broke. A doctor who does not advertise will soon be looked upon as one who has nothing worthy to sell.

I know very well the moth-eaten argument about quacks, but the point is here:

If a doctor is a good doctor, he doesn't have to write quack advertisements. All he has to do is state the facts, and let it go at that. So long as he sticks to facts he is not a quack, and if he fails to stick to them, why, bless you, the vigilance committees will nail him.

Is it, or isn't it, true that the reason doctors hesitate about advertising is because they have so few facts to offer? Maybe they are waiting until they know a little more about medicine before undertaking to unveil the dense mystery that surrounds it.

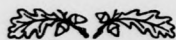
Frank Stowell.

## Corporations Wound Up.

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

Schoolcraft County Realty & Investment Co., Manistique.  
Lapeer Improvement Co., Lapeer City.  
Saginaw Medicine Co., Saginaw.  
Hammer Construction Co., Detroit.  
Home & Fireside Co., Ltd., Battle Creek.  
Factory Catering Co., Detroit.  
Hemlock Creamery Co., Hemlock.  
Lake Superior Smelting Co., Boston, Mass.-Hancock.  
Globe Garage, Detroit.  
Bronson Milling Co., Bronson.  
Royal Lunch, Grand Rapids.  
Thumb Railway Co., Argyle.

## THE TOUCH OF NATURE



If the "touch of nature makes this wide world of ours akin,"  
What is there in things unknown that in any way can win  
Us to that real heart-to-heart, soul-to-soul and friendly cheer  
That through all the walks of life should be rippling bright clear.

Human comfort comes in kind from the inner founts of life  
To those who have need of it in this world of care and strife;  
It may be a worded smile or a flower indited prayer,  
Nature's "leaves of healing" sweet to the hearts that need repair.

Only those to nature true can in sympathy impart  
That which human nature craves and though tears unbidden start,  
'Tis the overflow of joy of the soul who thus may know  
That there is a consciousness sharing in its grief and woe.

Why should we the phantom chase that "some day we'll understand"  
And forget that here and now is the time by nature planned  
For the good that we may do with no thought of things to come  
Save as through what may be done to make earth a better home?

Nature always antedates, with her there is no delay  
Of the word or deed or flower that is due from us to-day.  
As she no to-morrow knows, our to-day may richer be  
For the life we freely poured into it but yesterday.

O, how beautiful the "touch that makes this old world akin"  
By the means by which we may life's intrinsic values win,  
And in its delightful way "carry on" the soulful cheer  
By which only we may know, at the best, each other here.

L. B. Mitchell.

that when it employs writers who are approximately as smart as the doctors, why, maybe the doctors will consent to the proposition that the public is entitled to know what the doctors are doing or trying to do. Right now the public's respect for the doctors is not so high as to keep us awake o' nights. We tolerate the medical doctor as long as we can, and when the limit is reached we drift over to Christian Science, chiropractics, osteopathy, mental-healing, and finally, to Coue. No matter where we go, we find at least as much relief as Dr. Wilbur and his associates can supply.

Mr. Wilbur never made a bigger blunder in the practice of his profession than he has made in saying that specially trained writers must be de-

for not wanting to fill it. You are just the man to write a story that everybody can understand, and that's what I want.

Dana was right and Wilbur is wrong. Trained medical men, if assigned to write on medical and health topics, always write so high up in the air or so deep in medical diction that not one reader in a thousand knows what it is all about. Not knowing, he skips the article and goes on to something that his intellect can grasp. To write stuff that nobody, including the writer, understands—this is ethics in its most noble form.

Medicine and those who practice it are so far behind the times that it seems almost useless to hope that they will ever catch up. They are so sub-



### The Simon Legrees of Selfishness.

Selfish groups have found how easy it is for an organized minority to throw Congress into a cowardly panic. The five year history of the efforts climaxing in the enactment of the bonus over the White House veto is a shining example of the power wielded by an organized minority with money enough to keep a lobby in Washington.

For this situation the voter "back home" cannot escape the final responsibility. In bitter truth he deserves exactly the kind of Congress he has. If he is a farmer he wants the Government to help him. If he is a worker, he demands special consideration. The manufacturer seeks always to advance his own interests. The veteran demand a subsidy or a pension. A dozen groups try to send men to Congress who will keep group interest, rather than National interest first.

That is why Washington is crawling with lobbyists, wire-pullers, log-rollers and professional "fixers." Because of this, half the capital's office buildings are crowded full of lobbyists' desks. It has caused a flock of faddist, pacifist, jingo, industrial, business and other groups to pitch their tents in the shadow of the Dome.

That is why the American Federation of Labor and the Rail Brotherhoods maintain expensive lobbies. It has brought the American Farm Bureau's watchers and the white-collared, suave, self-styled spokesmen for other "dirt-farmer" groups to the capital. It has sent the anti-Japanese propagandists of the West Coast States to join the watchers in the galleries and rub elbows with the other self-centered minorities that besiege Capitol Hill.

Washington has become a city of lobbyists and the Government a creature of lobbies and minorities. Given a selfish idea, a dues-paying constituency or a good, fat bank-roll from any source whatsoever, and a minority is ready to function. We have developed a breed of parasites, of professional corridor-lizards, who sell their services to any "cause" as mercenary soldiers sell their swords. Washington is their bivouac and happy hunting ground.

The voter himself has made Washington and Congress what they are. Until he sees that every bonus and subsidy dollar is picked from his own pocket and that it is not garnered from some Money Tree, the selfish minority will flourish. The day he understands every Treasury raid lays another burden on his own back will be his beginning of wisdom. Until then the Simon Legrees of selfishness and the minority head-hunters will loll in the galleries dangling a sinister noose for Congressmen's necks from the gallery rails.

### Bangor as Rival of Hood River Valley.

Bangor, May 27—Apples, the best grown in Michigan, with the real Michigan flavor, all number one quality, wrapped and labeled "Bangor" will be offered discriminating trade in metropolitan centers.

That is the plan announced by the Bangor Chamber of Commerce, which intends to put that town squarely on the map as a rival of the Hood River valley, Oregon, and the famous citrus

fruit districts of California. It will take a year or two to bring it about, but all business Bangor is working to that end.

"We are going to make Bangor the center of the apple growing section of Michigan," said Herbert A. Wood, owner and editor of the Bangor Advance. "Incidentally we intend to be a factor in giving Michigan its rightful position in the apple-producing world. The first step was taken last fall when we shipped a solid train of 44 carloads of apples from this town. That gave us National advertising. Soon we expect that Bangor apples will be Nationally known as the best on the market."

For miles in every direction from Bangor are splendid apple orchards, well maintained and managed. In addition immense quantities of small fruits are also raised, while peppermint also is a good crop in that section.

Bangor is not one bit afraid to step forward and declare it is the best business town in Van Buren county. Its businessmen are all young men and hustlers. The chamber of commerce over 100 strong, is headed by Hugh Seebeck, one of the fighting type of go-getters. Last year Bangor forced the Pere Marquette Railroad to raise its tracks so that the main street of the town could be properly paved. They also installed boulevard lights.

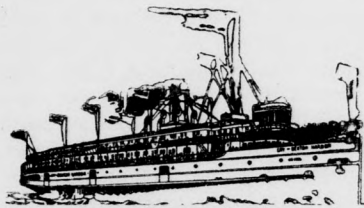
Then Bangor demanded a new passenger station, and having been refused that luxury, took its case before the authorities at Lansing, with the intention of forcing the Pere Marquette's hands. Officials have visited Bangor and are inclined to support the community's contentions. A favorable report is expected.

Bangor would be glad also to secure two or three snappy little factories and is looking about. In addition to all its business hustle Bangor is a desirable residence community, with good schools and churches and many beautiful homes.

Lying on an electric bed warmer, the insulation of which had become worn, the nine-months old son of a Rochester, New York, resident was burned to death.

Fire losses could be greatly lessened if every smoker had to give bonds so that damages could be collected for loss caused by his carelessness.

The wise boss sees much and overlooks still more.



### CHICAGO

One Way \$3.95

Round Trip \$7.30

GRAHAM & MORTON  
GRAND RAPIDS, HOLLAND  
and CHICAGO RAILWAY  
Freight and Passenger Line.

Leave Grand Rapids  
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Grand Rapids Time.

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## BEECH-NUT

### Prepared Spaghetti



### Ready to Serve!

The ideal quality product for the progressive Grocer to sell. Display it, thus telling your customers you have it. It is nationally advertised.

BEECH-NUT PACKING COMPANY

"Foods and Confections of Finest Flavor"

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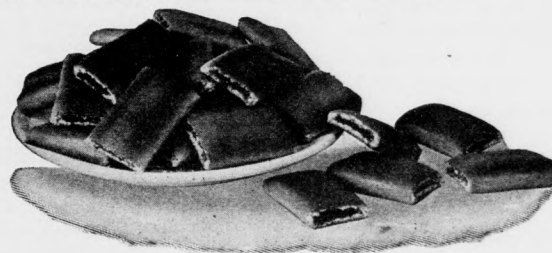
NEW YORK

## 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



### THE CHANGES OF TIME.

As the years go by the observance of Memorial day becomes more general, but the nature of the observance changes with the passing of the generation to which it was a day of sorrowing for the lost who died that their country might live. It is hard for the present generation to comprehend the feeling which led to the institution of Memorial day, or "Decoration day," as it was called for some years. At the close of the great war almost every house in the land was a house of mourning. The wounds were still fresh and the sorrow keen. In every churchyard the graves were thick upon which the grass had not yet grown, and desolated families were wont to comfort themselves by frequent pilgrimages to the spots which covered the remains of their loved and lost and planting flowers thereon. It was this well established and general custom which doubtless first suggested to the officials of the Grand Army of the Republic that the Nation should unite upon some set day in the springtime in paying this common tribute at the shrine of patriotic devotion. The flags were placed at half mast, the drums muffled and the colors draped, and so, with all the solemn display with which the Army does honor to the memory of its dead, the survivors of the great conflict marched forth to stand at salute while the matrons and the maids cast flowers on the graves of the martyrs.

It was impossible that such solemnity should be maintained. Even the deepest sorrow is softened with time, and a new generation soon grew up to which the time of universal mourning was but a dim memory, and then another to which it is only history. Millions of aliens have come into our lives who never felt the emotion of American patriotism. And with this lapse of time the nature of the observance has changed. The old forms remain and the direction of the ceremonies will rest with the survivors of the struggle while any such continue with us, but the day is observed not as a day of mourning but as a day of exaltation of patriotic virtue, and we decorate the graves of the veterans not in token of personal sorrow at their loss but as a tribute to their patriotic sacrifice. We no longer deplore the loss of heroes but we honor the memory of triumphant heroism. To the unthinking, of course, the day is merely an ordinary holiday, but to all true Americans it is and will remain the one day in the year upon which we shall glorify the virtue of patriotism while honoring the memory of all who have died for their country.

### WOOL PRICES AND FABRICS.

That wool prices are easing off seems to have been established as a result of the recent auctions of Colonial wools in London. In Australia, despite a reduced production of about 100,000 bales below last year's, the market for the best grade merinos during April was ruling 5 per cent. below the March rate. In this country territory and other domestic clips are selling below last year's prices, and the demand is not as urgent. The latter circumstance is doubtless due to

large measure to the curtailment on the part of mills. Wool imports are coming in at the rate of about 4,500,000 pounds a week, but re-exports are still continuing. Of the imports, about 1,900,000 pounds are carpet wool. The rug and carpet situation has been somewhat cleared by the recent auction on the part of the largest factor, followed by a repricing in accordance with the levels reached at the sale. Other carpet manufacturers have slowed down production, and some have closed because operatives objected to proposed wage reductions. Mills making woolen fabrics are, in general, working at from 40 to 60 per cent. of capacity, although here and there is a mill going the limit. Fall orders in men's wear still leave much to be desired. Under ordinary circumstances the openings for next Spring would occur just after July 4, but this is not likely now. It would not be followed by much buying as early as that date. Women's wear production is still up in the air because of the threatened strike of operatives, which may occur at any time after a week from now. Both sides to the controversy seem well prepared for a struggle.

### COTTON AND COTTON GOODS.

Changes in quotations of futures were quite a feature in the cotton market during the past week, due to shifts in the weather in the growing districts. As a matter of betting it was interesting, but it had little value otherwise. Reports were that more fertilizer was being used and that the boll weevil was showing up in a few sections, although not in large number. Exports of cotton in April showed an increase of about 60,000 bales above those for the same month last year. For the ten months ended with April these exports were nearly half a million bales more than in the same period in 1922-3. But there was a marked decline in exports of cotton goods. In those of cloths the drop thus far this year is 127,000,000 square yards, or over 25 per cent. A similar decline is reported in exports of cotton hosiery. With regard to imports of cotton fabrics an apparent stop has been put on the effort to check them by a proceeding under the flexible provisions of the tariff act. It seems to be conceded that nothing could be accomplished, because in no event could duties be made to exceed 45 per cent., and the bulk of the imports is now paying that much or nearly so. Further curtailment is reported by cotton mills in the East and down South. Manufacturers declare there is no money to be made at present prices and they are not disposed to pile up stocks which would have a tendency to depress prices further. Gray goods during the past week sold in small volume, but were held more firmly. For delivery beyond next month higher prices were asked. Only a fair amount of trade is passing in finished goods. Knit wear of all sorts remains inactive.

Piety isn't everything. The world would be good without human beings, but it would be rather dull.

### TRADE CONDITIONS.

Little change is observable in the business situation from week to week. At this season this is usually the case, but something different was hoped for this year because of the neglect during what should have been the regular buying period. Either the real needs had been overestimated or the buying power depended on turned out smaller than was expected. Spring sales in the primary market were somewhat of a disappointment, not only because of the lack of volume, but also with regard to the nature of the buying. The results are seen in the closing down of mill and factory operations, which is continuing, with the consequent increase of unemployment. Wage reductions in several industries are another symptom. Not much change is looked for until after the Fourth of July, when Fall operations will have to set in fairly. There is a general impression that the last half of the year will be better than the first this being based on the assumption that most of the disturbing elements will then be out of the way. Taxation and some other domestic factors will be definitely established by that time, when it is expected that the European economic muddle will also be in the way of clearing up. When general trade is resumed under natural conditions in Europe, the benefits will accrue to countries on both sides of the Atlantic and to all others besides. The only alien factors then will be the possible foolish political interferences against which even the wisest and most prudent cannot contend.

### AUTOMOBILE OUTLOOK.

The revised figures of output of automobiles in April show that the decline was much less than the early estimates indicated. For passenger cars to decline amounted to only 3 per cent., while the production of trucks actually increased and reached a "new high" for the year. The output of trucks was the largest since June, 1923, and the production of passenger cars was also the largest since that month, with the exception of the March record of this year.

Notwithstanding the slight drop in the output of passenger cars in April, the total production during the first four months of this year is far ahead of that of the corresponding period of 1923, and that period was a record-breaker itself. What actually happened this year is that the automobile industry started in January with production at a much higher level than at the beginning of 1923 and that it reached the peak in March, some sixty days earlier than last year, and that the peak of monthly output in 1924 was slightly below last year's. In other words, production so far this year has been better stabilized than it was last year, while the output so far has run about 14 per cent. ahead of last year's performance.

### UNWORTHY OF AMERICA.

Congress has put the Japanese in the uncomfortable position of having to swallow their pride. Short of war, which is not at present contemplated, Japan is not in a position to resent the insult that has been placed upon

her. Financially and economically, she is bound to the United States by ties she cannot afford to break. She had to come to this country for the greater part of her recent loan, of which a major portion must be spent here. Moreover, we are Japan's largest customer and are likely to remain so. Last year 40 per cent. of all Japanese goods sold abroad came to America, while 25 per cent. of all Japan's buying came from America. None of this trade can be sacrificed; in fact, Japan's recovery from the post-war slump and the earthquake disaster depends largely upon her ability to keep the American market. It looks as though Japan would have to kiss the hand that slapped her face. Congress felt safe in doing the slapping. But most Americans despise a bully. Ambassador Woods has registered this attitude. Ambassador Hanihara must also resign. The entire affair has been unworthy of America.

### BONUS REVIVES FALLACY.

The old idea that prosperity can be manufactured by having everybody buy something is being revamped to fit in with conditions following the final passage of the Bonus Bill. For, example, one commentator who has been vigorously supporting the Bonus Bill takes the ground that it will help even the railroads, because some of the money will be spent in travel. It is quite probable that a portion will be spent in this way, but if every cent the ex-service men are to receive this year were so spent the gross income of the railroads would be increased about 2 per cent. It is doubtful if a tenth or even a twentieth of the payments will be so expended. But that is all beside the question. Whatever is spent in this or in any other way must come out of somebody else's pocket. It does not represent an addition to the total wealth of the country, but only a transfer of wealth, and what the ex-service man may gain in purchasing power some other taxpayer is going to lose. Increasing expenditures mean prosperity only when they originate from increasing social income.

In trying the chlorine gas treatment for a cold President Coolidge has called the attention of the whole country to this method. Anybody who has suffered from the influenza—and millions have—will rejoice that so effective a remedy has been found for it. And it is such a simple method—to sit in a room, turn on the gas and be cured in a few hours while attending to such duties as need attention. In the near future no doctor's office will be without an inhalator, where patients can go and receive treatment. It is all the more remarkable that this remedy was found by our destructive force—the army. Generals may not have arrived at the point where they are willing to turn their swords into plowshares, but they have apparently turned the more destructive weapon of gas into a curative force and conquered one of the most annoying and destructive of human diseases.

The hand of Government in business is the touch of death.



### The Day We Commemorate Our Soldier Dead.

Grandville, May 27—Again the Nation bows in tears above the mounds of its soldier dead. From the Atlantic to the Pacific, from the Gulf to the Lakes the whole land, redeemed by the blood of the soldier dead, stands uncovered to do honor to the hero wearers of the blue and khaki.

No other land in all the world has such cause as ours to honor her citizen soldiery. No standing army has guarded this land from its would-be spoilers in its hour of dire necessity, but rather the farmer boys from the wheat fields of the West, the fruitlands of the Middle States, and the mechanics and day laborers in our factories, unused to military science, are the defenders of our land of the free, and once again we garland their graves with our flowers from woodland and garden in token of our appreciation of what they did for you and me.

For you and me they fought and died  
In tangled wood and glen,  
For us they're camping side by side,  
Four hundred thousand men;  
Yes, where with song to crystal sea  
The sun-kissed river runs  
They sleep who died for you and me,  
Columbia's bravest sons.

Pacifism has no place in the throngs who gather Decoration Day to bury with perfumed flowers the graves of our soldier dead.

War with all its horrors has marked the progress of civil and religious liberty throughout our world. However dreadful it may be, there has been need of war in the past if the tree of liberty would continue to grow in this land of Washington.

As we gather from our shops and homes to pay tribute to the heroes of Gettysburg, San Jose Hill and the Argonne forest we make no apologies because of what these men did in defense of the stars and stripes, and, what is more, should the occasion arise, we, the American people, will do the same thing again and glory in the doing.

Pacifism can and often does represent cowardly submission to National wrong rather than take up arms in defense of the righteousness of mankind. This sort of submission, come from where it will, church or forum, is unworthy a free people and can never be countenanced if we would, as a nation, survive.

The 30th day of May is the most solemn of all our holidays, and should not be marred with sports and hilarity; instead, it is meet that we stand with uncovered heads and chant our peans of praise to the Almighty because of the victory for peace and righteousness granted this Nation in days of past dangers from at home and abroad.

There is no danger of our Memorial Day passing away.

Not while the Nation is true to its sons who fell in defense of the right can there be any cessation of thus honoring our hero dead. At times hilarity and sport have seemed to usurp the day, yet of late that sort of thing seems to be passing and a true understanding of what the day signifies is taking possession of our people.

The Fourth of July is a great day in the United States, a day for the firing of cannon, the bursting of bombs hilarity and rejoicing because of the birth of the great, free Republic of North America. It is altogether meet that this natal day should be thus celebrated, but May 30 is rather a combination of sadness and happiness because of the brave men who fell fighting for the Nation we love so well.

It is in one sense a funeral day.

It is in another sense a day for great good cheer because of the Christ-like sacrifice of our boys in blue and khaki who went out to do and dare for their homes and firesides, and for the defense of Old Glory which, as our country's flag, symbolizes all that is worth living for in grand, free America.

Strew flowers ye maids and matrons,

in recognition of your fallen sons and brothers. Sing peans of praise for the deathless deeds of those men who feared not to put on the armor for home and country when the great need came. Such deeds serve to silence all the whines of pacifism which well up now and then from places unexpected. America will never bow the head in humble submission to wrong that war may not come.

War with all its horrors is not the worst that can befall a nation. Those who sleep so calmly beneath the sod of our burial plots; those who gave their lives for the flag are worthy of every praise, and the least we can do is to bring flowers of remembrance place above their silent forms. He who would not do this is unworthy a home in this free land.

There is no place in this broad land for the man or woman who would refuse to fight for home and country when attacked. Such a person ought to be sent to the land of the Muscovite, there to learn the difference between American liberty and socialist mobocracy.

Memorial day this year will bring out the people as never before to decorate the graves of our soldier dead. And may we not believe there are no dead; that all those who fell battling for their country are to-day living in another and better world where wars are never known, where peace and love reign supreme?

Old Timer.

### An Anecdote of Lincoln.

Plainfield, Ind., May 26—Abraham Lincoln and my father, Daniel W. Voorhees, were well acquainted in earlier life, practicing law together. When in the White House President Lincoln and my father, then, as I recall, in the lower house of Congress, had the kindest and friendliest personal relations.

It was during the troubled and heated experiences of that day that a woman came to Washington to see father in a matter vital to her piece of mind, and, as I have heard my father tell the story, I have thought it might be interesting to repeat it here. Time has passed a loving brush over these memories, mellowing the scenes that reflect their images in the streams of immortality.

As a Representative in Congress, my father, accompanied by the woman, who had journeyed from Illinois to Washington with a lawyer friend, went to the Executive Mansion and was ushered into Abraham Lincoln's presence, then holding powers of life and death unsurpassed by any ruler of that or any day.

Lincoln was in a good humor. With that homely sociability that marked him on all occasions—rarely otherwise—at this time he turned to father. A smile lit up that fathomless, lurking sadness of face.

"Well, Voorhees," he said, genially.

Father introduced the lady and, remaining in the background, let her tell her story. Her own father, it seems, was an Illinois preacher and had been caught and arrested for passing quinine, in accordance with the Master's injunctions mercifully to aid the suffering, through the lines to Confederate soldiers. He was to be shot. The daughter of the minister mentioned her father's name. Lincoln looked up quickly.

"What," he asked, "did you say your father's name was?"

"Bullock," said the daughter. "My father's name is Bullock."

"Not the circuit-rider?" Lincoln exclaimed.

"Yes," said the woman.

Lincoln's animation increased. "Why I know him—knew him back in Illinois. 'My dear,' he said, 'you just go home. Bullock! Why, there's no harm in old Bullock. A good man. Traitor! Not much. You go home,

child. There'll be no shootin' or hangin' here."

James Paxton Voorhees.

### Help Him Along—and He Will Help You.

"He" is the apostle of sunshine—the personification of progress—the optimist of the game commercial—the dissemination of business building ideas, and ideals.

Upon his success in "bringing home the bacon" depends the bread and butter of the millions. He cashes the pay check of the toiler—builds the dividends for the captains of finance and industry—puts the heart throb of "up and do" into the arteries of modern business—ever adding to the sweets of life.

His road through life is a route list—a beaten path often traveled but never learned—cleared of barriers to-day to be filled with obstacles tomorrow. Without him the world's great plants would close—the wheels of industry stop—and progress die.

His life is one of persevering toil. "The world owes me nothing but a

chance to work" is the spirit in which he tackles his task. He is a real man and a legitimate gambler in that he will take a chance in the square game and bet that his remuneration is commensurate with his achievements.

He wants and deserves the goodwill of the world to a man. He cherishes the sweet satisfaction that comes from work well done, but most of all, he wants the order, for he is—the Traveling Salesman.

### The Boy Was Wise.

"Now, suppose," said the teacher, "a man working on the river bank suddenly fell in. He could not swim, and would be in danger of drowning. Picture the scene. The man's sudden fall, the cry for help. His wife knowing his peril and, hearing his screams, rushes immediately to the bank. Why does she rush to the bank?"

"Whereupon a boy exclaimed: 'To draw his insurance money.'"

Faith can move mountains—when coupled with work.

## RAMONA PARK IS NOW OPEN

**Grand Rapids' Popular Resort at Reed's Lake  
Presents a Scene of Springtime Splendor. All  
buildings redecorated. New concessions added.  
JOIN THE MEMORIAL DAY CROWDS!**

### Lusse's \$20,000 Skooter

Latest Fun Producing "Every Which Way" Ride—Steer Your Own Car—"Just One Joyous Bump After Another"—No Traffic Regulations—Different Than Any Other Amusement Device—Absolutely Safe.

### "Jack Rabbit" Derby Racer

The Old, Reliable Whirlwind  
Safety Ride

### The Mystic Chutes

Offer Delight, Joy and Heart-  
Leaping Climax

### The Ramona Ponies

Are waiting for the children to Enjoy a Happy Ride

### Aeroplane Swings

New Motors Give You Real  
Flying Thrill

### Merry-Go-Round

MINIATURE RAILWAY  
For the Kiddies

### Seven Acres of Beautiful Picnic Grounds

with all Conveniences. Two Big Picnic Pavilions, Ample Tables and Benches, Swings, Indoor Baseball Diamond, Tennis Court, Ideal for Church, Club or Lodge Outings. (Call Citizens 23471 or Main 1171 for Picnic Reservations).

### Dancing

In Ramona Casino  
EVERY NIGHT  
(Except Sunday)  
Famous Bal Tabarin Orchestra  
Recently of Chicago

### Ramona Theater

Will Open Thursday, May 29  
The A. B. Marcus Musical  
Comedy Company  
Will Present  
"The Marcus Show of 1924"

Popular Prices Will Make You Feel at Home at Ramona

## SENSATIONAL BALLOON ASCENSION MEMORIAL DAY



## MODERN ATHENS.

## Prosper From Trade in Tobacco, Raisins and Wine.

Athens, May 1—Leaving Haifa at 8 p. m. we arrived at Phaleron Bay, the harbor for Athens, the second day at 3 p. m. The port town, Piraeus, is situated on a semi-circle around the Bay. It is the least active port we have been in, not another ship or steamer in the harbor. Business seems to be at a standstill. It is three miles by trolley car or auto to Athens. From the streets, buildings and dress of the people you would think you were in some American city.

The conduct of the passengers here put me in mind of an old fashioned Methodist revival. They went ashore, indifferent and without much enthusiasm. After looking over these wonderful ruins and listening for a day to the lectures of the guides, they came back to the ship talking about Xerxes, Theseus and Pericles as if they were old friends. As their history goes back to 490 B. C., they are certainly old enough. I don't suppose the readers of the Tradesman can enthuse enough to read this ancient dope, but here it is if you want to wade through it.

Like most of these ancient cities, it is a history of wars and destruction, building up one century to be utterly destroyed in the next. Bounding the city on the Southwest is a rocky ridge divided into three parts, called respectively Hill of the Nymphs, the Pnyx and the Hill of Philopappus. Pnyx Hill was the ancient meeting place of the Athenian Assembly. It has a massive supporting wall built of large stone. In the middle of the South side was the orator's platform raised on three steps and hewn out of the solid rock. Northwest is the Areopagus or Mars Hill, on which the court for criminal cases was held at night in the open air. This rock is also the site of Saint Paul's message to the Athenians. The monumental gateway to the Acropolis, constructed of white marble, was erected by Pericles in 437 B. C. The Acropolis consists of three parts. The portico has six Doric columns. To give you some idea of the immensity of these structures these columns are about sixty feet high and about six feet in diameter. In the early days the Athenian kings lived here safe from attack, but later the hill was devoted solely to the Gods.

The Pantheon, with forty-six Doric columns, stands on a platform 228 feet long by 100 feet wide, which forms the outer frame of the temple. In all there were something like 150 of these columns. Only a few remain standing. The friezes of these buildings are sculptured figures. Only a few remain, representing the contest of the gods, giants and centaurs and the siege of Troy.

To give you some idea of the wealth of these old duffers: In one room of the building stood the gold and ivory statue of Athena, 42½ feet high, valued at \$750,000. In the fifth century it was converted into a mosque and sometime later the Turks blew it up and the pride of ancient Athens fell into ruins. The theater of Dionysius with its auditorium for 17,000; temple of Zeus with its 104 Corinthian columns in a double row on sides and triple row on ends, one of the largest of the ancient world; the arch of Hadrian; the Stadium, erected by the orator Lycurgus, 330 B. C., 770 feet long, with white marble sides for 50,000 people. This has been lately rebuilt at an expense of \$800,000 for the Olympian games and will accommodate 100,000 people. The temple of Jupiter; the portico of the Virgins; the great market of Caesar and Augustus. In these various buildings were thousands of life sized busts and statues by the best artists. In all there were some twenty of these ruins. It

matters not how dormant the imagination is, one cannot view these ruins without becoming enthusiastic over them and an architect would go wild over their beauty.

The present city has so many fine homes and good business blocks and public buildings that I wondered what kept the 300,000 present inhabitants going. I asked a British resident. He said the surrounding country raised a large amount of tobacco and there were hundreds of cigar and tobacco manufacturing plants in Athens. They also export a large amount of raisins and wine, but as their imports were \$330,000,000 in 1921 and their exports only half that, it is no wonder their money, of which the basis is the drachma—equivalent normally to the French franc, 20 cents of our money—is now worth 2 cents, and in this connection we found in every country we have visited that our American gold did not have as good an exchange value as American paper dollars or American Express or bankers' checks. I suppose this is because gold is more expensive to ship to other countries than paper. Our American dollar bills are now known and eagerly taken, not only in the port towns, but in the smaller towns of every country we have visited, but our silver they will not take because they do not know its value. One thing which helps Athens in a financial way is her universities and schools. In Greece, not larger than Massachusetts, there are over 6,000 elementary schools for boys and several hundred for girls. In proportion to her size and wealth Greece excels the United States in its liberality towards education. In Athens the largest university has 3,000 students.

Athens is a notable resort for scholars, artists, sculptors, architects and archaeologists. Dr. Hopper, of Bryn Mawr, has recently founded a scholarship for young women who wish to finish their studies here. The Arsaklion, a fine girls school, carried on according to American ideas and standards, has over 1,500 girls in attendance.

Politically, Greece is out of the woods. George II ascended the throne September 27, 1922, on the second abdication of Constantine I, after the collapse of the Greek army in Asia Minor. He has been deported and they have, as near as I could find out, a real republic. On the first of May every year they have a holiday. This year we witnessed a parade of their cavalry, machine guns and infantry. There must have been 5,000 of them. The guide said this was the first celebration of their independence and they were marching to the Assembly Hall to sign up and be sworn under the new government.

Some of our passengers, in returning to the boat, reported that there had been shooting on one of the streets. As near as they could find out, a group of royalists had started firing in hopes of creating a riot and the military returned the fire and some people were shot.

Another group of passengers reported they were in a store and they heard shooting. The proprietor and clerks grabbed the goods displayed in the doorway, threw them inside, closed the doors and requested the tourists to go into a back room, as there was likely to be a riot. The excitement quickly subsided.

Another party of Clark tourists in a motor car had to get out, so the motor could be used to take the wounded to the hospital. It all occurred on one street and not over a dozen of our passengers knew anything about it until they returned to the boat.

The weather is cool enough for light overcoats and our smooth sea still continues. There is great commotion on board. About half our passengers leave the boat at our next stop, Naples, and they are busy packing up. C. C. Follmer.

## Items From the Cloverland of Michigan.

Sault Ste. Marie, May 18—John McKenzie, one of our well-known farmers, shot a bear last week weighing 250 pounds near his farm. Bruin was brought to town and Frank Callaghan, the meat dealer, had his mon exhibition a short time before cutting the carcass. This was the first bear brought in for some time, although they are reported somewhat plentiful in various parts of Chippewa county.

Frank Hathaway, who for a number of years has been a resident here, expects to move to Chicago in the near future to engage in the lumber business. Mr. and Mrs. Hathaway have made many friends during the eight years they have lived in the Soo who will regret their departure, but wish them every success in their new location.

J. Fuller, representing Swift & Company, Chicago, paid the local house a visit last week, leaving for Traverse City, where he will arrange for the opening of the cold storage house which has been closed for some time.

Andrew Westin, one of Newberry's prominent business men, was a business caller here last week.

The Nogar dairy, of Manistique, moved into its new quarters last week on Main street.

Patience is a virtue and even that can be taxed.

Andrew Shunk, proprietor of the Hiawatha Hotel, at Manistique, has rented the hotel to Louis Tebo, who took possession last Thursday. Mr. Tebo has had many years experience in the hotel business and should make a success of his new venture. Many improvements have been made to the hotel which will appeal to the traveling public. A large garage is located at the rear of the hotel. Its close proximity to both of the depots makes it very desirable for those who travel by train. Mr. Tebo is going to pay special attention to the meals and cater to the comfort of his patrons.

The State ferry running between Mackinaw City and St. Ignace started Sunday, carrying a load of autos for Soo auto dealers. The St. Ignace at present is running on a schedule of four trips daily. It leaves St. Ignace at 7 and 10 a. m. and 12:30 a. m. and 3 p. m. It leaves Mackinaw City at 8:30 and 11:15 a. m. and 2 and 5 in the afternoon.

An indoor ice rink with a skating surface of 18,000 square feet will be erected in Ironwood this summer by the Norric Athletic Club. The cost of the structure will be about \$16,000.

If a drummer cannot send in a lot of orders, he makes the envelope bulky by padding the expense account. Expense accounts are not complete without tips. One cannot blame the boss for thinking that porters and bell boys own their own homes.

William G. Tapert.

## Tailored Bags Are Leading.

Novelties continue to dominate in women's handbags, although wholesale activity in this field generally has been quiet. The tailored merchandise is wanted mostly, the silk underarm bag standing out best at this time. Black goods with white piping or trimming are favorite in the flat bags. The demand for tapestry bags is said to have eased off somewhat, the pre-Easter business being considerably more active than now. In leather bags, cut out designs are prominent. The cheaper grades of leather bags may be advanced in price as the result of the demands of leather goods workers.

A bachelor is a man who doesn't smoke cheaper cigars for 60 days in order to pay for an Easter frock.

## Short Skirts To Return?

Indications point to a return of short skirts for Fall. They are being sponsored by leading style creators in Paris, according to a bulletin from the Associated Dress Industries of America, and the chances are that their lead will be followed by the manufacturers in this country.

"Just how short the new season's skirts will be," said Executive Chairman David N. Mosessohn of the Association, "is more or less problematical at the moment. However, it looks as if 12 to 14 inches from the ground will be about right, against eight to ten inches in the skirts now in vogue. Manufacturers are now working on their Fall lines, and retailers will be here in June and July to place their orders. The early showings to consumers will follow soon afterward, and the women of the country will be apprised thereby of just how much hosiery will be made visible by the new models."



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7:35 P.M. Grand Rapids Time

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L. A. GOODRICH,

Traffic Mgr.



### The Farmer States His Case.

You recently concluded a logical editorial on railway earnings and rates by aptly saying that the farmer would benefit more by reduction of their (the railways') tripled taxes than by regulating the railways into inability to do their work as public utilities. And you said it, as the bob-haired, flesh-colored hosiery contingent of your village are constantly prone to say.

The great majority of assessors today are critically examining every small section of railway siding and every outbuilding they can find to add to the ratables, and then gingerly handling their own and neighbors' taxables. And this situation is a serious one and calculated to discourage men with capital who are willing to invest in railroad utilities, which are a necessity.

With the undoubted exception of Volsteadism, there is no more important question discussed these days in legislative bodies than the condition of the farmer. Adroit politicians at Washington are trying to kid the farmer by passing all kinds of laws calculated to relieve his distress. And even our otherwise level-headed Executive at Washington, who comes of sturdy New England farm stock, made a serious mistake when he increased the tariff on wheat to 42 cents, with that commodity declining in price ever since.

The whole trouble with the farmer is not that he does not get enough for his labor but that he does not get enough for his money.

You can reduce his overhead, but you can't arbitrarily—and shouldn't attempt to try to—legally jack up commodity prices. If you can legally do that you can legally and logically legislate for the opulent plumber or fix the general wage scale of the mechanic.

Railway baiting and special legislation must stop. But little fellows like me back here in the woods can't do it (although we may holler like hell); O'Reilly who drives a cart in Harlem can't do it, nor can Silverstein, who raves while on a soap box in Essex street. But you and the big men of New York can and must do it.

And now that I've suggested what's to be done and who is to do it, allow me to put you wise, as your office boy would say, to conditions here just now regarding the milk question and veal calves.

Professor Warren calculates that it costs about \$3.70 to produce 100 pounds of milk (about forty-seven quarts), but some farmers are now getting but a trifle over 4 cents per quart. (It is said there are 57,000,000 pounds of cheese in cold storage—17,000,000 more than a year ago.) Now many of these noble Holstein cows, which a few years ago were worth from \$200 each upward and are now purchasable for greatly less than \$100, are giving birth to 100-pound calves, for which dealers are paying but \$4 each. And while you fellows carelessly inhale and exhale the smoke of those wonderfully good imported cigarettes, you can also carelessly consult the menu (or your wife's butcher bill) and calculate what you pay. And it's a question in my

mind whether you don't get some of it as spring chicken, as gullibility is not confined to the country.

"I am now preparing a large field for garden truck. On this field two years ago I raised a good crop of sweet corn, but allowed it to mature, as I couldn't sell it to dealers for 15 cents per dozen ears, preferring to save it for winter's feeding to hens (I feel reluctant to relate that when I finally fed it to those hens they produced an egg so rich in saccharine matter that when used for cake, etc., no additional sugar was necessary). Last year I grew tomatoes on that identical field and late in the season I could not give away probably 100 baskets of delicious Ponderosas.

Yesterday I engaged a town mechanic to do a small job which ordinarily should have taken, say, six hours' time. But when I ambled up to the house, leaving the team in the field, at 4 p. m. my time, but 5 o'clock his time. I found him washed up and cranking his fivver. He had completed his eight hours at \$1.25 per hour, with no overhead. And then I paid him, took a long draught of my cider and resumed my laborious plowing and didn't stop until darkness came.

I have no kick coming with the non-producers. If you city fellows can take raw cotton, for instance, and together with brains and capital work it up and sell it to me in some form or can take some of my field corn and with the admixture of excelsior convert it into some form of breakfast food, I don't seriously object. In fact, I admire your acumen, as you fully recognize the easier way to make a living. But last night as I wearily dragged myself up to the house after putting the team away, I damned the adroit politicians and the organized highjackers of every kind and expressed the belief, which is in the back of the head of so many other farmers, that the day will soon come when not a vegetable would be raised for market except at a living price. And then these highjackers will be up against it for fair.

And this ain't hard cider talkin' just now, by heck, either.

Homer M. Green.

### Display Ideas For Retailers.

A large men's shirt manufacturer has arranged his showroom to include replicas of retailers' windows which are especially dressed to give merchants an example of how shirts may be displayed to best advantage. The dressing of the "windows" is done on the unit system, each shirt pattern or style being supported on a pedestal, which makes every garment immediately attract attention. The displays of the manufacturer are changed frequently and are made by the display managers of the leading haberdashery stores in this city. Below the windows are compartments which contain shirts corresponding to the ones displayed. This greatly facilitates the showing of the goods which have attracted attention. The manufacturer said yesterday that buyers coming in have commented very favorably on the idea.

## HOLLAND RUSK



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

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

**Holland Rusk Company, Inc.**

HOLLAND MICHIGAN

## HEKMAN'S

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

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

*Hekman Biscuit Co.*  
Grand Rapids, Mich.



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YOUR CUSTOMERS**

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#### Cash Payments on Bonus May Increase Buying.

The prospect of cash payments of \$50 or less to some 390,000 ex-service men this year, as a result of the passage of the Bonus Bill, has started a great deal of discussion with regard to its possible effect on retail trade and prices. The total cash disbursements to be made from the Treasury to this group are estimated at about \$150,000,000. As this will be in small amounts, it is believed in many quarters that the recipients will regard the cash as just so much pin money to be spent rather indiscriminately. This, it is argued, will prove a stimulus to retail business for a few weeks or months, but that the effects will be short-lived.

Perhaps the best way to gauge the effect of this extra disbursement is to see its relation to the whole volume of our retail trade. Dr. Paul H. Nystrom, of the Retail Research Bureau, has estimated that our total retail purchases amount to about \$35,000,000 per year. The amount of the cash payments to be made this year will amount to only about 0.4 per cent. of this figure. The effect on the total volume of trade, therefore, will not be small. It is suggested, however, that much of the cash received will not go for customary purchases but for a few extras or luxuries which otherwise would not have been bought. In that event dealers in specialties may get most of the benefit from the increased spending, and their sales may make more than a proportional gain.

Comparable figures from 5772 manufacturing establishments in forty-six industries indicate a decline of 5.2 per cent. in the number of employes in April as compared with the same month in 1923, according to the United States Department of Labor. Comparing last April with March, reports from over 8,000 establishments in fifty-two different industries show a decrease of 2.1 per cent. These reports are in line with what industrial observers had expected, but there are some other facts brought out in this report that are of particular interest. For example, while the number of

workers was over 5 per cent. less than a year ago, the total earnings had declined only 2 per cent. This means that the workers who still hold their jobs are being better paid than they were at the height of the boom period in 1923. The increase in per capita earnings amounts to 3.4 per cent. The decline in employment therefore, does not mean a corresponding decrease in the total purchasing power of the factory workers.

An investigation of the "real" earnings of the average worker, that is, of his wages in terms of what they will buy, has been made by the National Industrial Conference Board, and while it covers conditions only through March, it shows that in spite of the smaller number of employes the decline in the cost of living up to that time had about offset the drop in the workers' earnings. It is also worth noting that the declines in earnings have not been general in all lines of industry. Thus, the Department of Labor shows that in thirteen of forty-six industries there were gains in employment during April, and that in twenty industries there were gains in earnings. Industries in some way connected with the building industry were the ones showing gains, while there were decreases in payrolls of car, foundry, and machine shops, and in tire, cotton goods, and men's clothing factories. The stone, clay and glass industries were the only group that was actually employing more men in April than a year ago. The decline for the textile and leather industries during the year amounted to 11 per cent. In the industries showing adverse conditions the decline in earnings generally exceeded the drop in employment, owing to many establishments running on part time.

If you know your business as you ought to know it, you know to-day what is good for it as well as you will know to-morrow.

If you think you are working very hard the chances are you are not. The hardest workers don't look upon work as work.



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This Company is authorized to do business not only in Michigan but in most of the other states and in Canada and has handled many estates in these jurisdictions.

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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

GRAND RAPIDS, MICH.



### Remedy Not Simple.

It is not the changes in the general level of prices that make the big economic problem; it is the failure of certain individual commodities to respond when the rest move in a given direction. A stable price level is highly desirable for maintaining just relations between debtors and creditors, but the chief trouble to-day is felt by producers of a few commodities whose prices are far below the general level. Most complaint over prices is heard from the wheat belt of the Northwest and from the cotton textile centers of New England. The wheat growers are depressed because prices are too low, and the textile men are depressed because they cannot get their prices down to a point that will stimulate more active demand, because of high prices of raw material and high labor costs. Stabilizing the dollar or making credit cheap or dear by manipulating the rediscount rates of the Federal Reserve banks will not remedy either of these situations. The case is not nearly so simple as that.

It is of interest in connection with the foregoing to note that the index of the Bureau of Labor Statistics shows a decline of 7 per cent. in wholesale prices during the year ending with April. Prices in every group of commodities are now below those of twelve months ago, but the decline during this period has been least in farm products, which dropped only 1.5 per cent., compared with recession of 10.5 per cent. in the fuel and lighting group and of 10.7 per cent. in the building material group. As the decline was greatest in the groups whose prices were highest above the general average, it follows that some progress has been made during the past year in removing these discrepancies. It is also to be noted that while recession amounts to 7 per cent. in a single year, it means a drop from the levels of a boom period in 1923. Moreover, the changes during the past month were small except in the metals and food groups. In the latter the decline was partly seasonal. For all commodities the change for the month amounted to 1.3 per cent., with farm products alone advancing and house furnishings, building materials and the miscellaneous groups remaining unchanged. The other groups showed only slight declines.

### Travelers Should Carry Optimistic Germ Constantly.

Optimism is contagious, and if there is anyone who needs to carry this optimistic germ with him constantly it is the man who travels throughout the length and breadth of the land in the interests of commerce.

Confidence begets confidence, smiles bring smiles, faith in ourselves creates faith in those we meet. The optimist is not the man who believes that this old world cannot be improved, that present conditions are ideal; for no thoughtful man can look about him, at home or abroad, and remain in ignorance of the problems clamoring for solution in every part of the globe.

The optimist looks beyond to-day to to-morrow, beyond this year to the next, holds himself steady through ad-

versity, lends a hand to the man even less fortunate than himself, and because he has faith in the ultimate triumph of justice and righteousness is always ready to do his share, in whatever part of the world he may chance to live, towards bringing about the better conditions which he believes the future holds.

The man who believes that America is the best place in the world to live in to-day—and few of us will dispute that fact—and who is carrying a line of goods which he knows are worth the price he quotes, who goes into the cities and towns, and into the remotest rural districts of our country, who knows at first-hand conditions which prevail in every section, has a wonderful opportunity to spread the gospel of optimism.

The man who goes into an office with a smile and a greeting of cheer even to the office boy as he passes through the gate will drive away even the most persistent frown of a "blue Monday." When his prospective customer receives a hearty hand-clasp and unconsciously returns it with a smile, half the task of the salesman is done.

Again, optimism is contagious. The man who buys catches instinctively the point of view of the man who sells and except in rare cases is ready to listen to what his commercial visitor has to say.

The life of the traveling man is not an easy one. Separated from his family for a large part of the time, traveling from city to city, by night and day, compelled to submit to exorbitant rates and wartime railway fares without relief, facing discouragement through periods of business depression, he might be pardoned many times if his outlook became pessimistic instead of hopeful.

Yet from these very adversities he has won strength to meet his problems, and a sane viewpoint for national affairs.

No class of men in America, we believe, has done more in the last five years, to hold America steady to true American ideals of government and

citizenship than the traveling men. Theirs is the gospel of true and practical optimism, and they carry it with them every day of the year.

"Strike while the iron is hot," is a good maxim—but care should be taken that the head is cool.

## Grand Rapids National Bank

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

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

Combined Capital, Surplus and Undivided Profits over

**\$1,450,000**

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*Our Collection and Bill of Lading Service is satisfactory*  
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## BUY SAFE BONDS



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

Buy Safe Bonds  
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60,000 SATISFIED CUSTOMERS

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THE BANK WHERE YOU FEEL AT HOME



### Good "Housekeeping" Essential To Safety.

That good "housekeeping" methods should prevail in garage premises is self-evident. Accumulations of non-descript rubbish and litter, barrels standing around filled with spent oil, huddled hulks of cars in assorted stages of decrepitude and breakup, all offer a procreant lodging for the chance spark or provide ready fuel for the blaze already started.

Many garages provide pits sunk in the floor for the convenience of mechanics in working beneath automobiles. These depressions have long been recognized as highly hazardous by a number of important cities which have passed laws prohibiting their installation. In Newark, New Jersey, an employe at work in such a pit with a car above him struck a spark with a wrench which he was using to loosen a rusted nut. Gasolene vapors, gathered in the pit, exploded and set fire to the car. Although the mechanic was quickly pulled up and through the flaming car, he was burned beyond recovery before he had been freed. Substitution of skeletal steel ramps, or runways, for these dangerous sunken pockets is to be encouraged since under such runways there is unobstructed circulation of air.

As far as the self-protection feature of garage operation is concerned, this is a matter usually regulated more or less stringently by local ordinance. In nearly every city garages are required to provide an adequate supply of smothering agencies, such as buckets of sand or sawdust and extinguishers of various sizes employing carbon tetrachloride or a foam solution. Of late years, too, the record of the automatic sprinkler in quenching incipient blazes in garages has been excellent. As with construction and maintenance so with protection, the high values represented by a concentration of sometimes hundreds of cars within a relatively small space requires provision of the best possible equipment, and, on the part of every employe, clear understanding of its effective use.

#### One in Twenty-one.

Reliable statistics place the number of public garages in the United States at exactly 49,156. From January 1, 1918, to December 31, 1922, fire losses occurred among them amounting to \$19,677,593 on buildings and equipment and such stocks of accessories as customarily are carried by garages. This loss grew out of 11,519 separate claims for insurance. With an average number of claims per annum of 2,304 it will be noted that out of twenty-one garages one suffers more or less severely from fire every year; or, to put it in another way, one public garage is, on the average, visited by the flames every three hours—a

high ratio of burning, even in America.

If garage owners are not above profiting by statistics, they will do well to withdraw into the silences for a brief spell and ponder these figures. They should bear in mind that at least 75 per cent. of all fires, in their occupancy as in the whole range of improved property, are preventable. Therefore they can buy immunity from loss up to that degree, and perhaps some way beyond it. But they must be prepared to pay the price of this partial freedom, which is, more than all else, intelligent and unrelaxing watchfulness. The further facts that the life hazard is high and that under-insurance exists to an unusual extent in garage property should help to incline them to this wise course.

Fire starting in the furnace room swept through and completely destroyed the Stockton Country Club, near Bakersfield, California, last March. The building, erected about ten years ago as a private residence, had lately been converted into a club. The sound value is said to have exceeded \$200,000.

Combined losses estimated to be between thirty and forty thousand dollars were caused at Florin, California, recently, when a fire broke out in the leading garage and spread to two or three neighboring structures, including a fraternal hall. An aggregate of but \$6,000 insurance was carried.

Under the provisions of an ordinance now pending in the city council of Baltimore, the owner or occupant of a building will be held responsible for any chimney fire which develops in his property, and will be subject to a fine.

Smoking in bed all but cost the life of a man in Atlantic City, recently. Other occupants of the hotel at which he was stopping rescued him, finding him unconscious and with his clothes ablaze.

"If a man has securities representing \$1,000 he wants them locked up in a fireproof vault, but he houses his family in an inflammable tinderbox and never worries his head about precautions."

The fire loss of the California Cabinet Company, of Los Angeles, which burned, during the last week in March, from what is believed to have been spontaneous combustion, is computed to be \$100,000.

A mother and her four daughters, ranging in age from one to sixteen, were burned to death in a fire at Middleport, near Pottsville, Pennsylvania, when their home was destroyed recently from an unreported cause.

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Assets .....\$259,540.17  
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### 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

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United States Depository

**Capital \$300,000**

**Surplus \$300,000**

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

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

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### Investment Securities

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**Child Labor Laws.**

Written for the Tradesman.

We of the farm do not deem ourselves competent to advise our lawmakers in regard to child labor. We do not believe that any rural community would tolerate any flagrant abuse of children. If there were cases where no law could be evoked there would be sufficient neighborhood protest to lessen or correct the evil.

As parents we owe the children a sufficiency of nourishing food, proper clothing, shelter, time to play, a happy childhood, a chance to grow and develop physically, mentally and morally. Not less do we owe them to be taught to be industrious, self-supporting, helpful to others and to bear their just proportion of life's work and responsibilities.

Work is just as natural to a child as play. They want to help do what they see their elders doing. All play and no work is as bad or worse than all work and no play. If we need laws to restrict and regulate child labor we need more laws to prevent or lessen idleness.

Our courts are overwhelmed in their efforts to take care of juveniles who become a public menace largely through idleness. Various agencies are doing great good by their efforts to enroll boys and girls in organizations which plan and provide healthful recreation and helpful associates, but even in some of these enterprises there is a tendency to overdo and neglect work.

We supposed there were adequate laws to control greedy employers of youth and prevent oppressive, inimical conditions. If we could feel that only those who seek the highest good of the children of this land were behind this movement for constitutional regulations, we need not worry, but if union labor leaders are backing this movement we may be sure that the end aimed at is not the welfare of children but one more leverage to restrict labor, cripple industries, hamper public enterprises and defraud the mass of people.

These are the days when our law makers, with some notable exceptions, are seeking mainly to please voters, not legislate for the good of the greatest number, and we may expect that any legislation in regard to child labor at this time will be inadequate, unfair and injurious, rather than helpful.

E. E. Whitney.

Don't "play up" to the boss; work up towards him.

**Europe's Currency Improves.**

It was predicted by economists some time ago that the European countries with the sorriest currencies might be the first to return to a gold basis. It was expected that in the countries where depreciation had got beyond control, the paper notes would become so worthless that eventually they would be swept off the doorsteps, and a new start would be made with a different issue, whose stability would be protected by special measures. This prediction has been partly fulfilled, but much still remains to be done before the currency reforms attempted in the countries of Central Europe can be adjudged permanent. It would not be surprising, however, to see new gold currencies in these countries, while the franc, lire and peseta were still climbing painfully upward. But the future labor of bringing the partially depreciated currencies back to a parity with gold will be as nothing compared with the tribulations that have already afflicted the countries going the whole route of depreciation.

**What Good Flour Millers Are Supposed To Do.**

It is the fashion nowadays for every line of business to have a code of ethics, so the Ohio Flour Millers' Association has adopted one. Here it is:

1. Base production costs on a twelve-hour day operation.
2. Add a fair profit. This will soon eliminate all B. & C. sales, and would automatically bring production down to a parity with demand.
3. Sell no flour for shipment beyond sixty days, and collect a carrying charge for flour held beyond that time.
4. Sell only on basis of payment, not acceptance of arrival draft.
5. Do not allow salesmen to cut your prices, nor do so yourselves.
6. Sell only to responsible buyers. Avoid crooks and rascals.
7. Follow Federation sack differentials.
8. Give service to your trade, they appreciate service.
9. Advertise your flour brands.
10. Produce quality flour. Close yields do not make the quality.
11. Support your local, sectional, State and National organizations; not only with your dues, but with your influence.
12. Quit knocking your business. Boost it. Count your blessings. Unless you have faith in your own business, why should your banker have any in it or you? "The fault is not in the stars, but in yourselves."

Two boys were seriously burned the other day in New York when one of them threw a five-gallon can of benzine on a bonfire about which they were playing.

Persistence overcomes sales resistance.

Exploding stoves in three days claimed the lives of as many women in Houston, Texas, late in March. At least one of the explosions followed the pouring of gasoline on a wood fire.

To the brave, trials are but stepping-stones to triumph.

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## BOMBAY AND AGRA.

## Two of the Most Interesting Cities in India.

Bombay, April 14—Our passengers have seen India in several ways. About 150 went across India by rail from Calcutta, but by so doing did not get o Ceylon. Others of us went up to Benares and back to Calcutta and at Bombay up to Agra and back by rail. To my mind, having seen them in 1906 and again on this trip, Benares and Agra are the show towns of India. To miss either of them is a waste of time to come to India.

Bombay is the finest city in the Orient from the standpoint of location and construction. Extending along the ocean front for five miles it gets the ocean breeze and from her fine buildings you would think you were in Cleveland or Seattle. There are many streets with stone buildings, four to six stories, massively built. Her banks, government buildings and hospitals are above the average in our American cities and, like many other oriental cities, controlled by England. It has wide streets, many parks, a large botanical garden almost in the center of the town. The Taj-Mahal Hotel is a beautiful hotel facing the ocean with a big garden on the city side. The depot is one of the finest in the Orient.

Having so much better harbor than Calcutta and being the first port of call from Europe it is the gateway to India, although smaller in size than Calcutta, and its streets do not show the business traffic which those of Calcutta do. In the last ten years the manufacturing of cotton goods has developed wonderfully, there being now eighty-three cotton mills employing 180,000, making it one of the largest in the world. In looking over one of her trade papers these mills in 1920 paid dividends from 20 to 215 per cent., with an average of 50 per cent. In 1921, '22 and '23 they paid 20 to 127 per cent., with an average of 40 per cent. The same trade journal listed the fifty-one Calcutta jute mills as paying dividends in 1919 from 30 to 420 per cent., with an average of 150 per cent. Dividends in 1920 and 1923 were from 20 to 160 per cent., with an average of 50 per cent. There were 120 tea companies listed, but most of them are not dividend payers, although a few of them paid 25 per cent., some of them 2 and 3 per cent.

I do not think I have mentioned it before, but we have all been pleased to see in every city we have visited good Y. M. C. A. and Y. W. C. A. buildings. There have been innumerable discussions on the ship about our missionary efforts in this part of the world. On a flying trip of this kind it may be unfair to form an opinion about them. Nevertheless some good church people on board are not as enthusiastic over missions as they were when they started on the trip.

The Parsees are the most important single factor in Bombay, if British political and commercial be excepted. The Parsees present strange mingling, rigid adherence to ancient customs and religion, united with the most modern and progressive business efficiency and methods. Although there are only about 50,000 Parsees among the million inhabitants of Bombay, they dominate the commercial life of Bombay and the city is punctuated with hospitals, asylums, educational colleges and schools, drinking fountains, parks and statues which are the expression of Parsee benefactions. They have sumptuous homes and luxurious clubs and they are largely the directors of banks and commercial business. Some of the really great fortunes of Bombay are in their hands. Originally they were Persians and sunworshippers who were driven out of Persia by the Mohammedans twelve centuries ago.

They were despised as an inferior people and for hundreds of years kept in humble slavish places, but when the British came and all restrictions were removed they rapidly advanced until to-day they are the leading men of Bombay.

Their burial place or towers of silence on Malabar Hill is one of the things to see in Bombay on the outskirts of the city, enclosing probably twenty acres by a high wall, inside of which is a small building in which the so-called sacred fire is always kept lighted. There are also five white circular towers or walls, the largest encircling 276 feet, 25 feet high, reached by a small flight of stairs. On the top of this circular building with no cover are three rows of cement holders with walks between them. The outer row is long for men, the next row smaller for women and the smallest or inside row for children. They are built on an incline from the outer walk to the center, in which there is a circular well. The funeral ends at the wall where the body is taken in charge by men. They receive the body and carry it up and place it in one of these receptacles. When the vultures who are waiting upon the outer walls hear the clang of the closing doors of the steps they swoop down in fierce competition and in less than an hour only the absolute naked skeleton is left unless some part of it may have been lugged off by some of the vultures to some of the surrounding gardens. The skeletons remain exposed in the tower for a few days, when their bones are swept into the center well, where they gradually turn to dust. At the outlet to this well there are four drains to carry off the rain water from the well. They pass through sandstone and charcoal filters. There is a fixed charge for this ceremony—\$6 for large bodies and \$3 for small bodies. The funerals of the poor are taken care of by the organization. The guide said the burials averaged about six a day.

This method of disposing of the corpses of their dead seems repulsive to the occidental mind, but next to cremation, it certainly furnishes the best sanitary safeguards. To the criticism made in connection with the vultures, the Parsee that it is more repulsive to him to think of worms consuming the body in the churchyard.

From Bombay to Agra 300 of us went on two special trains, each with ten sleeping or compartment cars and two dining cars each, over as fine a roadbed as the New York Central, stone ballasted, double track, block signals. The ties are iron butter bowls about 2 feet in diameter, laid bottom side up and connected with a 2 x 4 iron cross rod. A smoother bed or a quieter moving train I have never ridden on. We were two nights and one day going the 850 miles, one day there and same time returning. The thermometer from 11 a. m. to 3 p. m. was 100 in the shade, but each compartment for four had two electric fans and marble tiled shower bath. By keeping the wooden blinds down on the sunny side of the car most of us were comfortable. A peculiarity of the climate is that with this hot sun all day it cools off as soon as the sun goes down, so that for all four nights on the train we needed a sheet over us and two of the nights the blanket—strange, yet true.

Probably no other building in the world has been written about and illustrated in as many magazines as has the Taj-Mahal, at Agra, and after our long trip to see it, I did not hear one passenger regret going.

Great men appear at different times. One of these was Akbar, one of the Mogul kings of India, succeeding his father in 1556, when only fourteen years of age, during the reign of Queen Elizabeth in England. The whole country around Agra is a monument to him. He was the greatest figure of

India and one of the outstanding characters of the world's history in the sixteenth century. He projected a series of palaces, forts, monuments and whole cities which showed a most active mind. His son, Shah Jahan, followed in his father's footsteps as a builder and erected the "Taj." In connection with the plans all the known architects of India, Persia, Arabia and Europe were called in for consultation. The interior plans are credited to an Italian architect. It took 20,000 men seventeen years to build it. The outer walls and entrance gates are of the same kind of stone as our Lake Superior sandstone and the outer walls look like my front porch at home. The central building is largely marble construction, with crystal and jade from China, turquoise from Thibet, sapphires and lapis-lazuli from Ceylon and onyx from Persia. To describe it would take too much space in the Tradesman.

As an example of building, the Agra Fort of Red sandstone is the largest group of connected buildings in the world. The outer wall is forty feet high and a mile and a half in circumference. The different gates or entrances are red sandstone, with towers three stories high. In this enclosure, to give you hastily some idea of its immensity, is the Pearl Mosque, 234 x 187 feet, in sandstone and marble, three stories; the Hall of Public Audience, 192 x 62 feet; Imperial Balcony; the Gem Mosque; the Fish Palace; the Throne Palace; the King's bath, decorated with marble mosaics; a duplicate of this for the queen with a marble trough for the water two feet wide in different colors and five other elaborate buildings, all with fine carvings. The windows are marble three inches thick drilled out, looking like the finest lace work on a lady's dress.

Delhi has another building called the "Palce" of equally elaborate construction. It is impossible to conceive, even after seeing our late American constructed buildings, anything like this, either in magnitude, detail of construction or artistic finish. It has done some of our passengers good in that they thought America led the world to find away up here in central India, erected about the time our Pilgrim fathers landed at Plymouth Rock, buildings as far ahead of us in magnitude as compared with the Capitol at Washington and my home.

The country through which we passed looked much like some of our Western states in a dry winter before the snow comes and, as I stated before, I am greatly surprised at the number of cattle and goats. The whole of the day's ride we could see cattle in every direction. We also saw on the mountain side some wild deer, several monkeys, two or three large wild baboons, some fox and many wild turkeys.

The small merchants bring their goods to the wharf, to the railroad stations and to the hotel corridors whenever our party arrives. They are the most wonderful salesmen I have ever met. If John Hutchins could get one of them to talk at some of his salesmanship committee meetings the members could, I am sure, sell winter overcoats in August as easily as they could in December. These fellows apparently do not take much interest in a sale until the customer says "no." They then get to work and they are artists in their line. I have seen ladies say "no" with such emphasis that were I the salesman I would think no use trying to sell her and yet I have time and time again seen them change their minds and buy something they thought they did not want, owing to the ability of the salesman. I have seen men with two or three strings of beads swear they would not buy another, only to have one of these merchants come up, dangle some really

good looking beads before them, start in with "Master want string real amber, only \$20." "No, I don't want it." "What you give?" "No, go away." "Master, cheap, sell for good luck, look fine, two strings for \$20." "No." "What you give?" At last the climax is reached and you say to get rid of him three strings for \$10 and quickly the salesman says, "Take them." It is an art and they have it down fine. If not cutting the price, they show a dozen dress patterns, scarfs, shawls, etc. The ladies ask the price and the artist gets to work. "Too dear? No, fine material." "Don't like blue." He dives into his pack and out comes yellows, reds, purples. Lady says "No." "Oh, lady look at this scarf, very cheap;" and before the lady has really made up her mind he has made a sale at his asking price.

As I write this at 1 o'clock noon Monday it is Monday Midnight in Grand Rapids, as your time is twelve hours ahead of Bombay time.

One cannot spend any time in India without hearing about Ghandi, but as our metropolitan papers refer to him quite frequently, you may like to know who and what he is. As concisely as possible I will attempt to tell you.

Born in India, his father was chief minister of the native state of Porbander. Educated in a British college in India, later in England, where he studied law and was admitted to the bar. He became interested in Tolstoi's writings. He was in the English ambulance service in the Boer war, after which opportunity came to him as a lawyer in Africa to make several legal fights to permit Hindu immigrants to own property. He came back to India a hero in the eyes of his people. At first he was inclined to be conciliatory holding conferences with the British, but gradually his fanatical temperament began to have full sway.

Now he is anti-English and professes bitter antipathy to everything that has to do with England in any form. His own paper is printed in English and yet less than four per cent. of his followers can read English. At the same time he professes to speak for the whole of India, as though it were unified in language, intelligence and capacity. He is against improvements, believing that with primitive homespun clothing and methods of past ages India would be happier, especially if delivered from the influence of England and all foreigners.

In his non-co-operative movement he seeks to enlist all the people of India in the effort to paralyze British commerce and industry, notwithstanding Russia's fiasco along somewhat similar lines. He aims to abolish railroads, irrigation systems, manufacturing plants, doctors, law courts and all machinery of modern civilization in India, so the whole country may revert to the most primitive conditions. Our trouble in the Philippines seems largely the result of our educating the natives. So here the Hindus with 12,000 graduates from Italian and English colleges every year, with not enough clients for their professions and not enough government positions for all of them—law, journalism and even medicine are all hopelessly overcrowded—many of them turn against the government in their discontent at not being able to achieve prominence. The same spirit has produced the troubles in the Dakotas through disgruntled politicians who do not care who they destroy if they can only get ahead themselves.

From what information as we could get from conversation with English residents and with some of our Mohammedan guides, we concluded that India is in an extremely nervous situation. When England concedes a point Ghandi and his followers assume it is an exhibition of weakness. If they use harsh methods they are denounced



as slave drivers. No one can tell when rebellion may flare up and drench the country with blood. This is the pessimistic view. The other side is that there is little love between the Hindus, the Mohammedans and the Sikhs. Each might be willing for a change, if they could rule, but neither is willing the other should be in power. This is regarded by some as the saving situation. Unless some leader finds some way to mix oil and water which these three represent, it is doubtful if a successful uprising can take place, but even an unsuccessful one would be horrible.

Then the well-to-do native business man of whatever nationality has all to lose and nothing to gain by any change from English rule and their influence is great. Just where the present Maharajas of the different independent Indian states who receive salaries from the government, as well as having large properties of their own, would stand is a problem. In all past history they have been loyal to the English government, but who can tell what they may do in case of trouble. Not knowing, but simply as a business proposition they would probably remain loyal unless they found England not strong enough to control the situation. Then they might think of their grandeur in times past, where their own wishes were law in their own territory, and fail England in her hour of need.

I feel it behooves English speaking nations to stand together, for a disaster to one in these foreign countries is a disaster to all. C. C. Follmer.

#### How Ice Cream Soda Came To Be Discovered.

Great trees from little acorns grow; big things flourish from little things; vast fortunes result from the little ideas of little men. Soaps and sweets are two commodities requiring little investment and their makers have accumulated millions of dollars. All the beauties of soaps are not in their bubbles, nor are the sweets of candies all in their tastes. Who can remember the time when there were no ice cream sodas?

Ice cream was an invention, just like the telegraph, the telephone, and the phonograph. The "sweet" may not have made as much money as either of the other inventions, but it has made enough. Other inventors have received a lot of the money made by their inventions; but the majority of inventors have starvation for their portion. The originators of ice cream soda weren't sent to the graveyard of genius. One at least rose to be a well known restaurateur, but the fruits of his tribute to the taste of the army of the Sweet Tooth never contributed a cent to his success.

John Robertson was the caterer who discovered ice cream soda. John as a boy, on the lower West Side, sold the News after school hours, although his father never knew it, and made so much money that he didn't dare take it home, so he spent his proceeds in sweets. He and other boys, among whom he remembers Francis Dietz, whose father was a fashionable tailor on Canal street, near Hudson, used to frequent Kline's confectionery shop on the same broad street, between Hudson and Varick.

"We were very fond of cold after dinner coffee with sweet cream in it," said Mr. Robertson, speaking of the old days, "and then we got to putting ice cream in the coffee and found it

I suggested that we try plain soda very fine to the taste. Then one day water and ice cream, which we found even more appealing. We used to get the soda served to us in a sixteen ounce glass and the ice cream served on the side. We would drop the ice cream in the soda water, then sprinkle cinnamon on top and stick in any fruit in season. We would vary the soda water with ginger ale. I think we liked the ginger ale better, but would drink either or both until illness laid us out.

"Old man Kline was very curious as to what made us sick and investigated. Then he talked to us and told us that we drank too much. He told us that he would do the mixing and save us the trouble in the future. And he did.

He had a boy behind his ice cream counter when he started and within three months he had four clerks.

"How the fame of that ice cream soda did spread! They used to go away down to Canal street from far uptown, and then I guess somebody discovered that there wasn't any patent on it, and ice cream soda water stands began to flourish all over town, but not before Kline made a fortune on our invention."—New York Evening Post.

#### Which Side Is Right?

Quite a little interest has sprung up again in retail circles in the question whether charge purchases made on the last two or three days of any month should be billed on the first of the following month or of the month next following. On one side it is argued

that billing on the first of the following month is tantamount to making the transaction one of cash, rather than credit, and creates an impression in the mind of the customer that the store is in a hurry for its money. It is contended further that bills rendered almost as soon as the merchandise is sold are rarely paid within thirty days, which makes it necessary to bill twice for them. On the other side of the question the point is made that prompt rendering of bills is perfectly legitimate business, and keeps customers impressed with the terms on which the goods are sold. This, it is argued, tends to prevent them from becoming "slow."

No boom lasts forever, not even a building boom.

## Michigan and Her Railroads

Since 1920, when the Government returned Railroad operation to private enterprise, service in Michigan has become yearly more dependable—more nearly adequate.

That Service is today the best Michigan has ever enjoyed.

As a result there has come into being between the State's 24 steam Railroads and the public they serve, a spirit of pride and mutual good will.

Geographical isolation has made railroad service a local more than a national problem in both Peninsulas of Michigan. Within the enveloping barriers established by our Great Lakes, Michigan and her Railroads can prosper only by prospering together. State and carriers become thus members of a close community of interest.

Michigan Railroads realize this fact and make it fundamental in all details of management and operation.

The public can also recognize this situation by neighborly cooperation and by insisting that the roads be repaid by receiving, in national and state supervision, the same square deal.

We invite from you any suggestion of more ways in which we can consistently better our service.

### Michigan Railroad Association

508 Railway Exchange Bldg., Detroit, Mich.

(8-27)







**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.

#### Return of Blue Serge Suits?

Blue serge suits are being featured in window displays and otherwise by some of the leading men's wear stores here, and at least one of them, according to its salesmanager, has done fairly well with them. While the featuring of the blue suits at this time, with the Decoration Day holiday ahead, is a custom more or less generally observed by the men's wear stores, the consumer reaction to them is being studied with interest. One opinion expressed yesterday was that serges have been "out" for so long now that it is time for them to be coming back despite the stock arguments against them. It is argued that even a casual walk along the leading streets here will prove that the blue serge suit is still being worn and, furthermore, that there are more wearers than has been the case. One advantage of the serge suit, it is pointed out, is that it is a staple and can be produced, within the evident price limits set by consumers, at a normal profit to both manufacturing clothier and the mills producing the cloth.

#### Colorful Fall Embroideries.

Color and novelty of pattern are the dominating influences in the Fall embroideries now being shown to cutters here. Both importers and domestic makers expect that the Fall will see more lavish use of embroideries, particularly for dresses. In a leading line of imported embroideries seen here yesterday there was a great variation of patterns. Spanish and Indian designs, those of the Ukrainian peasant type, Jacobean patterns, embroideries de Jouy and those taking their inspiration from Gobelin tapestries stood out prominently. Metallic thread patterns are strongly featured. A good portion of the line was devoted to embroideries on satin-faced materials. In laces the gold and silver merchandise is expected again to lead. A novelty in laces that is expected to take well is the margot panel effect. A net called "Spanish vogue," a fabric of a small filet weave produced in dark or high ombre colors is stressed in this line as a novelty. It will serve as a base for metallic embroideries.

#### Ringtail Cat Selling Well.

Steady broadening demand, though slow, is the feature of the local market for raw furs these days. Interest is shown in practically all articles, but

one of the most active sellers at the moment is ringtail cat. These skins, which are of good size, are dyed to simulate kolinsky and used as trimmings. The supply now available here is said not to be very large, and instances were told of yesterday in which substantial advances in them have been made recently. Raccoon, American and Australian opossum and skunk were placed among the furs for which enquiry is received. Some mink also is asked for. Skunk is being placed by buyers for both home consumption and export, but quotations are said to be too high for foreign business. In the cheap furs there has been some enquiry for house cat.

#### Large Stone Bracelets in Favor.

The active sale of wide, flexible bracelets set with large semi-precious stones is one of the newest developments in the local jewelry trade, which, on the whole, is not very busy. The vogue for the new bracelets is based on that for slave bracelets at Palm Beach last winter, and it is expected to increase rapidly as they "catch on" in other parts of the country. They are made with wide links, showing filigree work in gold and set with quite large gems of the semi-precious variety. Aquamarines are much used for the purpose, and quite wide usage of black onyx also is seen. While some of the more extreme of the new bracelets run up to an inch in width, half an inch is said to be a good average width for them.

#### Novelty Shirts Hold Interest.

Retailers are taking more kindly to men's shirts of novel patterns. They are said to be finding that the strongly defined trend in this direction lately has stimulated their sales. Collar-attached shirts, with both broad and narrow stripes, lead in the merchandise selling for immediate delivery. Solid color and white shirts, however, continue in strong favor, the Oxford type in the latter being a volume seller for Summer wear. Orders for Fall are somewhat slow in coming in, but with the novelty trend dominant the changes in patterns themselves are looked upon as a force for a larger volume of business later.

#### Sports Wear Starting Well.

A fairly good initial consumer response to the new Summer and Sports wear women's garments is being had by retailers, according to reports in the wholesale trade. Some of the larger retailers here started this season last Monday, but in many cases elsewhere last Saturday was the real starting date. Salesmen back from the road say the stores were jammed over the week-end, with sports wear figur-

ing most prominently in the purchasing. Flannel garments of all types led in this class of goods. The outlook over the next few weeks, weather permitting, is held to be favorable to one of the best sports wear seasons in some time.

#### Men's Wear Marking Time.

For the time being, the men's wear mills have about reached the ebb of buying for Fall piece goods. Little is said to have been done in the way of new business by selling agents here during the past week. The outlook for further Fall buying is problematical, some selling agents, however, holding that manufacturing clothiers are underbought. General indications seem to point to a quiet time between now and the opening of the Spring lines. The showing of the latter will probably be delayed, as the trade has learned thoroughly that there is no advantage in opening when buyers are not prepared to operate.

#### Fabric Gloves For Fall.

While the Spring business in women's cotton or so-called fabric gloves was not of the best, wholesalers look for the Fall to tell a different story. One of the leading sellers, during the past six weeks in which men were on the road with the new lines, booked a business comparing well with that of last year at this time. The buying of the staples, however, is backward, the main interest being in the fancies, particularly those with the short cuff and retailing up to \$1.50. The favored shades are fawn, oak, covert, gray and mode.

#### Seven Mistakes—

Supposing the public does not appreciate perfection.  
Thinking the help does not respond to fair treatment.  
Expecting fancy wrappers to atone for poor merchandise.  
Waiting for business to turn up.  
Delaying improvements until our competitors compel them.  
Hoping for increased business without deserving it.  
Considering any moral issue insignificant.

### The Newest Materials

*The materials which are used in making Corl - Knott hats reflect the newest modes, and meet exacting standards of quality.*

**Corl-Knott Company**  
Grand Rapids

## RIBBONS

The demand for "Novelty Ribbons" is very big. We have a good assortment of all kinds in several grades. Loop or Picot Edge, Two Tones, Grosgrains, Plain or Fancies in all the season's shapes.

Staples in the "Louise Brand" Satin Taffetas.

Exceptional Values in Plain Taffeta and Moire Ribbons, in the wider widths.

## PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Michigan

## NOTIONS

Perhaps your notion department needs a few timely suggestions. We are in position to give you the staples as well as the novelty items for which there is a ready sale and big demand. You can largely increase your profit by putting in some of the newest items mentioned below.

Crystal and fancy trimming Buttons  
Organdy, Georgette & Lace Ruffling  
Fancy Collar & Cuff Sets  
"Jewel" Stamped Goods Assortment  
"Wilsnap" Lingerie Clasps  
Perforated Belts  
Fancy Bob Combs

Plain & Fancy Rick Racks and Bias Tapes.  
Daisy Trimming  
Ecru Val Laces  
Child's Socklet Garters  
Bathing Caps  
Fancy Ribbons

"Under the Arm" Bags

Our salesmen will be pleased to show you samples or send us your mail orders which will have our prompt attention.

**Grand Rapids Dry Goods Co.**

IN 1924 DEPEND ON US



### Unfairness of the Persecution of Chiropractors.

Glen Lake, May 26—My recent article on the seeming persecution of chiropractors seems to have awakened much interest among this particular class of practitioners, judging from the number of letters received touching on that subject.

From among the number I have selected one from Boyne City, which is very much to the point, and which I reproduce in part:

"I note with much interest your article in the Michigan Tradesman of May 7. This interest, I must confess, is of a more or less personal nature, as I am a chiropractor under arrest and out on bond, expecting to have my trial in about two weeks.

"The worst thing they have on me is that competition is too strong. I gave over 600 adjustments last month, two-thirds of them without pay. One patient had spent his life's savings (without help) for medical treatment. I have been taking care of him and slowly, but surely, the patient has been gaining for the past two months. I have not received or asked one penny for my work.

"I have a little girl patient, about 13, who has not walked in three years and was unable to life her shoulders from the bed two months ago.

"Imagine, if you can, the satisfaction of seeing her sit up and straighten her bedding to-day. She had practically no use of her lower limbs. To-day she can swing one of them in any direction, and has gained about 20 per cent. control of the other. This case is the only one I hate to leave when I go to jail. If I could make her walk first I would gladly accept double punishment.

"It seems to me that the medical law makes a monopoly of the healing science. Their definition of 'medicine' covers everything that has been done, or can be done to relieve the sick.

"Of course we are glad to see such a publication as the Michigan Tradesman take up the question of our oppression and persecution. If other editors and writers would do the same thing our fight would be over in a short time. Too many editors, like politicians, tell us 'it will be dry weather if it does not rain,' but further than this make no positive statement.

"A short time ago you paid our city a visit and I sat at the next table for dinner. I could not help taking note of your remarks, to your party, of current abuses. I wanted to get your ear at that time that I might present our problem for your consideration, but being under arrest and about to be branded a criminal because I have enough backbone to fight for our professional rights, I hesitated at introducing myself.

"I am glad there is another line in our National anthem:

The land of the free

And the home of the brave  
and I will try and qualify under the latter if I have not already done so.

"When a man of my age presents his hopes and personal feelings to a stranger as he would to a parent in his childhood, it must be because of the confidence his writings have inspired."

Many who recollect the visit of Dr. Lorenz, the celebrated Vienna specialist, to this country several years ago, know that he performed most miraculous cures by simple adjustments, the case of Lolita Armour being one in point.

Miss Armour had been a cripple from birth, caused by the dislocation of a hip joint at the time she was born. Naturally the parents had given her the benefit of the best medical treatment in the country, but absolutely without relief. Dr. Lorenz demonstrated that bloodless surgery was all he claimed for it, when after one simple treatment he removed the cause

of the complaint, completely exterminating the trouble.

When the doctor attempted to perform such operations at Detroit, he was threatened with prosecution and left the State very much disgusted.

It certainly does look very much as though professional jealousy is at the bottom of the crusade being waged against the chiropractors, and while martyrdom seems like a waste of energy, one cannot help admiring the resignation with which these practitioners meet the problem.

As before suggested the "regulars"—as they admit themselves to be—owe it to themselves to call off the hounds from the chase, and allow the decision to rest on the merits of each particular case, and not upon laws' technicalities.

Those legionnaires who are now berating our sound-minded President because he would not fall for the petty policies of vote "buyers," ought, when they talk of defeating him on account of the position he has just taken on the bonus proposition, to remember the fate of an ex-commander of their organization who two years ago forced the order into politics, and made the most extravagant anti-election claims, which were hardly borne out at the primaries, when it was discovered he was in the "also ran" class.

President Coolidge is much bigger than any of his critics, and his veto message was one of the strongest state papers ever offered to Congress. He well says that our Nation is in no position to stand this immense drain upon its finances, and also hits the bulls eye when he suggests that this proposed evil on the treasury is infinitesimal in comparison with what will be demanded of Uncle Sam in future years.

The three hundred millions required to-day to pay yearly pensions to survivors of the civil war, fought sixty years ago, will be but a drop in the bucket in comparison with what will be demanded during the next sixty years; and all for political effect. Nearly every individual now living will be taxed to the limit of endurance for the remainder of their natural life, to pay interest only, and posterity will feel an even greater sting, as a legacy from the Congress of to-day.

The President plainly demonstrates that already two billions of dollars have been spent by the National Government for the relief of veterans of the kaiser's war, not to mention the hundreds of millions appropriated by the individual states.

President Coolidge's veto will add to his political strength not only at the hands of an already overburdened public, but by a host of "over seas" men, who object to the bread line as a reward for patriotism.

Whether women have bobbed hair or not is a question which is exciting much interest with both sexes, such as have an abundant crown of one's own or no hair at all.

It is said that in some cases women have been threatened with discharge from their positions if they succumbed to the dictates of fashion, which is reminiscent of the ancient days—in the much talked of case of Sampson and Delilah.

A few years ago these same people, or others possessed of the same range of vision were criticizing women and girls for wearing too much hair, and for creating attention by building up pampadours with rolls and puffs and "rats" and various other deceptive devices.

Again, a few years ago, when women were sweeping up the dust from the street with excessively long skirts, they were spoken of as quite likely candidates for some disastrous germ disease, but all the same when knickerbockers came along, the sobbing society held a special session and blue penciled them.

Corsets were taboo, but now a female without them is considered as immodest.

Perhaps women are what is termed "slaves of fashion" and should to a greater extent act on their own personal judgment, but when the facts are boiled down and analyzed, there has been a marked advance in the merit of their fashions, and they can well afford to scorn the criticism of the "would be but can't," and dress and act according to their individual tastes.

They seem to prove attractive to the most of us. Frank S. Verbeck.

### Eggs Packed Too Carelessly.

Advocating that more protection be given eggs in transit by shippers, E. J. Lawless, Jr., of the Bureau of Markets, Pennsylvania Department of Agriculture, stated that fully half the shipments are made in old dilapidated cases that afford insufficient insurance against breakage. He declared more care should be taken to pack the eggs securely when they are to be shipped by express or parcel post. On a recent inspection trip, Lawless traveled in a railroad car devoted to egg and poultry shipments. He examined the

egg cases and found, among other evidences of carelessness, that top layers of eggs were exposed because part of the wooden case was broken off; that excelsior pads were not used in all cases, and that in some instances the pads were reduced in thickness, showing that material had been removed to make it go further; that some cases had badly warped sides and tops and that cases with straight sides and straight tops were not generally used. He also learned, on the same inspection, that the parcel post shipments, in particular, were carelessly packed. He found the fragile eggs entrusted to the mails in cardboard boxes, tin boxes, home-made carriers and the regulation egg cases. Some of them, he said, were tied together with old rope. Lawless recommended the use of substantial cases, well-nailed and wired, with good fillers, pads and flats, for safe shipment of eggs.

If the laborer is worthy of his hire, pay him; pay him cheerfully; pay him promptly. If he is not, fire him; fire him cheerfully; fire him promptly.

## 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.

Lansing, Michigan

PAYING 30% DIVIDENDS

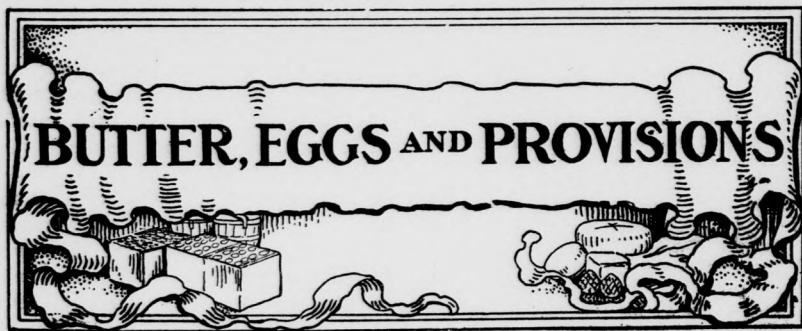
Write

L. H. BAKER, Secy-Treas.

P. O. Box 549

LANSING, MICH.





### Has the Egg Industry Anything To Advertise?

Let me make a plain statement of what I firmly believe to be the truth about the egg business in its relation to advertising. What I shall have to say is prompted by certain remarks which are to be found quoted in a recent issue of one of our trade publications.

The remarks in question were made in a review of the spring conventions. At most of these conventions standardization, grading, advertising, co-operative marketing and increased production were among the topics of interest discussed.

One sentence, which rather took me by surprise, was this: "Advertising tried to show its head, but was unceremoniously knocked out as a live topic until the industry had something to advertise."

I confess that if the above assertion is true—namely, that our industry has nothing to advertise at the present time—then many of us have been laboring under a sad misconception as to just what kind of business we have been engaged in for the past several years.

If we are going to analyze the "advertisability" of our goods, as I think we should after reading such a comment in a publication which depends upon advertising for its very existence, I believe we should begin at the bottom and work up carefully and in sequence.

What are advertisable goods?

Anything, I take it, that is not injurious, that is not misrepresented, that lives up to the claims made for it, that is sold strictly upon its merits, that is consistent with public welfare and public policy is advertisable.

Products do not have to be of the highest quality to be advertisable. The thing to be avoided in advertising such products is claiming that they are of the highest quality when they are not. I am speaking now of merchandising of all sorts; of advertising as applied in its most general sense.

Selling an article for what it is worth and advertising it without misrepresenting it are as legitimate as any transaction can be. When the assertion is made—as it was at one of the spring conventions—that standardization will have to be an established fact before the advertising of eggs can be profitable, or is justified, then I firmly believe that amongst such advocates there is an extreme lack of appreciation as to just what our merchandising problem really is.

The principle of proper grading, or standardization of quality, in the egg industry is absolutely right, and the industry is to be congratulated that

back of this movement, co-operating with the Government, are men of high ideals and fine determination. Ahead of them, however, is considerable of a fight, and probably a long one.

Admitting positively that the movement is right; that standardization must eventually come, and the sooner the better, nevertheless, what is our industry to do meanwhile? Shall it deprive itself of the use of the recognized selling force known as advertising until the desired goal of standardized grades has been universally adopted? I cannot feel that it should be so.

What is there in advertising, however, that the advocates of standardization fear and that causes them to oppose it? Is it the object of this great movement that eggs shall go direct from producer to consumer? If such is the case, then I can see why they should take the stand that as yet there is "nothing to advertise."

Eggs do not go direct from the producer or the carlot packer to the consumer. The law of the state of Illinois specifically states that every egg before being offered to the consumer must be candled. Advertising to the consuming public simply stimulates consumption. The increased demand is taken care of by the grocer or the chain store that caters to the retail trade.

His product is candled, graded and cartoned or standardized just as much to-day as it is liable to be in five years from now. Then, why all this argument about the necessity of eggs being standardized in the country before the public should be urged to use more of them?

As a well-known political leader once said, it is a condition that confronts us, not a theory. Dealing with actual conditions is one thing. The struggle toward better conditions must go on, but in the meantime those actual present conditions have to be met. The condition in the egg business right now is that:

The egg industry has passed through three years of continuous heavy loss, this year's loss estimated to be in excess of fifteen million dollars. These losses have impaired credits, restricted purchasing power and consequently reduced storing ability. Is it not about time to call a halt, review ourselves in the looking glass and at least adjust conditions to a sound business basis? There is no denying that these facts continue to stare us in the face, that the producer is dissatisfied with his selling outlet of late, resulting in the co-operative marketing movement.

The consumer is dissatisfied at being given a moonshine egg in the wintertime and a 29-day-old egg in the

## 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

New Flavor

## ROYAL SALAD DRESSING

*The Mayonnaise of Quality*

Three Sizes

3½ oz.

8 oz.

11 oz.

—\*—\*—

**Judson Grocer Company**  
DISTRIBUTORS

GRAND RAPIDS, MICH.



summer for fresh and at fresh prices. All that the housewife wants is to be given 12 good eggs in each dozen of the quality represented. She resents paying the price for fresh eggs and having something that is not fresh palmed off on her. These latter conditions are, however, more a temporary state of affairs, resulting from the heavy losses staring holders in the face during the past six months than a universal custom, but the industry must rid itself of such practices at once.

Of more importance: We are going to have a heavier production this year than can be easily disposed of. The chances are that we shall probably have a still heavier production next year, and yet, in the face of this situation, Government figures go to show that the increase in our consuming population is nowhere near on a par with the increased production percentage. This is no theory; it is a fact.

In other words, eggs are multiplying more rapidly than our present nation ability to use them, unless the consuming public is persuaded that they should eat more eggs than they have been in the habit of doing. Only 10 per cent. of the eggs produced go into storage. The remaining 90 per cent. have to be disposed of, and it is with this 90 per cent. that advertising can accomplish the most good. The ten million cases that are stored will take care of themselves, if the ninety million cases that are to be sold while fresh are furnished an outlet. All of this means that extra selling effort must be put behind the eggs that are produced this year, or the industry will face a serious state of affairs.

If extra selling effort is required, then advertising is fully justified; because advertising is nothing more or less than one "sure fire" form of selling. That more eggs will be sold at a profit if the people are furnished them at reasonable prices while fresh and at their best goes without saying. I do not believe anyone will have the temerity to claim that good advertising will not increase the consumption of eggs. There are plenty of those in the industry who know positively from past experience that it will.

Now, there are two things we may do—two ways we may go. We may stand and watch the stream of eggs pouring into our markets; we may observe the piles of cases as they steadily increase in our storage houses, and still do nothing because the eggs have not all been properly graded as to quality, size, cleanliness and packing at the producing point, and permit our business to become more demoralized, simply because no one has thought it necessary to create a demand sufficient to absorb our ever-increasing supply.

Or, we may take the problem by the throat, sell the eggs for what they are worth, on their merits, without misrepresentation, and at the same time keep on working to bring about standardization which will prove beneficial for everyone of us. Now, what shall we do? Which way shall we do? Which way shall we go?

If advertising eggs as we find them to-day were contrary to the public good, then I would be as firmly against it as anyone else. But it cannot be

said that eggs, a strictly natural product, fresh and fine when laid, with whose manufacturing mankind has nothing whatever to do, are any worse to-day than they were a year or ten years, or a generation ago, during all of which time they have been accepted and used as the best of food.

Shall we mark time while waiting for a better quality to come on the market, or shall we fight for more business, make all the money we can legitimately this year and next, with the goods as we find them, and as we are compelled to handle them?

Common sense gives favorable answer to the latter, surely. Consumer advertising, to be effective and profitable, does not need to wait upon standardization at producing points, because the present lack of recognized grading rules does not mean that our goods are any less worthy of being sold and used than they ever were.

All that we need to be interested in so far as immediate advertising is concerned is that eggs are good to eat, that they are wholesome, that there is an endless variety of ways in which they may be prepared for the table, that more of them should be eaten by men, women and children.

These things have always been true. They are true to-day. They are worth telling in advertising. They represent our copy material. There is nothing misleading in them. They constitute truthful advertising.

And to sell them to the public conscientiously we do not have to wait until uniform grades are established and accepted everywhere. Please get my point; we must work for such rules, but we cannot wait for them. Let uniform grading come as soon as it may.

Standardization would not have come in years if it had not been forced by co-operative marketing associations. Just so is advertising going to be a forced necessity to provide an outlet for enormously increased production. If our present wholesalers are not foresighted enough to avail themselves



ORIGINAL-GENUINE

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

## M. J. DARK & SONS

GRAND RAPIDS, MICH.

*Receivers and Shippers of All*

## Seasonable Fruits and Vegetables

### Sell HARD CANDY In Summer

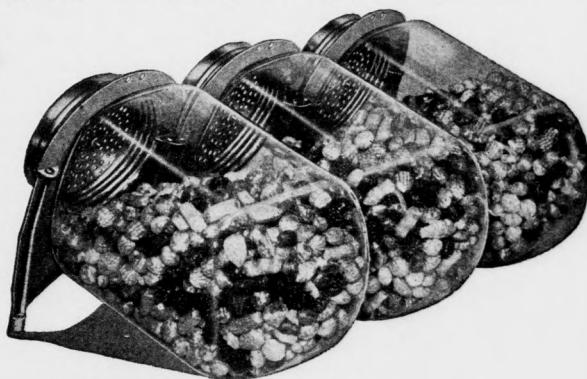
#### OUR SPECIAL ARIDOR JAR OFFER

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.

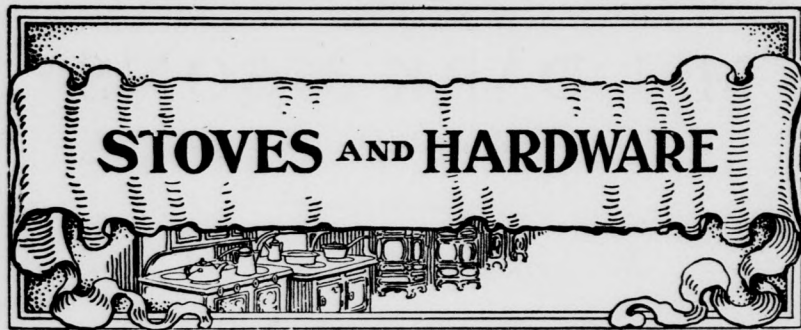
Jobbers of Farm Produce

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 the Hardware Dealer in June.

Written for the Tradesman.

It is always sound policy to push the seasonable goods at the very beginning of their season. This applies to "hot weather lines" which can now be regarded as once more seasonable.

There was perhaps a time when it was fairly safe to carry over a large portion of the hardware stock from season to season, and when the risk of depreciation was far less than in other lines of trade. But so many lines now handled by the hardware dealer are novelties, which may become unsaleable or saleable only at sacrifice after a single season, that it is exceedingly desirable to put a lot of punch in your selling methods in so far as they relate to strictly seasonable goods.

After all, you make your money, not on the goods you stock, but on the goods you sell. The more frequent your turnover, the bigger and better your profits. And while in some lines that he carries over from one year to another the hardware dealer may run no particular risk of actual loss, he is losing the profits on the sales he might make and the interest on the money he has tied up. The shrewd hardware dealer aims to keep his capital constantly at work, and to turn over his investment as frequently as possible.

So, start to push the seasonable goods as early as possible. Push them hard. Use every opportunity, in the windows and inside the store, to display them. Use aggressive selling methods all along the line. Encourage the salespeople to call the attention of their customers personally to these seasonable goods.

And start early. Don't wait until the season is half over to launch your big drive. Start a little ahead of the season, if you can. By so doing, you will get the inside track on your less aggressive competitor, and stimulate your sales of seasonable goods at the one time when such sales will command the biggest profits. In the month of June there are many lines that should be in brisk demand. Refrigerators, ice cream freezers, lawn seats, garden hose, lawn mowers, hammocks and porch furniture are all seasonable.

But to sell these lines, to get the results you want, you must push them aggressively. There is undoubtedly a certain seasonable demand that comes, unasked, to every hardware dealer; but for big results this seasonable demand

must be stimulated. You must utilize every agency at your command—circular and newspaper advertising, window and interior display, personal suggestion. All these agencies help to interest the customer in your seasonable lines.

Try, in displaying your hot weather goods, to make your window arrangements just a little more appealing and attractive than you made them last year. You remember the displays you put on a year ago. Isn't there some little item you can add to enhance the effectiveness of the display?

I am not urging elaborate effects, the production of which calls for a large expenditure of time and labor, and sometimes a considerable money outlay. But quite often little added touches can be given a display that will double its effectiveness.

Thus, it is an easy matter to display lawn mowers, lawn seats and similar lines by arranging them neatly in the window with an attractive background. One ingenious dealer, however, added to his display of goods a few squares of sod, a granite ware dish, a handful of shells, a little sand, and a pail or two of water; and added at least 100 per cent. to the effectiveness of the display.

He carpeted the window with sod. Out of the granite ware dish he contrived a small pool in the center, with sand and shells. Around this pool he arranged lawn seats and tables. A lawn mower with a grass catcher half filled with newly cut grass stood nearby. There was an ice cream freezer on one table, and a dish of imitation ice cream—plaster of paris did the trick. The labor of putting together that display was no killing job; yet it was talked about by everyone, and attracted a lot of attention.

Such little realistic touches lend any display. Such an effect halts the color and suggestiveness to the ordinariness in spite of himself. He looks at the novel display, grasps the idea instantly, and inevitably lingers to examine the goods. Whether he goes into the store or not depends on his requirements at the moment; whether he buys or not depends on the salesmanship used after he gets inside the store. But such a display starts a man who needs any of the lines shown on a fair way toward buying them—in that store.

It is important to remember, however, that it is not sufficient for a display to attract attention. It must relate to the goods you have to sell. If I put in my display window a miniature chicken run with a mother hen and a dozen newly hatched chicks, a lot of people will stop to look at that display. But the display doesn't sell

## 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

210 IONIA AVE., NW.

## Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICH.

Exclusive Jobbers of Shelf Hardware,  
 Sporting Goods and  
 FISHING TACKLE

### THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

All kinds of Glass for Building Purposes

501-511 IONIA AVE., S. W.

GRAND RAPIDS, MICHIGAN



Kept awake by rattling 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  
 City. 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



goods; it merely attracts notice. Suppose, however, I add to my chicken run and my chicks, a display of baby chick feed, poultry panacea, oyster shell, grit and the like, with show cards telling about the goods and price cards explaining what they cost—then my chicks attract attention to some practical end. Some people who stop to look at the chicks remain to buy the goods.

So, when you devise a novel window trim, be sure that it leads on to the goods you're selling, and does it in a clear, logical, convincing fashion.

An important item of the June business is the wedding gift trade. By the end of May the hardware dealer should be making his first display of gift lines. The growing demand for practical gifts, as distinguished from the purely ornamental, gives the hardware dealer a decided advantage in catering to this line of trade. For the gift lines he handles are, for the most part, goods without which no home is completely equipped. From the egg flopper clear up to the kitchen range and the electric washing machine, everything the hardware dealer offers for the June bride is useful and practical.

In your June advertising of gift lines, drive this fact home—that your stock includes the widest possible range of wedding gifts. Also, see in advance that your salespeople familiarize themselves with the gift lines you handle, so that they can make intelligent suggestions to the intending purchaser.

Sporting goods will continue in good demand pretty well throughout the month. Boating, canoeing, tennis and croquet will be in full swing; there will be some call for baseball and other accessories; and the summer exodus will be under way. Fishing tackle is also in good demand, and lends itself readily to attractive displays. Camping out and picnic parties are frequent, and it pays to cater to these. The great difficulty in June, indeed, is to determine what lines to disregard, out of the many lines which really ought to be given display space.

For a while yet the spring paint campaign must not be permitted to relax. Keep after your prospects, until you land them or until there is no further chance of landing them.

Toward the middle or end of June, depending upon the weather, there is an inevitable tendency to relax. As midsummer grows less keen, buying slackens; and so does selling effort. But the wise hardware dealer resists the tendency to let go. It is fatal to good business. Keep yourself and your salespeople right up to the mark; and you will find that it makes a considerable difference in the results secured.

This doesn't mean that the natural call for good summer holiday should be disregarded. Every merchant needs a holiday; and so does every salesman. See that all hands get that holiday. But until the time for holidaying comes, keep going with every bit of vim and energy that's in you.

Victor Lauriston.

All the wisdom of all the ages boiled down to benefit husbands consists in two words: Pet her.

### Treat Bad Weather Like Spell of Sickness.

Onaway, May 26—It you have a spark of forgiveness in your make-up now is the time to display it and forgive the weather man. This appeal is made directly to the fishermen.

Treat bad weather with the same consideration you would a spell of sickness. They both make us appreciate good weather and good health better. Will Carleton said in one of his poems. "In order to appreciate Heaven well, you first must have a taste of Hell."

Superintendent Benj. Klager, of the Manistee schools, is making a drive to curb the use of profanity in playgrounds and parks. Mr. Klager was Superintendent of the Onaway high schools and whatever he starts he finishes. Moral support from the city dads as well as of others will be forthcoming. Profanity used in moderation is frequently overlooked and tolerated, but when it becomes a fixed habit, vicious and uncalled for, there is nothing more disgusting and it is far from elevating. Opposition? Certainly Mr. Klager will be confronted with it from all sides, but that will only spur him on. No good accomplishments can ever be secured without some sacrifice. Now watch the results and you will find other towns taking up the fight against this evil. Superintendent Klager has started something.

Speed, speed and then more speed is now the order of the day. Will the time ever come when there will be more walking and less riding, more mastication and less gulping? When, oh, when? When artificial remedies fail to act.

The high school put on their second presentation of the Charm School by special request Thursday night. Ordinarily audiences display tolerance and complimentary applause, mingled with a certain amount of sympathy, but in the Charm School play none of the above was necessary. True appreciation and sincere applause went forth to a deserving group of young actors and actresses. There seemed to be no opening for criticism. The parents of the young artists may well be proud of them, for it is a real accomplishment to be able to appear before a critical audience and be free from stage fright. The activities along this line are quite noticeable in many of our sister towns. Let us encourage the young people. Squire Signal.

### Belts Coming Back.

After two seasons in which the beltless dress was the vogue, the trend is now swinging to those having belts, according to manufacturers of the latter here. Part of the change is held to be due to the many novelties which have been brought out. Prominent in these are the wide belts which are being featured by several representative houses. Crushed leather belts of various widths are also being shown. leather colored fabrics. Buckles of These blend readily with the new galalith and pearl are also being shown. Those which in part have leather coverings are said to be meeting with favor.

### The Dishes Were Small.

Helen was at her first party. When refreshments were served, she refused a second helping of ice cream with a polite, "No, thank you," although she looked wistful.

"Do have some more, dear," the hostess urged.

"Mother told me I must say, 'No, thank you,'" the little girl explained, "but I don't believe she knew how small the dishes were going to be."

### COUNTER SALES BOOKS

Size of slip torn out 3 3/8 x 5 1/2 inches to fit Account Registers. 25000 White Originals carbonized back. 25000 Yel. Duplicates. Your business card printed on face of original and published and advertisement on back of duplicate as may be desired, for \$17 f.o.b. our factory. We specialize on Duplicate and Triplicate Books of all kinds. Let us quote you. BATTLE CREEK SALES BOOK CO. R-4 Moon Journal Bldg. Battle Creek, Mich.

### 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.

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No. 95 for Residences  
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No. 75 for Florist Shops

MCCRAY REFRIGERATOR CO.  
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### 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.

## Malted Milk Mixers

Hamilton Beach, White Flash ----- \$23.50  
Gilchrist, New Model (Automatic) ----- \$22.50  
H. B. Model No. 1 ----- \$16.50  
Less 5% cash with order.

P. S. New shipment of Fountains just in.  
Priced right.

## Grand Rapids Store Fixture Co.

Jobbers for Western Michigan





### Part Good Coffee Plays in Hotel Service.

Glen Lake, May 27—In a letter received from C. H. Montgomery, Manager of the Post Tavern, Battle Creek, he states that the new coffee shop and cafeteria proved instantaneous successes, the former serving on an average of 300 per sons per day and the latter to its capacity. The coffee shop is on the first floor, occupying one of the most prominent corners in that city, the cafeteria being in the basement, with entrances from both street and hotel lobby.

The Post Tavern people never let an opportunity escape in adopting renovations which in the end mean "service," and while the hotel is, without doubt, the swellest of any in America, considering the size of the city, and is equipped with a most magnificent dining room, operated at a profit, Mr. Montgomery knows there is a strong inclination toward coffee shops—so coffee shop it is. Unusual as it may seem, the Post Tavern makes a profit on its feeding service, all of which is well deserved.

Mr. and Mrs. C. E. Smith, Cleveland, Ohio, have been spending a week with the writer. Mr. Smith has been in the hotel advertising game for many years and has a personal acquaintance with nearly every hotel man in the Middle West, but he is warm in his expression of admiration for the Park Place Hotel, Traverse City, and its manager, W. O. Holden, whom he claims comes nearer to "delivering the goods" than any one he knows of.

Henry Bohn suggests that every hotel man who caters for auto patronage should make an extended auto tour and that such a tour should be made incognito. When a hotel man comes along, if his identity is known to the manager and employees, he and anybody with him are likely to be treated quite differently from the rank and file of patrons. After the hotel man's visit has come to a close it is well enough to disclose his identity, but not before.

Peter the Great, beloved sovereign, history tells us, dressed as a peasant, went among his people on pedestrian trips, disguised, to learn what his subjects thought of him.

It wouldn't be an idle scheme for hotel managers to try out some similar plans. It is safe to say that some employees would lose a job now and then. Uniform courtesy is not everybody's stock in trade.

There is certainly a tendency among many of the hotels throughout the country to return to the old American plan to a more or less degree. The table d'hôte meal, now a feature of every a la carte menu, evidences this. But in most instances the "old American plan" may well be called the "new American plan." No longer will a hotel guest be entitled to the "whole kitchen and store room" along with the price of the room.

The new American plan means ample for all the requirements of the guest, but not a "gorge." The rooms are not going to bear the burden of losses as in the old days.

The coming in of cheap restaurants like Childs', Thompson's and other

plans operated by Greeks and Italians, which have cut so seriously into the business of the hotel restaurants, can be met only with a system that insures the feeding of travelers who occupy the room.

Hundreds of hotel men did not when they put their hotels on the European plan anticipate the development of these cheap eating places that get the patronage of travelers.

In the large cities the a la carte business adjusts itself, but in the smaller ones there is not enough to go around and this type of hotel should feed all its patrons.

This, however, can only be accomplished by adopting a program of simple meals, which mean economy not only in preparation, but in losses of food left over from a too comprehensive assortment of foods left over.

I have been advertising this for years, and it has been the theme for many talks by prominent hotel men, who know from costly experiences that an elaborate bill of fare means much waste.

Since the death of J. Logan Ballard, who was proprietor of the Grand Hotel, at Mackinac Island, and one of the leading citizens of West Baden and French Lick, Indiana, widely known, the Grand has been operated by the Ballard estate.

Fortunately for the patrons of the Grand, Mr. Ballard had laid down a program for the improvement of his property, and this under the direction of E. J. La Chance, its present manager, for years connected with the institution, has been carried out to the letter. Mrs. Ballard, also, has taken a great interest in these improvements.

As the complimentary guests of the Grand, those in attendance at the next district meeting of the Michigan State Hotel Association will be entertained by the Grand. This will probably occur on July 5, if the present plans of its officers do not miscarry.

It is a matter of exact truth that too many hotels and restaurants serve an abominable cup of coffee. They do not, possible, aim to do so, but their employees do not know how to prepare it.

When I find this to be the case, I usually discover upon investigation that the landlord has provided his chef with a dependable raw product, and the cook has "spoiled the broth" by not giving proper attention to the process of brewing same.

Now that coffee has advanced so much in price, it more than ever behooves the hotel operator to watch this channel of waste. Good coffee is as easy to prepare as "rolling off a log," but the utensils must be clean and the process watched carefully.

Otherwise the guest who requires a mild stimulant, such as coffee supplies, will be disappointed, in his meal, no matter how well cooked is the balance of his meal, and if this disappointment should occur at the breakfast table, he will quite likely "tote" around a grouch for the entire day.

Any reliable wholesale coffee house will supply you with a proper blend of this article, and if you will let them do so, instruct you in the making.

There are also many text books on cooking, which are devoted especially



WHEN IN **KALAMAZOO**  
Stop at the  
**Park-American Hotel**  
Headquarters for all Civic Clubs  
Excellent Cuisine Luxurious Rooms  
ERNEST McLEAN, Mgr.

Turkish Baths

### HOTEL BROWNING

GRAND RAPIDS

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

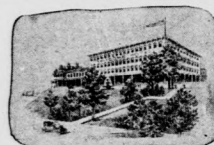
150 Fireproof  
Rooms

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 :: Michigan

### INDIA TIRES

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Expert Advertising  
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GRAND RAPIDS, MICHIGAN

### 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.



### 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.



to hotel and restaurant catering, that will convey to anyone the right "dope" for coffee making.

Don't allow anyone to have an excuse for saying that your coffee is "rotten." If this is a fact in your establishment, give the matter your personal attention and not leave it to an irresponsible kitchen worker.

There is not a shadow of excuse for this evil, and if it were my hotel, I would not allow any excuse for it.

Frank S. Verbeck.

#### Retail Grocers Affiliate With Millers Mutual.

At a meeting of the Executive Board of the Retail Grocers and General Merchants Association, held at Lansing May 27, all the members were present. The Insurance Committee presented the following report, which was unanimously adopted:

Your Committee appointed to investigate and recommend to the Board a mutual insurance company with which this Association might affiliate met in Lansing Friday, May 9, in the office of the State Insurance Commissioner. Present were: Mr. O. H. Bailey, Mr. M. C. Goossen, Mr. Jason Hammond and Paul Gezon.

We received some valuable suggestions and counsel of Mr. Wade, Deputy Insurance Commissioner. He pointed out that all of the mutual companies of Michigan, which were under consideration by this Committee were in a firm position financially.

Mr. Jason Hammond recommended the Grand Rapids Merchants Mutual, but at the same time he said that the Finnish Mutual and the Michigan Millers Mutual had his highest respect and the Association would make no mistake in tying up with any one of the three companies.

We then adjourned to the office of Mr. L. H. Baker, of the Michigan Millers Mutual. Mr. Baker was very favorably impressed with the idea of the affiliation and promised to send to the Secretary the proposition in writing. He pointed out the strength of his company, showing assets of \$2,360,000 and a surplus of nearly one million dollars.

The Committee adjourned to meet in Grand Rapids Thursday, May 15, at the Pantlind Hotel. The entire Committee was present.

A letter from Mr. Baker was read in which he promised to pay the expenses of the Secretary on a trip or trips throughout the State in the interest of both the Association and the insurance company; in addition he will allow 15 per cent. commission on all new business we write up and no commission on renewals; or 10 per cent. on new business and 5 per cent. on future renewals. Expenses of the Secretary would be paid to Lansing for the purpose of learning the business. He pointed out that the company paid 30 per cent. dividends on stock and 25 per cent. on buildings.

We carefully reviewed the strength of the various companies, their histories, the various propositions which they had to offer, and the excellent personnel and respected name of the Michigan Millers Mutual, Lansing, and the similarity between the business of the grocer and miller. We then went to the office of Mr. Stowe taking counsel with him.

After careful thought and study of the propositions put up to us by the various Mutual Insurance companies, viz: Grand Rapids Merchants Mutual, the Finnish Mutual, of Calumet, and the Michigan Millers Mutual of Lansing, we recommend that this Association accept the proposition (with such corrections as the Board deems necessary) of the Michigan Millers Mutual of Lansing.

Paul Gezon  
Orla H. Bailey  
M. C. Goossen.

#### Items From the Cloverland of Michigan.

Sault Ste. Marie, May 26—Fishing is good and this is the time of the year when one feels like embracing the opportunity to enjoy the sport. The beautiful lakes and streams in this Northland appeal to the average business man and on a Sunday you will find the docks at Cedarville and Hessel lined with whole families from all parts of Chippewa county, who depart with large strings of large perch. We also hear of the catch made by Floyd Ladd, at Brimley, who caught a large sturgeon weighing 127 pounds, measuring 10 feet after being dressed. The sturgeon was shipped to New York, along with 30 pounds of caviare which it contained. Its value was estimated at about \$100. This was a record catch during the past two years.

N. J. Lapine, the well-known salesman for Swift & Co. on the Soo line, was a business visitor here last Saturday. While here he received a long distance call from his home town announcing the arrival of a baby boy. Poly, as he is familiarly known, surely was a happy man and immediately passed around the smokes and was an anxious waiting passenger for the first train out to his home town. This makes the ninth child. A happier parent would be hard to find.

No man need be a chemist to make booze and trouble mix.

The grocery known as the O. K. Market, at Manistique, was sold last week to Carlson & Co., who will continue the business as heretofore.

The Brown Lumber Co., at Manistique, shut down its plant last Saturday and will not open again until about July 1. The curtailing of automobile production is given as the reason for the shut down. A large number of men will be thrown out of employment for about a month and a half and the shutting down of the furnace will cut down the payroll in Manistique considerably, which means a severe disappointment to the merchants.

Menominee was hit last week by the burning of the Crawford cedar mill, one of the oldest plants of its kind in that section, with a loss of approximately \$15,000. A stock of cedar on hand for the summer was touched by the flames. The mill was owned by Samuel Crawford & Sons. It was built in 1896. Its products were ties and lath. It will be rebuilt.

Apparently the only monkey business which pays is the kind the animal actors do on the movie screen.

Ed Stevens, Manager of the National Grocer Co. here, returned from Detroit last week, where he attended a meeting of the company.

The F. W. Woolworth Co. moved into its new store on Ashmun street last week. The opening took place on Saturday. It is one of the best stores for its size that the Woolworth people have. The newest fixtures, lights and decorations have been installed.

Speaking about radios, some of us can remember when the music from the heir was broadcast from the woodshed.

William G. Tapert.

#### Home Coming Week For Boyne City.

Boyne City, May 27—Boyne City expects a lot of help in celebrating Independence day this year. For several years the three centers of population, Charlevoix, East Jordan and Boyne City, have taken turns in observing July 4. This year, in addition to the help of our sister towns, we are going to ask all our old residents, their families and friends, from whatever section or town they may now call home, to come back and spend a week with us, beginning July 1 and closing July 5. Of course, we will not drive them out on Saturday night. They are at liberty to stay as long as the eats last. We are sure that the many people, young and old, who have lived here

will be glad to come back for a few days at least and see what has happened in and to the place. We are planning to give them a royal welcome and a good time.

One of Boyne City's industries that for more than two decades has contributed to our prosperity has finished its work here and closed down. The Boyne City Lumber Co. cut its last log last week. The company was organized twenty-one years ago to cut a bunch of timber. A young man had a hunch that it was a good buy and, like the boy who got the bear by the tail, he could not let go of it and had to fish or cut bait. Rather a mixed metaphor, but possibly the meaning is clear. What was but an iridescent dream has turned out to be a good investment and has contributed very largely to the city's development and the satisfaction of the investors.

It would be a good thing for this town if we had a half dozen such dreamers, with life all before them, to exploit our inexhaustible resources.

Maxy.

#### Some Echoes From the Jackson Convention.

Lansing, May 27—About twenty-five merchants made the guess on the window display at Jackson. The winner was R. G. Rost, of Hart. The number of the little metallic pieces called shimmis was 10,100. Mr. Rost's guess was, 10,093. The guesses ranged from 1,200 to 75,000. The prize was one of the electric signals such as was used to call time on the speakers convention. We congratulate Mr. Rost.

Retiring president, J. C. Toeller, was presented with a handsome traveling bag with toilet set. The presentation was made by former President, J. W. Knapp. "Joe" did the job in handsome style and "John" responded in his usual happy manner.

The turning over of the honor of the convention by Mr. Toeller to Mr. Sperry was a unique affair. Those present will long remember the giving of the gavel of the retiring to the incoming president.

The resolutions regarding the Michigan tourists have been sent to the numerous Development Bureaus in Grand Rapids, Bay City and elsewhere. Resolutions protesting against postal ruling in favor of mail order houses have been sent out with a personal letter to our Senators and Members of Congress.

Nothing has as yet been done regarding the reproduction of the chart illustrating "the retail method of inventory" for distribution to our members. This question will be a topic for discussion at our next directors' meeting. The preparing of these charts for distribution to our members will be attended with some considerable expense. Let us hear from you regarding the desirability incurring such expense.

A plan for utilizing Miss Case's proposition as Educational Director for our Association has been formulated by the headquarters office and approved by Mr. Sperry. This will receive the attention of our official board and announcements made later.

The matter of appointing a committee to draft a suitable bill for the next Legislature is also one that will be discussed by our board of directors, before definite action is taken.

The appointment of a Research Committee will also be a matter of disposition by our President after the next directors meeting. The same applies to the Committee of Co-operation between wholesalers and retailers.

The convention by a substantial vote decided to continue group meetings.

During the convention several suggestions were proposed for the improvement of our standardized purchase order book. One change was the elimination of the perforation on the yellow sheet, between sections "3" and "C"; and three or four other simple changes. The committee have con-

sidered them carefully and are inclined to act favorably, upon the suggestion. This is your opportunity to speak for yourself. If you want anything changed, write at once to Lansing office before it is too late. If you have any further suggestions to offer, from your own experience, this is the time to offer them.

Jason Hammond,  
Mgr. Mich. Retail Dry Goods Assn.

#### New Line-up By the National Grocer Co.

Detroit, May 27—The following changes have been made in the official family of the National Grocer Co. on account of the death of President Letts:

President—Clifford Elliott.  
Vice-President and General Manager—E. A. Kruisenga.  
Second Vice-President—C. C. Virgil.  
Secretary-Treasurer—W. I. Colwell.  
The directors of the company are now as follows:

Clifford Elliott, Detroit.  
H. A. Musselman, Traverse City.  
E. A. Robertson, Saginaw.  
W. I. Colwell, Detroit.  
E. A. Elliott, Detroit.  
F. W. Atkins, Bay City.  
E. A. Kruisenga, Detroit.  
C. C. Virgil, Chicago.

J. P. Hemmeyer, Detroit.  
Clifford Elliott was formerly Vice-President and has been a member of the board of directors from the beginning of the company in 1902. He enjoys the confidence of all company officers and employes and his name is established in banking circles and throughout the whole grocery trade.

E. A. Kruisenga has also been with the company since its beginning and through his years of experience has proven a valuable officer.

C. C. Virgil was assistant to President Letts. He is now Second Vice-President. He is a veteran in our line of business and his experience adds much strength to the organization.

John P. Hemmeyer was elected as a new board member because of his large stockholdings and his standing as a banker and business man.

#### Retail Salespeople Called Weak Link.

Chicago, May 27—The biggest obstacle to more economic and efficient distribution to-day is the retail clerk, according to J. W. Fisk, of Milwaukee, who recently addressed the Chamber of Commerce here.

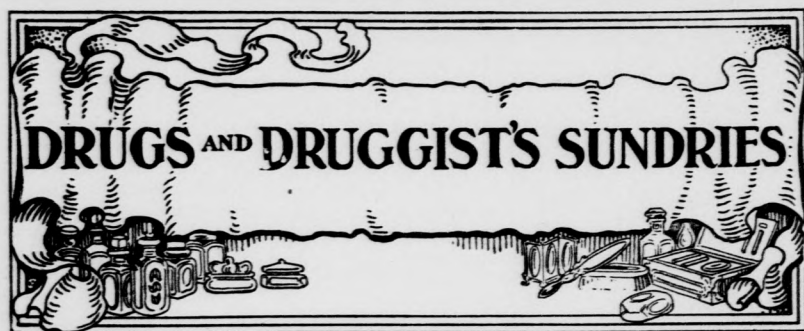
The weakest link in the whole chain of distribution, he asserted, is the indifference and the ignorance of the clerk behind the counter. He pointed out that the majority of clerks are mere order takers instead of salesmen, and that as a result of this stores do not exert the influence over the tastes and decisions of their customers that they would were the contact with the consumer made through keen, alert salespeople capable of sensing the unspoken wants and desires of the customer and of appealing to them.

Mr. Fisk also declared it his opinion that too many stores carry more brands of goods in a given line than is necessary, and referred to a survey recently made among 9,000 Milwaukee consumers, which showed that in almost every commodity the overwhelming demand may be considered as centered on not more than five or six brands, and often on only two or three. Of thirty-one different brands of men's garters, he said, two of them do more than 90 per cent. of the total business, and of 125 brands of silk hose about 95 per cent. of the sales go to three brands.

Detroit—The Michigan Clothing Manufacturing Co., maker and retailer of clothing and furnishings, 701 Gratiot avenue, is closing out.

The trouble seems to be that when money talks it usually starts a scandal.





### Official Programme of the M. S. P. A. Convention.

Wednesday Morning, June 4.

All sessions and entertainment features will be conducted on Flint, or Eastern time.

11 o'clock. Opening of the registration headquarters at Hotel Durant. It will be necessary for each person attending the convention to be registered with the committee.

Registration fee, \$3 each, including noon-day luncheons, no extra charge.

Informal reception to delegates and all druggists with their wives.

12 o'clock. Luncheon at Hotel Durant, for all registered guests.

Address of welcome by William Otto, Flint Chamber of Commerce.

Address by Con Depree, Depree Company, Holland.

Wednesday Afternoon.

Business Session of the M. S. P. A. Opening of the convention, Hotel Durant.

Announcements, reading of communications, appointment of the committee on resolutions.

Address of the President, D. D. Alton, Fremont.

Report of the Secretary, Louis V. Middleton, Grand Rapids.

Report of the Treasurer, A. A. DeKruif, Zeeland.

Reports of the standing committees: Executive, E. W. Austin, Midland, chairman.

Legislative, D. G. Look, Lowell, chairman.

Membership, C. C. Cataline, Flint, chairman.

Publicity, Prof. Charles H. Stocking, Ann Arbor, chairman.

Report of the State Board of Pharmacy, H. H. Hoffman, Director, Lansing.

Report of the Prescott Memorial Scholarship Association, Charles F. Mann, Detroit, chairman.

Greetings from the N. A. R. D. by Michigan's Favorite Son, John H. Webster, Detroit, President of the National Association of Retail Druggists.

Immediately after this session, the Nominating Committee will meet.

Wednesday Evening.

Reception and dance at Hotel Durant. Entirely informal. Tendered by the Genesee County Retail Druggists' Association.

Thursday Morning.

Address, "A Talk on the Turnover Question," by Harry D. Mason, Detroit, with Parke Davis & Co.

Discussion.

Address, "Cut Prices from the Chain Store Viewpoint and Their Relation to the Outside Stores," by Charles C. Felts, Kalamazoo, with the Retail Druggists Mutual Fire Insurance Co. Discussion.

Luncheon for all registered guests at Hotel Durant.

Address, "Pharmaceutical Education and Legislation," by Dean Edmund H. Krause, Ann Arbor, of the College of Pharmacy, University of Michigan.

Discussion by H. H. Hoffman, Lansing, Director of Drugs and Drug Stores; G. H. Grommet, Detroit, Executive Committee, M. S. P. A.; J. H. Webster, Detroit, President N. A. R. D.

Thursday Afternoon.

Report of the Trades Interest Committee, John Weisell, Monroe, Chairman.

Paper, under the auspices of the Trades Interest Committee, by Mr. Bellinger, Jackson.

Discussion.

Paper, under the auspices of the Trades Interest Committee, "The Community Paper," by Louis V. Middleton, Grand Rapids.

Discussion.

Thursday Evening.

Thursday evening at 7:30, for the ladies: Theater party by the Michigan Pharmaceutical Travelers' Association. Exchange your registration ticket for this evening for a regular theater ticket at the registration desk.

Stag party for the gentlemen at Hotel Durant, by Genesee County Druggists' Association. Toastmaster, Con Depree, Holland.

Initiation Ceremonial of the Hilarious Order of Laughing Hyenas. Leo Caro, the hyena and his band of gorillas.

The cub hyenas in charge of the hyena have not been fed for several days and are very wild. The greatest care should be taken that they are not molested in any way, or the Association will not be responsible for the consequences.

Friday Morning.

Paper, "The Proper Care of Chocolates," Curtis R. Gray, Muskegon, with the A. R. Walker Candy Corporation.

Report of the Committee on Resolutions.

Report of the Committee on Nominations, E. C. Varnum, Jonesville, Chairman.

Election and Installation of Officers. Luncheon at noon at Flint park for all registered guests.

Field Day, games and sports.

Michigan Pharmaceutical Travelers' Association, Friday Morning.

Annual meeting of the Michigan Pharmaceutical Travelers' Association. President's address.

Secretary-Treasurer's report.

Committee reports.

Committee reports.

Election of officers.

Final adjournment.

### Programme of Flint Meeting From Local Viewpoint.

Flint, May 27—The M. S. P. A. convention at Flint is all set for the big opening on June 4. From the opening of the registration booth at the Durant Hotel until the close of the sports at Flint Park on the evening of June 6, the local druggists association promises that there will not be a dull moment.

Noonday Luncheons.

The noonday luncheon has proved to be such a feature that the committee in charge voted to have one each day. In this way the crowd is kept together and everything goes off snappy. The ladies are expected to attend these luncheons. There is no charge for these luncheons. They are provided in place of the usual banquet. At the opening luncheon, Wednesday, William Otto, of the Flint Chamber of Commerce, will deliver the address of welcome. Con Depree, of the Depree Company, will favor us with an address and everyone who knows "Con" knows that he can do it.

At the Thursday noon luncheon, Dean Edmund H. Krause, of the College of Pharmacy, University of Michigan, will speak on the "Pharmaceutical Education and Legislation." In the discussion which will follow J. H. Webster, President of the National Association of Retail Druggists, George H. Grommet, ex-President of the M. S. P. A. and H. H. Hoffman, Director of Drugs and Drug Stores, will take part. A very spirited discussion is expected.

The luncheon on Friday will take place at Flint Park, instead of the Durant Hotel, and will precede the holiday of sports which will close the convention.

Business Sessions.

The opening session, immediately after Wednesday's luncheon, will be taken up with the address of the President and reports of the Secretary, Treasurer and various committee chairmen. Also there will be the report of the Board of Pharmacy and of the Prescott Memorial Scholarship Association. The greetings of the National Association of Retail Druggists will come from one of our own members, Jack Webster, President of the N. A. R. D. Every member of the M. S. P. A. should be present, this being the first time that they have the opportunity of hearing one of their own members addressing them as President of their National Association.

On Thursday morning Harry Mason of Parke, Davis & Co., will deliver an address on the "Turnover Question." Mr. Mason has been throwing quite a few bombshells into the regulation ideas on this subject and we can expect that this talk will startle some of those that hear it.

But no less startling will be the address by Charles C. Felts, of the Retail Druggists Mutual Fire Insurance Co., on "Cut Prices from the Chain Stores Viewpoint and Their Relation to the Outside Stores." Mr. Felts has spent considerable time with chain stores and has a startling message for the druggists of Michigan, but it is an optimistic one. No druggist should miss these two addresses.

Prof. E. L. Newcomb, of the University of Minnesota, will bring us the greetings of the American Pharmaceutical Association and will tell about the new headquarters that American pharmacy should have.

After the noonday luncheon Thursday, Mr. Bellinger, of Jackson, will deliver a talk for the Trades Interest Committee. Mr. Bellinger is the star speaker of the Rexall druggists of the State and the remainder of the druggists must not lose this opportunity to hear him.

John Weisel will report the result of the poll he has taken in the State on several important matters for the druggists and Lou Middleton will tell about the enterprise he has published

as a store organ for eight years. There will also be a discussion on the rapidly growing practice of retailing package drugs.

Friday morning Curtis R. Gray, of the A. R. Walker Candy Corporation, will tell how to care for and retail chocolates. Mr. Gray not only has had considerable experience in this line, but he is also an orator, having spoken from the pulpit at the Moody Institute.

On Friday will be the election and installation of officers, and final adjournment.

Entertainment.

Entertainment will be supplied in great profusion for both the druggists and their wives.

On Wednesday evening the opening ball will be held.

Thursday morning the ladies will be taken to the Deaf and Dumb School and on Thursday afternoon they will be entertained at a bridge tea at the Country Club. Thursday evening there will be a theater party for the ladies.

The big stag party will be Thursday evening. This is promised to be the biggest stag party ever held in Michigan and that is going some. Besides Leo Caro's terrible band of untamed Hyenas, there will be several acts of vaudeville. Lou Middleton has been besieged with enquiries as to when the stag will be pulled off. Well this is it.

On Friday afternoon the big field day at Flint park will close the convention. This will be a very enjoyable afternoon and you are urged to stay and take it all in.

Don't forget that the entertainment, the speeches and the souvenirs are not the entire convention. The convention is an annual meeting wherein events that influence your business are discussed. The things which are a detriment to you are analyzed in order to provide a remedy and the things which benefit you are boosted. The big thing is your welfare. For this alone you should attend the annual meeting of the M. S. P. A.

### Hints For Success.

Keep your displays right up to the minute.

Change your floor and counter displays at least once a week.

Move them around so that they will not become old.

Displays moved and placed different make more sales.

Do not allow waste, dirt, dust, or cobwebs to accumulate.

Have your goods correctly weighed, ready to hand out.

Do not become too familiar with your customers.

Never discuss your or their family affairs.

Be attentive, polite, and ever ready to give them every service in your power.

Give the children special attention. Never overcharge or substitute any item they may ask for.

In waiting on a customer always bear in mind one or two items to suggest.

When a customer asks for an item show her the best. If it is not what she wants, it is easy for you to sell her a lower priced brand.

Never handle cheese, butter or any similar item with your hands. Use the knife or a piece of wax paper.

Last, but not least, always greet everyone with a happy smile and a cheery good morning. People will trade at the store where they receive the best treatment.

Read this every day and you will succeed.



### Needed No Modern System.

"I am selling adding machines," announced the new traveling salesman to the country storekeeper. "I have the best adding machine on earth. It will add any number of figures accurately."

"Reckon I don't need one," replied the storekeeper, shifting his seat on the cracker barrel.

"But, man, how else can you keep up with things?"

"Wal, I got a plenty good enough system. I cut a notch on the counter every time I make a sale."

It may seem to you that there is no justification for great haste on the part of a customer, but if that customer wants you to hurry, it will pay to do it.

### Three Sweet Words.

There are three words, the sweetest words, In all of human speech; More sweet than all the songs of birds, Or pages poets preach.

This life may be a vale of tears, A sad and dreary thing; Three words and trouble disappears And birds begin to sing.

Three words and all the roses bloom; The sun begins to shine; Three words will dissipate the gloom, And water turns to wine.

Three words will cheer the saddest days—"I love you"—?—Wrong, by heck! It is another sweeter phrase—"Enclosed find check!"

### It Comes Home.

When a bit of kindness hits you After passing of a cloud; When a fit of laughter gets you And your spine is feeling proud; Don't forget to up and fling it At a soul that's feeling blue; For the moment that you sling it It's a boomerang to you.



**Walker**  
MUSKEGON  
MICHIGAN

**Makes  
Good  
Chocolates**

# Brooks Valeur

## BITTER SWEETS

### The New Arnold No. 15 AUTOMATIC MIXER

The New High Speed Drink Mixer. Every Soda Fountain or place where drinks are mixed should have two or more.

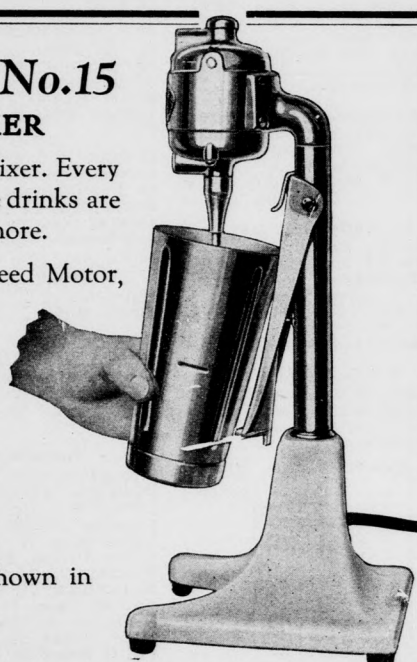
Triple Nickel Finish High Speed Motor, White Porcelain Base. Has the most powerful, self-starting universal motor that operates on 100-125 volts A C or D C, 25 to 60 cycles.

Better Send Your Order In Today at

**Only \$23.50 Each**

With container No. 42 as shown in picture free with each mixer.

Send Today



Please send me by  
Express, Parcel Post, Next Order  
1 Only Arnold Mixer No. 15 at \$23.50 Each.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

**HAZELTINE & PERKINS DRUG CO.**

Manistee

MICHIGAN

Grand Rapids

## WHOLESALE DRUG PRICE CURRENT

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

<b>Acids</b>		<b>Lavendar Flow</b>		<b>Cinchona</b>	
Boric (Powd.)	15 @ 25	Lavendar Gar'n	85 @ 1 20	Colchicum	@ 1 80
Boric (Xtal)	15 @ 25	Lemon	1 50 @ 1 75	Cubebs	@ 3 00
Carbolic	44 @ 51	Linseed bld, less	@ 1 02	Digitalis	@ 1 80
Citric	59 @ 70	Linseed bld, less	1 09 @ 1 22	Gentian	@ 1 35
Muriatic	3 1/2 @ 8	Linseed, raw, bbl.	@ 1 00	Ginger, D. S.	@ 1 80
Nitric	9 @ 15	Linseed, ra. less	1 07 @ 1 20	Gualiac	@ 2 20
Oxalic	20 1/2 @ 30	Mustard, artifil. oz.	@ 65	Gualiac, Ammon.	@ 2 00
Sulphuric	3 1/2 @ 8	Neatsfoot	1 35 @ 1 50	Iodine	@ 95
Tartaric	40 @ 50	Olive, pure	3 75 @ 4 50	Iodine, Colorless	@ 1 50
<b>Ammonia</b>		Olive, Malaga, yellow	2 75 @ 3 00	Iron, Clo.	@ 1 35
Water, 26 deg.	10 @ 18	Olive, Malaga, green	2 75 @ 3 00	Kino	@ 1 40
Water, 18 deg.	8 1/2 @ 13	Orange, Sweet	4 50 @ 4 75	Myrrh	@ 2 50
Water, 14 deg.	6 1/2 @ 12	Origanum, pure	@ 2 50	Nux Vomica	@ 1 55
Carbonate	20 @ 25	Origanum, com'l	1 00 @ 1 20	Opium	@ 3 50
Chloride (Gran.)	10 1/2 @ 20	Pennyroyal	3 00 @ 3 25	Opium, Camp.	@ 85
<b>Balsams</b>		Peppermint	7 00 @ 7 25	Opium, Deodor'd	@ 3 50
Copaiba	60 @ 1 00	Rose, pure	10 50 @ 10 90	Rhubarb	@ 1 70
Fir (Canada)	2 55 @ 2 80	Rosemary Flows	1 25 @ 1 50	<b>Paints.</b>	
Fir (Oregon)	65 @ 1 00	Sandalwood, E.	10 50 @ 10 75	Lead, red dry	15 @ 15 1/2
Peru	3 00 @ 3 25	Sassafras, true	2 75 @ 3 00	Lead, white dry	15 @ 15 1/2
Tolu	3 00 @ 3 25	Sassafras, arti'l	80 @ 1 20	Lead, white oil	15 @ 15 1/2
<b>Barks</b>		Spearment	4 00 @ 4 25	Ochre, yellow bbl.	@ 2
Cassia (ordinary)	25 @ 30	Sperm	1 80 @ 2 05	Ochre, yellow less	2 1/2 @ 6
Cassia (Saigon)	50 @ 60	Tansy	6 00 @ 6 25	Red Venet'n Am.	3 1/2 @ 7
Sassafras (pw. 50c)	@ 55	Tar, USP	50 @ 65	Red Venet'n Eng.	4 @ 8
Soap Cut (powd.)	18 @ 25	Turpentine, bbl.	@ 1 02 1/2	Putty	5 @ 8
<b>Berries</b>		Turpentine, less	1 09 @ 1 22	Whiting, bbl.	@ 4 1/2
Cubeb	@ 1 25	Wintergreen, leaf	6 00 @ 6 25	Whiting	5 1/2 @ 10
Fish	25 @ 30	Wintergreen, sweet	3 50 @ 3 75	L. H. P. Prep.	2 80 @ 3 00
Juniper	7 @ 15	Wintergreen, art.	80 @ 1 20	Rogers Prep.	2 80 @ 3 00
Prickly Ash	@ 30	Wormseed	9 00 @ 9 25	<b>Miscellaneous</b>	
<b>Extracts</b>		Wormwood	9 00 @ 9 25	Acetanalid	42 1/2 @ 50
Licorice	60 @ 65	<b>Potassium</b>		Alum	08 @ 12
Licorice powd.	70 @ 80	Bicarbonate	35 @ 40	Alum. powd. and	09 @ 15
<b>Flowers</b>		Bichromate	15 @ 25	ground	09 @ 15
Arnica	25 @ 30	Bromide	50 @ 65	Bismuth, Subni-	3 92 @ 4 12
Chamomile (Ger.)	25 @ 30	Bromide	54 @ 71	trate	07 @ 13
Chamomile Rom.	1 75	Chlorate, gran'd	23 @ 30	Cantharides, po.	2 00 @ 2 00
<b>Gums</b>		Chlorate, powd.	16 @ 25	Calomel	1 74 @ 1 94
Acacia, 1st	50 @ 55	or Xtal	16 @ 25	Capsicum, pow'd	48 @ 55
Acacia, 2nd	45 @ 50	Cyanide	30 @ 50	Carmine	6 00 @ 6 60
Acacia, Sorts	22 @ 30	Iodide	4 46 @ 4 62	Cassia Buds	25 @ 30
Acacia, Powdered	35 @ 40	Permanganate	30 @ 40	Cloves	50 @ 55
Aloes (Barb Pow)	25 @ 35	Prussiate, yellow	65 @ 75	Chalk Prepared	14 @ 18
Aloes (Cape Pow)	25 @ 35	Prussiate, red	@ 1 00	Choloroform	57 @ 67
Aloes (Soc. Pow.)	65 @ 70	Sulphate	35 @ 40	Chloral Hydrate	1 35 @ 1 85
Asafoetida	65 @ 75	<b>Roots</b>		Cocaine	10 60 @ 11 25
Pow.	1 00 @ 1 25	Alkanet	25 @ 30	Cocoa Butter	55 @ 75
Camphor	1 20 @ 1 30	Blood, powdered	35 @ 40	Corks, list, less	40 @ 50
Gualiac	@ 60	Calamus	35 @ 40	Copperas	23 @ 10
Gualiac, pow'd	@ 75	Elecampane, pwd	25 @ 30	Copperas, Powd.	4 @ 10
Kino	@ 85	Gentian, powd.	20 @ 30	Corrosive Sublim	1 43 @ 1 64
Kino, powdered	@ 90	Ginger, African,	30 @ 35	Cream Tartar	30 @ 35
Myrrh	@ 75	powdered	30 @ 35	Cuttle bone	40 @ 50
Myrrh, powdered	@ 75	Ginger, Jamaica	60 @ 65	Dextrine	5 @ 15
Opium, powd.	15 15 @ 15 42	powdered	55 @ 60	Dover's Powder	3 50 @ 4 00
Opium, gran.	15 15 @ 15 42	Goldenseal, pow.	5 50 @ 6 00	Emery, All Nos.	10 @ 15
Shellac	90 @ 1 00	Ipecac, powd.	@ 3 75	Emery, Powdered	8 @ 10
Shellac Bleached	1 00 @ 1 10	Licorice	35 @ 40	Epsom Salts, bbls.	@ 3
Tragacanth, pow.	@ 1 75	Licorice, powd.	20 @ 30	Epsom Salts, less	3 1/2 @ 10
Tragacanth	1 75 @ 2 25	Oris, powdered	35 @ 40	Ergot, powdered	@ 75
Turpentine	@ 25	Poke, powdered	35 @ 40	Flake, White	15 @ 20
<b>Insecticides</b>		Rhubarb, powd.	85 @ 1 00	Formaldehyde, lb.	15 @ 30
Arsenic	20 @ 30	Rosinwood, powd.	@ 40	Gelatin	1 25 @ 1 50
Blue Vitriol, bbl.	@ 07	Sarsaparilla, Hond.	@ 1 00	Glassware, less 55%	
Blue Vitriol, less	8 1/2 @ 15	ground	@ 1 00	Glassware, full case 60%	
Bordeaux Mix Dry	14 @ 29	Sarsaparilla Mexican,	@ 60	Glauber Salts, bbl.	@ 03 1/2
Hellebore, White	20 @ 30	ground	@ 60	Glauber Salts less 04 @ 10	
powdered	20 @ 30	Squills	35 @ 40	Glue, Brown	21 @ 30
Insect Powder	80 @ 90	Squills, powdered	60 @ 70	Glue, Brown Grd	15 @ 20
Lead Arsenate Po.	26 @ 35	Tumeric, powd.	17 @ 25	Glue, white	27 1/2 @ 35
Lime and Sulphur	8 1/2 @ 24	Valerian, powd.	40 @ 50	Glue, white grd.	25 @ 35
Dry	32 @ 48	<b>Seeds</b>		Glycerine	23 1/2 @ 45
Paris Green	32 @ 48	Anise	@ 35	Hops	65 @ 75
<b>Leaves</b>		Anise, powdered	35 @ 40	Iodine	6 15 @ 6 55
Buchu	1 35 @ 1 50	Bird, ls	13 @ 17	Iodoform	8 00 @ 8 30
Buchu, powdered	@ 1 50	Canary	10 @ 15	Lead Acetate	13 @ 25
Sage, Bulk	25 @ 30	Caraway, Po.	50 @ 75	Lycopodium	50 @ 80
Sage, 1/4 loose	@ 40	Cardamon	@ 2 75	Mace	95 @ 1 00
Sage, powdered	@ 35	Celery, powd.	45 @ 50	Mace, powdered	95 @ 1 00
Senna, Alex.	75 @ 80	Coriander pow.	35 @ 40	Menthol	18 00 @ 19 00
Senna, Tinn.	30 @ 35	Dill	12 1/2 @ 20	Morphine	10 58 @ 11 33
Senna, Tinn. pow.	25 @ 35	Fennel	25 @ 40	Nux Vomica	@ 30
Uva Ursi	20 @ 25	Flax	07 1/2 @ 12	Nux Vomica, pow.	17 @ 25
<b>Oils</b>		Flax, ground	07 1/2 @ 12	Pepper black pow.	32 @ 35
Almonds, Bitter,	7 50 @ 7 75	Poenugreek pow.	15 @ 25	Pepper, White	40 @ 45
true	@ 1 50	Hemp	8 @ 15	Pitch, Burgundy	10 @ 15
Almonds, Bitter,	4 00 @ 4 25	Lobelia, powd.	@ 1 25	Quassia	12 @ 15
artificial	@ 40	Mustard, yellow	15 @ 20	Quinine	12 @ 15
Almonds, Sweet,	80 @ 1 20	Mustard, black	22 @ 25	Rochelle Salts	28 @ 35
true	@ 80	Poppy	22 @ 25	Saccharine	@ 30
Almonds, Sweet,	60 @ 1 00	Quince	1 75 @ 2 00	Salt Peter	11 @ 22
imitation	@ 1 50	Rape	15 @ 20	Seidlitz Mixture	30 @ 40
Arhber, crude	1 50 @ 1 75	Sabadilla	23 @ 30	Soap, green	15 @ 30
Amber, rectified	2 00 @ 2 25	Sunflower	11 1/2 @ 15	Soap mott cast.	22 1/2 @ 25
Anise	1 00 @ 1 25	Worm, American	30 @ 40	Soap, white castile	@ 10 80
Bergamont	5 75 @ 6 00	Worm, Levant	6 50	less, per bar	@ 1 30
Cajeput	1 50 @ 1 75	<b>Tinctures</b>		Soda Ash	3 1/2 @ 10
Cassia	4 00 @ 4 25	Aconite	@ 1 80	Soda Bicarbonate	3 1/2 @ 10
Castor	1 80 @ 2 05	Aloe	@ 1 45	Soda, Sal	03 @ 08
Cedar Leaf	1 75 @ 2 00	Arnica	@ 1 10	Spirits Camphor	@ 1 35
Citronella	1 50 @ 1 75	Asafoetida	@ 2 40	Sulphur, roll	3 1/2 @ 10
Cloves	3 00 @ 3 25	Belladonna	@ 1 35	Sulphur, Subl.	@ 4 @ 10
Cocaoant	25 @ 35	Benzoin	@ 2 10	Tamarinds	20 @ 25
Cod Liver	1 35 @ 1 45	Benzoin Comp'd	@ 2 65	Tartar Emetic	70 @ 75
Croton	2 00 @ 2 25	Buchu	@ 2 55	Turpentine, Ven.	50 @ 75
Cotton Seed	1 40 @ 1 60	Cantharadides	@ 2 85	Vanilla Ex. pure	1 75 @ 2 25
Cubebs	8 50 @ 8 75	Capsicum	@ 2 20	Witch Hazel	1 46 @ 2 15
Eigeron	3 00 @ 3 25	Catechu	@ 1 75	Zinc Sulphate	06 @ 15
Eucalyptus	1 25 @ 1 50				
Hemlock, pure	2 00 @ 2 25				
Juniper Berries	2 25 @ 2 50				
Juniper Wood	1 50 @ 1 75				
Lard, extra	1 35 @ 1 45				
Lard, No. 1	1 25 @ 1 35				



# GROCERY PRICE CURRENT

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

## ADVANCED

Evaporated Apples  
Mace  
Nutmegs  
Bulk Olives  
Lamb's

## DECLINED

Cream Tartar  
Runkles Chocolate

### 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

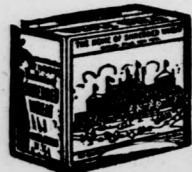
Crown Capped

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

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

### Stove

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

### Shoe

No. 4-0 ----- 2 25  
No. 20 ----- 3 00

### BUTTER COLOR

Dandelion, ----- 2 85  
Nedrow, 3 oz., doz. 2 50

### CANDLES

Electric Light, 40 lbs. 12.1  
Plumber, 40 lbs. ----- 12.8  
Paraffine, 6s ----- 14.4  
Paraffine, 12s ----- 14.4  
Wicking ----- 40  
Tudor, 6s, per box ----- 30

### CANNED FRUIT.

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

### CANNED FISH.

Clam Ch'der, 10 1/2 oz. 1 35  
Clam Ch., No. 3 3 00@3 40  
Clams, Steamed, No. 1 ----- 1 80  
Clams, 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 1/2, Star 3 15  
Shrimp, 1, wet 2 10@2 25  
Sard's, 1/4 Oil, ky 6 25@7 00  
Sardines, 1/4 Oil, k'less 6 50  
Sardines, 1/4 Smoked 7 00  
Salmon, Warrens, 1/2s 3 00  
Salmon, Red Alaska ----- 2 95  
Salmon, Med. Alaska 1 85  
Salmon, Pink Alaska 1 65  
Sardines, Im. 1/4, ea. 10@28  
Sardines, Im., 1/2, ea. 25  
Sardines, Cal. ----- 1 65@1 80  
Tuna, 1/2, Albocore ----- 95  
Tuna, 1/4s, Curtis, doz. 2 20  
Tuna, 1/2s Curtis doz. 3 50  
Tuna, 1s, Curtis, doz. 7 00

### CANNED MEAT.

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

### Beefsteak & Onions, s 2 75

Chili Con Ca., 1s 1 35@1 45  
Deviled Ham, 1/4s ----- 2 20  
Deviled Ham, 1/2s ----- 3 60

### Hamburg Steak & Onions, No. 1

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@4 75  
No. 2 1/2, Lge. Green 4 50  
W. Bean, cut ----- 2 25  
W. Beans, 10 ----- 8 50@12 00  
Green Beans, 2s 2 00@3 75  
Gr. Beans, 10s 7 50@13 00  
L. Beans, 2 gr. 1 35@2 65  
Lima Beans, 2s, Soaked 95  
Red Kid. No. 2 1 20@1 35  
Beets, No. 2, wh. 1 75@2 40  
Beets, No. 3, cut ----- 1 60  
Beets, No. 2, cut ----- 1 80  
Corn, No. 2, Ex stan 1 45  
Corn, No. 2, Fan. 1 60@2 25  
Corn, No. 2, Fy. glass 3 25  
Corn, No. 10 ----- 7 50@16 75  
Hominy, No. 3 1 00@1 15  
Okra, No. 2, whole ----- 2 00  
Okra, No. 2, cut ----- 1 60  
Dehydrated Veg. Soup 90  
Dehydrated Potatoes, lb 45  
Mushrooms, Hotels ----- 45  
Mushrooms, Choice ----- 55  
Mushrooms, Sur Extra 70  
Peas, No. 2, E. J. 1 65@1 80  
Peas, No. 2, Sift. ----- 1 90@2 10  
June ----- 1 90@2 10  
Peas, No. 2, Ex. Sift. ----- 2 60  
E. J. ----- 2 60  
Peas, Ex. Fine, French 25  
Pumpkin, No. 3 1 35@1 50  
Pumpkin, No. 10 4 50@5 50  
Pimentos, 1/4, each 12@14  
Pimentos, 1/2, each ----- 27  
Swt Potatoes, No. 2 1/2 1 60  
Sauerkraut, No. 3 1 40@1 50  
Succotash, No. 2 1 65@2 50  
Succotash, No. 2, glass 2 80  
Spinach, No. 1 ----- 1 10  
Spinach, No. 2 ----- 1 35@1 75  
Spinach, No. 3 ----- 2 00@2 40  
Spinach, No. 10 ----- 6 00@7 00  
Tomatoes, No. 2 1 30@1 60  
Tomatoes, No. 3 1 90@2 25  
Tomatoes, No. 2 glass 2 60  
Tomatoes, No. 10 6 50@7 00

### CATSUP.

B-nut, Small ----- 2 25  
Lilly Valley, 14 oz. ----- 2 50  
Libby, 14 oz. ----- 2 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  
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  
Spearment, 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 36  
Hersheys, Premium, 1/2s 36  
Runkle, Premium, 1/4s ----- 29  
Runkle, Premium, 1/2s ----- 32  
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 ----- 40  
Lowney, 1/4s ----- 38  
Lowney, 5 lb. cans ----- 31  
Runkles, 1/4s ----- 32  
Runkles, 1/2s ----- 36  
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@33  
Maracaibo ----- 37  
Gautemala ----- 39  
Java and Mocha ----- 41  
Bogota ----- 41  
Peaberry ----- 33 1/2

McLaughlin's Kept-Fresh Vacuum packed. Always fresh. Complete line of high-grade bulk coffees. W. F. McLaughlin & Co., Chicago

### Coffee Extracts

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

### CONDENSED MILK

Leader, 4 doz. ----- 6 75  
Eagle, 4 doz. ----- 9 00

### 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 80  
Every Day, Tall ----- 4 90  
Every Day, Baby ----- 4 80  
Goshen, Tall ----- 4 50  
Pet, Tall ----- 4 90  
Pet, Baby, 8 oz. ----- 4 80



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

### CIGARS

Lowellyn & Co. Brands  
Dixeco  
100s, 5c ----- 35 00  
Wolverine, 50s ----- 130 00  
Supreme, 50s ----- 110 00  
Bostonians, 50s ----- 95 00  
Perfectos, 50s ----- 95 00  
Blunts, 50s ----- 75 00  
Conchas, 50s ----- 75 00  
Cabinets, 50s ----- 73 00  
Tilford Cigars  
Tuxedo, 50s ----- 75 00

### Worden Grocer Co. Brands

Henry George ----- 37 50  
Harvester Kiddies ----- 37 50  
Harvester Record B. ----- 75 00  
Harvester Delmonico ----- 75 00  
Webster's Perfecto ----- 95 00  
Webster's ----- 37 50  
Webster Savoy ----- 75 00  
Webster Plaza ----- 95 00  
Webster Belmont ----- 110 00  
Webster St. Reges ----- 125 00  
Starlight Rouse ----- 90 00  
Starlight P-Club ----- 150 00  
La Azora Agreement ----- 58 00  
La Azora Washington ----- 75 00  
Little Valentine ----- 37 50  
Valentine Victory ----- 75 00  
Valentine DeLux ----- 95 00  
Valentine Imperial ----- 95 00  
Tiona ----- 30 00  
Clint Ford ----- 35 00  
Nordac Triangulars, 1-20, per M ----- 75 00  
Worden's Havana  
Specials, 1-20, per M 75 00  
Quality First Stogie 18 50

### CONFECTIONERY

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

### Fancy Chocolates

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

### Gum Drops Pails

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

### Lozenges.

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

### Hard Goods. Pails

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

### Cough Drops Bxs.

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

### Package Goods

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

### Specialties.

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

### COUPON BOOKS

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

### CREAM OF TARTAR

6 lb. boxes ----- 32

### DRIED FRUITS

#### Apples

Evap. Choice, bulk ----- 13 1/2

#### 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 ----- 05

#### Farina

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

#### Hominy



## 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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<b>JELLY AND PRESERVES</b>	
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

<b>Kent Storage Brands.</b>	
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
<b>Swift Brands.</b>	
Gem Nut	24
Special Country roll	27

<b>Van Westenbrugge Brands</b>	
<b>Carload Distributor</b>	



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.



<b>Gold Brer Rabbit</b>	
No. 10, 6 cans to case	5 55
No. 5, 12 cans to case	5 80
No. 2 1/2, 24 cans to case	6 05
No. 1 1/2, 36 cans to case	5 00

<b>Green Brer Rabbit</b>	
No. 10, 6 cans to case	4 20
No. 5, 12 cans to case	4 45
No. 2 1/2, 24 cans to case	4 70
No. 1 1/2, 36 cans to case	4 00

<b>Aunt Dinah Brand.</b>	
No. 10, 6 cans to case	3 00
No. 5, 12 cans to case	3 25
No. 2 1/2, 24 cans to case	3 50
No. 1 1/2, 36 cans to case	3 00

<b>New Orleans</b>	
Fancy Open Kettle	68
Choice	52
Fair	32

<b>Half barrels 5c extra</b>	
<b>Molasses in Cans.</b>	

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

## NUTS.

<b>Whole</b>	
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Almonds, Terregona	20
Brazil, New	13
Fancy mixed	20
Filberts, Sicily	15
Peanuts, Virginia, raw	09 1/2
Peanuts, Vir. roasted	11
Peanuts, Jumbo, raw	12
Peanuts, Jumbo, rstd	13
Pecans, 3 star	23
Pecans, Jumbo	24
Walnuts, Naples	22

## Salted Peanuts.

Fancy, No. 1	17
Jumbo	23

## Shelled.

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

## OLIVES.

Bulk, 2 gal. keg	3 20
Bulk, 3 gal. keg	4 65
Bulk, 5 gal. keg	7 50
Quar. Jars, 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, doz.	2 60
9 oz. Jar, Stuffed, doz.	3 60
12 oz. Jar, Stuffed,	4 50@4 75
20 oz. Jar, stuffed doz.	7 00

## PEANUT BUTTER.



<b>Bel Car-Mo Brand</b>	
8 oz., 2 doz. in case	25
24 1 lb. pails	25
12 2 lb. pails	25 1/2
5 lb. pails 6 in crate	25
14 lb. pails	22
25 lb. pails	21 1/2
50 lb. tins	21 1/2

## PETROLEUM PRODUCTS

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



<b>Iron Barrels.</b>	
Light	59.2
Medium	61.2
Heavy	64.2
Special heavy	66.2
Extra heavy	69.2
Transmission Oil	59.2
Finol, 4 oz. cans, doz.	1.40
Finol, 8 oz. cans, doz.	1.90
Parowax, 100, lb.	7.9
Parowax, 40, 1 lb.	8.1
Parowax, 20, 1 lb.	8.3



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

## PICKLES

<b>Medium Sour</b>	
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Barrel, 1,200 count	19 25
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10 gallon kegs	9 50
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<b>Sweet Small</b>	
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30 gallon, 3000	38 00
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30 gallon, 3000	43 00
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5 gallon, 500	7 75
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<b>Dill Pickles.</b>	
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600 Size, 15 gal.	12 00
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<b>PIPER</b>	
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Cob, 3 doz. in bx.	1 00@1 20
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<b>PLAYING CARDS</b>	
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Broadway, per doz.	2 75
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Blue Ribbon	4 00
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Bicycle	4 50
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<b>POTASH</b>	
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Babbitt's 2 doz.	2 75
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<b>FRESH MEATS</b>	
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<b>Beef.</b>	
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Top Steers & Heif.	17@18
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Good Steers & Heif.	16@17
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Med. Steers & Heif.	14@15
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Com. Steers & H'f.	12 1/2@13
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<b>Cows.</b>	
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Top	13 1/2
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Good	12
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Medium	10
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Common	09
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<b>Veal.</b>	
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Top	14 1/2
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Good	13
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Medium	11
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<b>Lamb.</b>	
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Good	32
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Medium	30
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Poor	22
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<b>Mutton.</b>	
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Good	18
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Medium	15
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Poor	10
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<b>Pork.</b>	
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Heavy hogs	09
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Medium hogs	10
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Light hogs	10
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Loins	18
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Butts	15
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Shoulders	11
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Hams	16
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Spareribs	10
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Neck bones	05
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<b>PROVISIONS</b>	
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<b>Barreled Pork</b>	
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Clear Bark	23 00@24 00
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Short Cut	22 00@23 00
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Clear Family	27 00@28 00
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## Dry Salt Meats

S P Bellies	16 00@13 00
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<b>Lard</b>	
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Pure in tierces	12 1/4
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60 lb. tubs	advance 1/4
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50 lb. tubs	advance 1/4
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20 lb. pails	advance 1/4
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10 lb. pails	advance 1/4
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5 lb. pails	advance 1/4
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3 lb. pails	advance 1/4
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Compound	13
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<b>Sausages</b>	
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Bologna	12 1/4
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Liver	12
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Frankfort	16
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Pork	18@20
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Veal	11
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Tongue	11
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Headcheese	14
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<b>Smoked Meats</b>	
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Hams, 14-16, lb.	21@24
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Hams, 16-18, lb.	21@26
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Ham, dried beef	38 @39
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sets	12@13
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California Hams	30 @32
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Picnic Boiled	34 @37
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Hams	14 @15
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Boiled Hams	18 @30
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Minced Hams	23 00@24 00
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Bacon	23 00@24 00
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<b>Beef</b>	
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Rump, new	23 00@24 00
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Mince Meat	2 00
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Condensed No. 1 car.	31
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Condensed Bakers brick	8 00
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Moist in glass	8 00
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<b>Pig's Feet</b>	
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1/4 bbls.	2 15
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1/4 bbls., 35 lbs.	4 00
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1/4 bbls.	7 00
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1 bbl.	14 15
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<b>Tripe.</b>	
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Kits, 15 lbs.	90
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1/4 bbls., 40 lbs.	1 60
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1/4 bbls., 80 lbs.	3 00
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Hogs, per lb.	42
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Beef, round set	14@26
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Beef, middles, set	25@30
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Sheep, a skein	1 75@2 00
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<b>RICE</b>	
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Fancy Blue Rose 7 1/4@7 3/4	
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Fancy Head 7 3/4@8 1/4	
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Broken	3 1/4
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<b>ROLLED OATS</b>	
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Steel Cut, 100 lb. sks.	3 50
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Silver Flake, 12 Fam.	2 35
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### Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, May 20—On this day was held the final meeting of creditors in the matter of George F. Merritt, Bankrupt No. 2285. The bankrupt was not present in person. The trustee was present in person. No additional claims were filed. The trustee's final report and account was approved and allowed. An order was made for the payment of administration expenses and for the declaration and payment of a first and final dividend of 3.3 per cent. There were no objections entered to the discharge of the bankrupt. The meeting was then adjourned without date.

On this day was held the first meeting of creditors in the matter of Anthony Esh, Bankrupt No. 2485. The bankrupt was present in person and by attorney. No creditors were present or represented. The bankrupt was sworn and examined without a reporter. It appeared from the examination of the bankrupt that there were no assets in the estate over and above exemptions, and therefore 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.

On this day also was held the sale of assets in the matter of Paul Bayer, Bankrupt No. 2436. The bankrupt was not present. The trustee was not present in person. The property offered for sale was sold to C. H. Heskett, of Grand Rapids, for \$84.25. An order was made confirming the sale. The meeting was then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Bert Wosinski, Bankrupt No. 2479. The bankrupt was not present in person or by attorney. Creditors were present in person. The meeting was then adjourned to the following day and the bankrupt ordered to appear at such time. The meeting held the following day, bankrupt was present in person and by attorney. The bankrupt was sworn and examined without a reporter. C. C. Woolridge was appointed trustee by the referee, and the amount of his bond placed at \$250. The meeting was then adjourned without date.

On this day also was held the first meeting of creditors in the matter of A. Verne Hornbeck, Bankrupt No. 2453. The bankrupt was present in person. Several creditors were present in person. R. J. Cleland, of Grand Rapids, was present for petitioning creditors. The bankrupt was sworn and examined without a reporter. Claims were proved and allowed. Iral Philips was elected trustee, and the amount of his bond placed by the referee at \$3,000. The meeting was then adjourned without date.

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of William Carlson, as Independent Electric Co., Bankrupt No. 2500. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Haven and is an electrician. The schedules filed list assets of \$2,437.39, of which \$1,350 is claimed as exempt to the bankrupt, with liabilities of \$1,560.52. The first meeting has been called for June 4. A list of the creditors of the bankrupt is as follows:

Marion Temple, Muskegon	\$250.00
Independent Electric Service Co., Muskegon	239.71
Chamber of Commerce, Grand Haven	25.00
W. A. Giering Electric Co., Grand Rapids	39.12
A. Koolman, Grand Haven	23.25
Schultema Electric Co., Muskegon	53.94
Lappin Electric Co., Milwaukee	74.19
Dake Engine Co., Grand Haven	4.21
Peter Van Zyl, Grand Haven	10.78
C. J. Litscher Elec. Co., Grand Rapids	58.79
Air Way Elec. App. Corp., Toledo	7.69
Electric Appliance Co., Chicago	65.79
Commercial Elec. Sup. Co., Detroit	70.53
Central Electric Co., Chicago	44.64
Michigan Tel. Co., Grand Haven	5.05
F. E. Murray Co., Grand Rapids	249.13
Illinois Electric Co., Chicago	62.63
Western Electric Co., Chicago	96.76
City of Grand Haven, Grand Haven	60.31
Home Building Financing Association, Grand Haven	120.00

May 20. On this day were received the schedules, order of reference and adjudication in the matter of Edward G. Bernholtz, Bankrupt No. 2499. The matter has been referred to Charles B. Blair, referee in bankruptcy. The schedules filed list assets of \$291.55, of which \$206.30 is claimed as exempt to the bankrupt, with liabilities of \$1,522.40. The bankrupt is a resident of Grand Rapids and is a garage proprietor. The court has written for funds for the first meeting and upon receipt of the same the first meeting will be called, and note of the same made here. A list of the creditors of the bankrupt—all located in Grand Rapids—is as follows:

H. H. Jordan	\$123.00
Dr. John C. Foshee	25.60
Dr. Geo. L. Riley	6.00
Dr. R. J. Hutchinson	1.50
Dr. R. V. Moore	7.00
Dr. A. C. Butterfield	7.50
Dr. R. F. Webb	121.50
Nick Powja	50.00
Wm. T. Glonn	5.50

Rinvelt Bros.	315.36
Jon. S. Michalowski	189.78
Edw. F. and Elmer Cook	335.14
Seid H. Shamelly	73.00
Joseph Tmasik	63.86
Harmon Drug Co.	29.51
Henry S. Korey	35.00
William Davis	17.00
National Clothing Co.	31.34
Ray Miller	175.00
Norman O. Aman	4.00
Herbert H. Lehnen	15.45
Frank C. Mrocz	15.00
Foster, Stevens & Co.	14.00
Sun Oil Co.	22.00
Madison Square Garage	63.84
Leich Electric Co.	47.18
Piston Service Co.	4.24
Michigan Accessories Co.	23.50

May 22. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Mamie Clark, Bankrupt No. 2504. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Manon and has conducted a dry goods store at such place, of which \$250 is claimed as exempt. The schedules filed list assets of \$2,157.40, with liabilities of \$4,451.80. The first meeting of creditors has been called for June 5. A list of the creditors of the bankrupt is as follows:

Ensheimer Fischel Co., Cleveland	\$694.03
Mace Ensel Co., Cleveland	697.25
G. R. Dry Goods Co., Grand Rapids	183.53
Suthe Whitlock Co., Buffalo	53.90
Charles Ransom, Los Angeles, Cal.	2,073.09
Manton State Bank, Manton	750.00

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of C. Arthur Carlson, as Carlson Plumbing & Heating Co., Bankrupt No. 2503. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Cadillac and is a plumber by occupation. The schedules filed list assets of \$10,306.25, of which \$300 is claimed as exempt to the bankrupt, with liabilities in the sum of \$11,621.80. The first meeting has been called for June 5. A list of the creditors of the bankrupt is as follows:

Albert Pipe & Sup. Co., Bay City	\$1,016.00
American Radiotr Co., Detroit	190.20
American Blower Co., Detroit	735.00
Buhl Sons Co., Detroit	746.43
Barnes Mfg. Co., Mansfield, Ohio	66.50
Crane Co., Grand Rapids	818.13
H. F. Cox Co., Grand Rapids	857.27
W. C. Hopson & Co., Grand Rapids	64.28
A. Harvey Sons Mfg. Co., Detroit	425.12
Morley Bros., Saginaw	212.48
Michigan Hardware Co., Grand Rapids	64.30
National Cash Register Co., Grand Rapids	173.80
Richards Mfg. Co., Grand Rapids	174.34
Richardson & Boynton Co., Chicago	36.67
Rochester Can Co., Rochester	77.30
Standard Sanitary Mfg. Co., Toledo	151.08
J. D. Swartwout Co., Saginaw	589.04
United States Rubber Co., Detroit	10.17
Wheeling Corrugating Co., Chicago	70.89
Walworth Mfg. Co., Chicago	2,863.69
Woodward Wanger Co., Philadelphia	128.93
Ed Small, Cadillac	2,000.00
Peoples Savings Bank, Cadillac	75.00

In the matter of George Weurding, Bankrupt No. 2498, the funds for the first meeting have been received and such meeting will be held at the referee's office on June 4.

In the matter of Mastenbrook-Grove-Cartier Co., Bankrupt No. 2481, the first meeting has been called for June 6.

In the matter of John W. Mulholland, Bankrupt No. 2496, the funds for the first meeting have been filed and such meeting has been called for June 4.

In the matter of Wilmot L. Moore, Bankrupt No. 2487, the first meeting of creditors has been set for June 5. The funds for such meeting have been received.

May 20. On this day was held the sale of assets in the matter of Edwin Gingrich, Bankrupt No. 2470. The bankrupt was not present in person. The assets of the estate over and above the exemptions were sold to N. D. Gover, of Mt. Pleasant, for \$1,215. An order was made approving the sale. An order was also made for the payment of administration expenses and for the payment of a first dividend of 5 per cent. to creditors. The meeting was then adjourned without date.

May 22. On this day was held the final meeting of creditors in the matter of Michigan Forest Co., Bankrupt No. 2001. The trustee was present. No creditors were present or represented. The trustee's final report and account was approved. An order was made for the payment of administration expenses and for the declaration and payment of a final dividend to creditors. There was no objection to discharge. The meeting was then adjourned without date. The case will be closed and returned. The amount of dividend has at this date not been determined and upon the arrival of the percentage thereof a note of the same will be made here.

May 23. On this day was held the first meeting of creditors in the matter of Peter Schneider, Bankrupt No. 2491. The bankrupt was present in person and by Jerrett N. Clark. The creditors were present in person and by J. R. Gillard. Claims were proved and allowed. The bankrupt was sworn and examined by

# The Mill Mutuals

Agency

LANSING - MICHIGAN

STRENGTH

ECONOMY



REPRESENTING THE

MICHIGAN MILLERS MUTUAL FIRE INSURANCE CO.

AND ASSOCIATED COMPANIES

Combined Assets of Group \$30,215,678.02

20% TO 40% SAVINGS MADE IN 1923

Fire Insurance—All Branches

TORNADO - AUTOMOBILE - PLATE GLASS



American Public Utilities Company

7% Prior Preferred Stocks

We are recommending the purchase of this sound Public Utility Preferred stock for the following very definite and specific reasons—

- (a)—The Company is efficiently managed.
- (b)—The dividends are being safely earned—all subsidiaries showing substantial profits.
- (c)—Greatly increased and growing demand for the services furnished by the company makes for sustained and increased earnings.
- (d)—Supervision by State Public Service Commissions and enlightened public opinion assure a continued fair return on capital.
- (e)—A good investment yield—The present price of around 80 yields the investor 8¾%.
- (f)—Good marketability—with the trend toward higher prices for the stock.

In our opinion this security is a conservative investment and we are soliciting your order on that basis.

**CORRIGAN COMPANY**

Investment Bankers and Brokers

GROUND FLOOR, MICHIGAN TRUST BLDG.  
GRAND RAPIDS, MICHIGAN

CITZ. 4480

BELL M. 4900



Mr. Gillard. A. J. Cook, of Grand Rapids, was elected trustee, and the amount of his bond placed at \$500. The meeting was then adjourned without date.

On this day also was held the first meeting of creditors in the matter of George Palmer, Bankrupt No. 2484. The bankrupt was present in person and by attorney. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined by the referee without a reporter. The meeting was then adjourned without date and no trustee was appointed. The case has been closed and returned to the district court.

On this day also was held the first meeting of creditors in the matter of Arthur W. Stroberg, Bankrupt No. 2486. The bankrupt was present in person and by attorney. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Mary E. Smith, of Cadillac, was appointed trustee, and the amount of her bond placed by the referee at \$300. The meeting was then adjourned without date.

On this day also was held the final meeting of creditors in the matter of Thorlief F. Barnes, Bankrupt No. 2414. The bankrupt was not present or represented. The trustee's final report and account was approved and allowed. An order was made for the payment of administration expenses and for the declaration and payment of a final dividend to creditors. When the amount of such dividend is determined a note of the same will be made here. There was no objection to discharge. The meeting was then adjourned without date and the case closed and returned to the district court.

May 26. On this day was held the first meeting of creditors in the matter of August Luskin, Bankrupt No. 2467. The bankrupt was not present or represented. Creditors were present. It appeared that an adjournment was desired and the meeting was adjourned to June 2.

On this day also was the first meeting of creditors in the matter of John Hiltz, Bankrupt No. 2489. The bankrupt was present in person and by attorney Judson E. Richardson, of Evart. No creditors were present or represented. One claim was proved and allowed. The bankrupt was sworn and examined without a reporter. It appeared at the examination that all of the property of the bankrupt was either exempt to the bankrupt or encumbered to more than its market value and no trustee was appointed. The case was then adjourned without date and closed and returned to the district judge as a no-asset case.

#### No Doubt Now of White Season.

Although color in women's Summer garments will be a noticeable feature of them all through the season, there is now little question that white will be supreme. One of the big manufacturers of silk hosiery reports that, last week for the third time in succession, white hose topped the list of shades, other than black, wanted by retail buyers. Makers of women's shoes report a sustained call for white footgear, and in the new Summer millinery lines white is strongly played up. White outer garments, especially for sports wear are also seen.

#### Good Reorders For Sports Skirts.

While the activity is not all that could be desired, skirt wholesalers are getting fairly good reorders for sports skirts. In the bigger cities the demand is strong for the wrap-around models in the light colors. Pleated skirts of various types continue to hold their own, and the indications are that the favor for these styles will continue well into the Fall. The call for distinctly Summer merchandise is growing, and retailers are expected to be considerably more liberal in their commitments for silk merchandise.

#### Not on the Postoffice List.

Stranger, entering post office: "Any mail for Mike Howe?"

The postmaster was busy and made no reply.

"Any mail for Mike Howe?" repeated the stranger.

"No, of course not. Who do you suppose would send mail to your cow?"

#### Has the Egg Industry Anything To Advertise.

(Continued from page 21)

of the merchandising outlets it will develop, then the co-operative marketing societies will.

But let us not become victims of sluggish merchandising habits in a year when we are confronted with an egg surplus of dangerous size.

No matter how much energy may be put behind the movement for standardization, that is only one side of the marketing of eggs.

To this work right now comes an S. O. S. call from the National Poultry, Butter and Egg Association to the receivers everywhere, urging them to make a market for graded eggs at once. "Create a demand for them," they say. The shipper is being "hounded" from all sides to buy on a graded basis only to find out that there is no market. Quality in eggs is demanded for every day in the year and not merely during the summer months. Could there be any stronger argument than this "war cry" broadcasted everywhere for the urgent necessity of advertising in the egg industry, not for later on, but right now, this month, this very minute?

Fortunately, the industry has in it men like President Kilbourne, who are far-sighted enough to know that uniform better quality and definite grades must be established and adhered to if the egg business and its associated interests, the storages, are to advance along safe lines, as they should. They are doing splendid work, without question.

But, in the meantime, there are several thousand other men and firms in the egg business with a condition to meet while the worthy principle of standardization is being worked out and put into practice.

These men and firms cannot sleep while the other work is being done. The hens of the country continue to yield eggs in increasing numbers. These eggs come to market and must be sold. If sold on their merits as good food, if not misrepresented, they can most assuredly be consistently and successfully advertised, and, what is more, must be, in my opinion, if the industry is to be stabilized and freed from the sharp reactions which so frequently in recent years have spelled excessive losses. S. Edward Davis.

THERE IS MONEY  
FOR YOU IN

**Straul**  
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.

GENERAL STORE; irrigated section, close Black Hills, Western South Dakota. Established ten years; always a money maker; clean, staple stock \$12,000. Only general store growing town about three hundred. New country, big future. A real location. Dissolving partnership, wish to sell. Will consider clear property or good securities as part payment. Address Owner, Box 58, Vermillion, Kansas. 614

STORE—FOR SALE—TO CONTINUE BUSINESS handling shoes, gents' furnishings, and rubber goods. Clean stock; best location; good established business. Write Box 151, Wilmington, Ill. 615

For sale—All tables, counters, shelving, plate glass, oak window panels, electric and gas fixtures, office fixtures and supplies, one large safe in good condition, gas and water pipe, and all remaining fixtures of the C. L. Young & Company's store, Benton Harbor, Mich. Open 8 a. m. to 8 p. m. D. B. & L. F. Sutherland. 616

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 Casswell 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

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

Pay spot cash for clothing and furnishings 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 LEVINSOHN, 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.

**Fiegler's**  
Chocolates

Package Goods of  
Paramount Quality  
and  
Artistic Design



## TRADE PRACTICES BANNED.

### Recent Findings By the Federal Trade Commission.

Price competition on staple items of stationery has been greatly decreased and prices to the consumer have been unreasonably advanced, charges the Federal Trade Commission in issuing a complaint of unfair competition against the National Association of Stationers and Manufacturers, and twenty-two local or sectional associations. The members of the several associations, according to the complaint, dominate the manufacture and the wholesale and retail trade in stationers' goods in the United States. The complaint alleges that there is a combination entered into and continued with the purpose, intent and effect of discouraging, stifling, and suppressing competition in interstate commerce in the wholesale and retail trade in stationery goods, and of unfairly hampering and obstructing competition, and of enhancing the prices of stationery goods.

In explaining the methods alleged to have been used by the associations in the furtherance of their purposes, the commission says, a commission representative of the dealers prepared and distributed lists of standard resale prices on staple items of stationery goods, and that manufacturers of stationery goods were induced to adopt the recommendations of the commission as their list prices.

Charges are also made that manufacturers were induced to increase their list prices and to enlarge the trade discounts to retailers; that competing manufacturers were induced to standardize and make uniform net prices on various staple items of stationery, and to fix and maintain resale prices on their items; that encouragement was given to the adoption of methods of calculating the costs of conducting a retail stationery business with the effect of inflating and standardizing the inflation of the retail costs as a basis for the gross margins to be obtained and the resale prices to be recommended; that false and derogatory statements were circulated among the trade and among consumers concerning the goods and the business methods of competitors who refused to adopt the commission's prices and undersold the retailer members of the affiliated associations; that information in aid of the enforcement of the alleged unfair policies was collected and disseminated, and that retailers not in harmony with the associations' policies were excluded from membership.

Four Philadelphia concerns selling furniture at retail are cited for unfair methods of competition in separate complaints issued by the commission. The complaints allege in each instance that the firms use various false and misleading statements in advertising matter to the effect that their customers in buying from them deal direct with the manufacturers, thereby saving the middlemen's profit.

A so-called traffic and service bureau, its officers, directors, and subscribers, and a publishing company, both of Minneapolis, are cited in a complaint that charges unfair meth-

ods of competition in the marketing of coal.

The service bureau is a Minnesota corporation, the complaint states, and is engaged in carrying out the purposes, objects and activities of a retail coal dealers' association, for which purpose the members of the association caused the bureau to be incorporated in 1915. The association thereupon disbanded, the commission says, and the service bureau took over its activities and functions. The subscribers of the bureau numbering approximately 1,800 are in large part retail coal dealers doing business in the states of Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Missouri and Kansas. A considerable number of the bureau's members operate "line yards"—that is, a number of retail coal yards operated under one ownership or management. Of this class there are about 100 who operate retail coal yards in more than one state.

The publishing company publishes a trade journal. According to the complaint the subscribers to this journal are in large part retail coal dealers located in the states covered by the service bureau, who are qualified as "legitimate" dealers under the definition promulgated by the service bureau. The complaint alleges that the object of the publishing company and its publication among others is to prevent wholesalers, producers of coal and others from selling coal to consumers or dealers not qualified as "regular" dealers as defined by the bureau in its efforts to prevent the sale of coal except to "regular" dealers.

Co-operative means and methods were used, the complaint charges, to prevent wholesalers of coal from selling in the territory served by the respondents direct to consumers or to any other persons not retail dealers in coal, as qualified under the designations of "legitimate" or "regular" dealers as defined by the bureau. It is also alleged that the purpose and effect of the co-operative methods were to enable the local dealers in their respective communities to control the price of coal to the consumer without interference from outside competition.

Unfair methods of competition in the marketing of a butter substitute known as "Nucoa Nut Margarine" are charged against a New York concern. The complaint alleges that the company adopted and maintained the practice of entering into contracts for the sale of its products for resale at various points within the United States and has fixed prices on the condition, agreement or understanding that the purchaser shall not deal in similar products of a competitor; and that the effect of those sales or contracts for sales and agreements of that character is substantially to lessen competition and tend to create a monopoly in the territories where the contracts are operative.

The company, the complaint further alleges, employs a system of maintaining certain specified standard prices at which its product shall be resold by wholesalers or jobbers to retailers and by retailers to the consuming public.

In order to obtain the co-operation of dealers and effect the maintenance of its resale prices, it is said to have used the following practices: causes it to be generally known to the trade, by letters, telegrams and other means that it expects and requires wholesalers, jobbers, and retailers handling its products, to enforce and maintain its resale price schedule; solicits, invites and obtains from wholesalers, jobbers, and retailers handling its products, to enforce and maintain its resale price schedule; solicits, invites and obtains from wholesalers, jobbers and retailers handling its product, reports as to the failure to maintain its prices by other wholesalers, jobbers, and retailers; requests and directs its customers, and orders and requires its salesmen and other employees, to investigate and report price-cutting by wholesalers, jobbers and retailers handling its product; refuses to sell its product to those dealers who refuse to observe and maintain its established resale prices; follows other equivalent co-operative methods to maintain its established resale price system.

A Chicago company engaged in the manufacture of music rolls for player pianos has been ordered to discontinue certain business practices which the commission found, it says, to be unfair competition in violation of the Federal Trade Commission Act, and to discontinue the use of contracts contrary to the Clayton Act.

The practices condemned by the commission are: the maintenance and enforcement of a fixed standard resale price plan in co-operation with dealer customers and others, and the entering into agreements for the fixing of prices charged for its products, or discount from or rebate upon such prices subject to the condition that the customer shall not deal in a competitor's product.

The company, according to the commission's findings, used various co-operative methods in enforcing its plan of standard resale prices at which its player rolls were to be sold by dealers. Among the methods, says the commission, was the obtaining of reports from its customers of the names of competing dealers who sell its rolls for less than the resale prices named by the company in its catalogue. Reports of that nature were also received from the company's salesmen and agents, the commission asserts. Upon the receipt of the reports, the commission says, it was found that the company brought pressure to bear upon the offending dealers in an effort to compel them to restore, observe, and maintain the fixed resale prices on its rolls.

The labeling and branding of the products of two manufacturers of paints, with their principal offices in New York City, is questioned by the commission. A lead compound labeled "Gold Seal White Lead," sold by the concerns, does not contain more than 1 per cent. of sulphate or carbonate of lead, the commission charges, in its complaint, explaining that the term "White Lead" is commonly used by the trade and the general public to

designate sulphate of lead or carbonate of lead.

The complaints allege that the labeling and branding of the concerns' products in the manner described has a tendency to mislead and deceive the trade and the public into the belief that sulphate of lead or carbonate of lead is in point of quantity the principal ingredient in the concerns' products, when it is alleged that as a matter of fact neither of those compounds of lead is the principal ingredient.

Obtaining the support and co-operation of wholesale and retail dealers in coffee and teas is charged against a concern with plants at Boston and Chicago. A number of methods alleged to have been used by the concern in establishing its price plan are enumerated in the complaint. Among the methods are: entering into agreements, understandings and arrangements with dealers for the maintenance by them of the concern's resale prices as a condition of opening accounts or of continuing the supply of the concern's products; the refusal further to supply dealers who refuse to abide by its standard prices until they have given satisfactory assurances that they will in future observe and maintain the set prices or will refrain from selling the concern's products to dealers who do not observe and maintain those prices.

Enforcement of price maintenance systems is charged against two manufacturers of cosmetics, one in New York City and one in LaCrosse, Wisconsin. The commission complains that the New York firm in co-operation with dealers handling its products adopted and maintained a system of fixing certain specified uniform prices at which its products shall be resold. The complaint recites numerous alleged methods used by the firm in the enforcement of its price system, among which are: soliciting and obtaining from dealers reports of failure of other dealers to observe and maintain its resale prices; employing its salesman and other agents to investigate and obtain information as to the failure of any dealer to observe its resale prices, and using other equivalent co-operative means and methods for the enforcement of its system of resale prices. The complaint against the La Crosse concern makes similar charges.

Eight New York concerns selling silver-plated ware are cited in separate complaints charging unfair methods of competition. The complaints allege in each instance that the concerns caused to be stamped on silver-plated ware the words "Sheffield," "Sheffield Plate," and other designations containing the word "Sheffield" which they offered for sale to the public. The silverware so stamped, it is alleged, was not manufactured in Sheffield, England, and is not of the quality which has been associated with the terms of Sheffield Silver and Sheffield Plate. The complaints further allege that such use of the word "Sheffield" is confusing and misleading, and creates an undue preference for the products so stamped, to the detriment of competitors who refrain from using such terms in the marketing of their products.