

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-first Year

GRAND RAPIDS, WEDNESDAY, JUNE 25, 1924

Number 2127

DON'T LOSE YOUR PLUCK

When things are running crosswise, and the engine's
out of gear,
When the road is rough and rocky, and the sky is far
from clear,
When you're plainly up against it and you're surely
out of luck,
That's the time to use your courage and to show your
stock of pluck.

'Most any one can travel on a road that's smooth and
clear,
And any one can get there if he only has to steer;
But when the motor's balky and you're running in
the muck,
If you're ever going to get there you must call upon
your pluck.

There's no thrill in easy sailing when the skies are
clear and blue,
There's no joy in merely doing things that any one
can do,
But there is some satisfaction that is mighty sweet
to take
When you reach a destination that you thought you'd
never make.

So when everything's against you and your plans are
going wrong,
Just face the situation and keep moving right along—
Don't sit down and wail and whimper, even though
you may be stuck,
You're not absolutely helpless if you still possess
your pluck.

Public Reference Library,
Library St

Now is the time to order *Parowax*

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

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

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

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

Standard Oil Company (INDIANA)

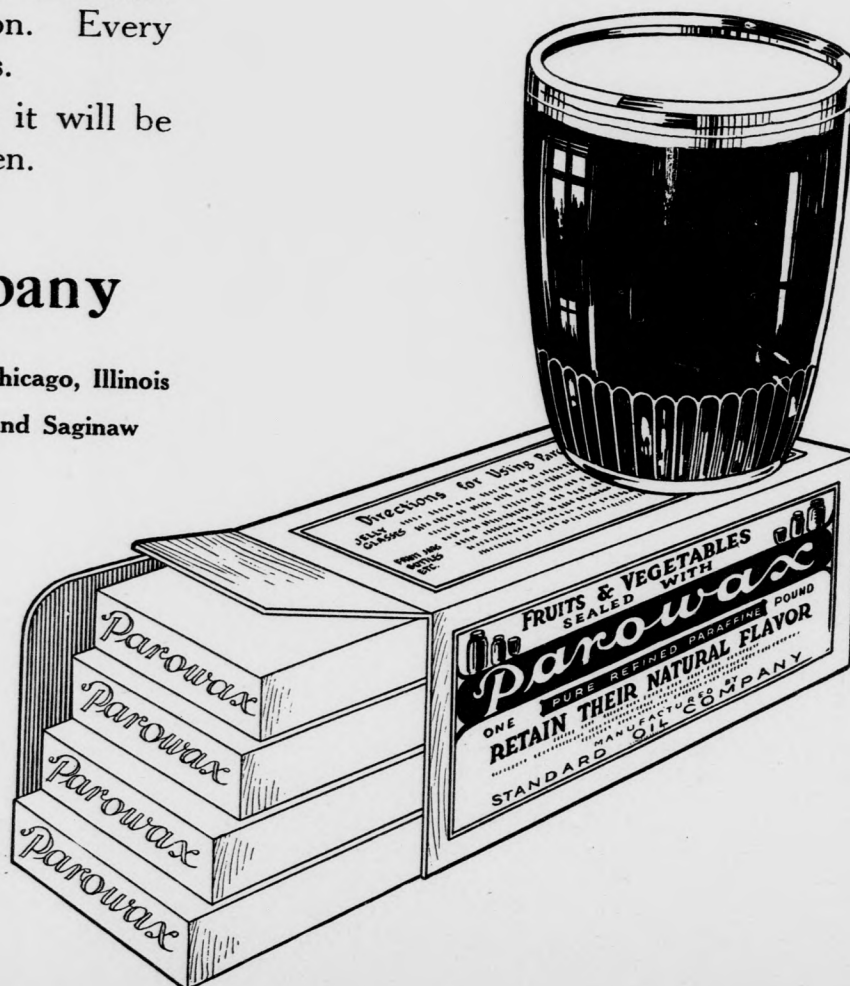
910 S. Michigan Avenue

Chicago, Illinois

Michigan Branches at Detroit, Grand Rapids and Saginaw



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



MICHIGAN TRADESMAN

Forty-first Year

GRAND RAPIDS, WEDNESDAY, JUNE 25, 1924

Number 2127

MICHIGAN TRADESMAN

(Unlike any other paper.)

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

D VOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By
TRADESMAN COMPANY
Grand Rapids

E. A. STOWE, Editor.

Subscription Price.

Three dollars per year, if paid strictly
in advance.

Four dollars per year, if not paid in
advance.

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

Sample copies 10 cents each.

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

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

AFTER FAKE FRUIT JUICES.

The National Vigilance Committee of the Associated Advertising Clubs of the World has launched a campaign against the fake fruit juice beverages that should be supported generally. There is no better time for a general discussion of the concoctions that will be passed out to appease the thirst of America in the hot months just ahead.

The Vigilance Committee is to be commended for issuing its warning at this early date and in sufficient time to do some real good.

There are no figures available on the actual damage done the health of America through present free-and-easy sale of beverages that do not even contain a trace of relationship to the family names they carry.

Publishers should censor this class of advertising with greater care than has ever been given to medicine advertising, and the Vigilance Committee has issued a number of bulletins that should be kept on hand for general guidance.

Both the National committee and the Better Business Bureaus might even go a step further and demand a National beverage law that would have as its first purpose a true label and advertising clause that would stop much of the present faking not only in bottled goods, but over the counters of soda fountain owners. To-day the retailer is protected from the manufacturer in bulk goods under the Food and Drugs Act, but the public has small protection from the retailer.

Synthetic and imitation flavors are pretty common these days and it does not help the cause of advertising any to have them made more appealing by the use of attractive and deceptive decorations of fruits to which they are related in name only. By the use of such methods these products are made to bring the price of real juices and flavors.

Believers of truth in advertising can find no more worthy field of endeavor for the summer months than the beverages that are sold to quench America's thirst.

TWO KINDS OF DEPRESSION.

The depression felt by business is both material and psychological, Walter W. ead, president of the American Bankers Association, says. e insists the present situation presents no greater difficulties than have been overcome many times, in the past.

"Of what are we fearful to-day?" he says. "What is there, in to-day's crisis, that is more serious, that we are less able to surmount, than the crises of former years? We have been swept off our feet by the ease of fictitious rewards. We have suffered a setback. Some of us have suffered actual losses; some of us actually are worse off than we were before the period of unnatural inflation began. uBt still we have resources beyond those available at any previous period of our country's history—resources sufficient for every need if we but use them economically and effectively."

The joy-ride is over, but if we make proper use of the resources in our care, none need go hungry. We must turn again to old traditions; we must revive our faith; we must restore our respect for time-tried principles. We have tried to make progress too hastily, by attempting to increase values without increasing intrinsic worth. We have failed, as men have always failed when following that course. We must again acknowledge that progress comes only through toil, economy and thrift. That—and that alone—is the enduring structure, the enduring structure, the result of painstaking building.

MENACE TO THE COUNTRY.

That is a strong indictment a Northern Michigan merchant makes on page 6 of this week's issue of the Tradesman against fishermen and hunters from the cities whom he accuses of ruthlessly cutting and leaving openings in wire fences on private lands through which cattle and sheep escape, thus causing great expense and loss to the owners. Men who carry guns and fish poles ought to be on their good behavior when they are trespassing on other people's lands, but many of them appear to be utterly devoid of the trait which goes by the name of common decency.

The sportsman who includes a wire cutter in his equipment is a dangerous man to be at large. He is a fit companion to the fiend who leaves his camp fire burning when he is through with it or throws matches in dead grass or brush heaps when he lights his pipe or cigarette.

It is to be hoped that the responses

of the gentlemen named in the appeal may be so generous and conclusive as to solve the problem of the perplexed merchant who aims to reclaim the wilderness and makes it habitable for either men or animals.

Dr. W. H. P. Faunce, president of Brown University, voices a warning against the danger of radio and motion pictures creating a mob mind to the destruction of independent thought and action. But if he had made a little closer study he would have seen that the uttering of platitudes by screen and radio, to which he so earnestly objects, has already met with a reaction. The public demand is exactly opposite. The universal cry is for something new, startling and sensational. Those who patronize the radio and the screen are much given to flouting platitudes—and not in polite language, but by the stigma of "old stuff." The chief pride of the youth of the day is in discovering a new thing first and striving to be independent, even odd. Old and useful platitudes are rejected merely because they are old. The real danger to independent thinking does not come the screen and radio, but from those schools and universities where education has taken the form of levelling down to standards that suit the intelligence of the enormous classes of students. The remedy for a mob mind oes not lie in making the screen and radio independent in thought and action, but in making scholastic training more liberal.

The South African elections seem to have had a result not unlike those held in Great Britain six months ago. General Smuts and his Imperial party had a majority of only seven in the Parliament and went to the country to get more. Thereupon the Nationalists and the Laborites formed a working agreement and took the Premier's majority away from him, even defeating the Premier himself. The Nationalists, who have for some time agitated secession from the empire, are now scheduled to form a Government with the support of the Laborites. The secession plank, however, had to be thrown out of their election platform before their alliance with the Labor party could be made, so the empire is in no immediate danger from the Nationalists. It is not even impossible that a period in power will convince them that their interests and those of the South African Union do not lie in secession. A taste of office and responsibility not infrequently has the effect of toning down extremists, as witness Ramsay MacDonald and his friends.

General Charles G. Dawes in his first utterance of the campaign makes a plea for fairness, ordinary decency

and plain common sense. At the same time he pledges no quarter shall be given to the demagogue and his demagoguery. He has seen enough of what appeals to the passions and prejudices of humanity can do in Europe and in America. Both sides of the Atlantic have had an orgy of demagoguery in which there has been little common sense in the discussion of public questions. If the party of General Dawes and the enemy party should follow his suggestions, a political campaign might mean something more than vocal fireworks and verbal red fire. We might even come to discussing the actual issues and the real problems and the spellbinder could be thrown into the discard. Should we come to that we will have arrived at the millennium in politics.

A month ago nothing would save the farmers except the McNary-Haugen bill, fixing the price of wheat. This was the latest nostrum of the panacea peddlers, and without it wheat prices could never rise and more wheat farms must be abandoned. Congress had no more than killed the McNary-Haugen bill and gone home until wheat prices rose 10 cents a bushel within a week. The farm bloc had nothing to do with it. All the laws ever passed by it are not worth a pinch of the old law of supply and demand. That is what is operating in the wheat pits now. The estimated yield this year is 93,000,000 bushels short of what it was in 1923. Up goes the price of wheat. It is a strange thing about these help-the-farmer laws. They give him more credit and, drowned in a sea of credit, his last state is worse than his first. They take the wheat-pit gamblers off his back and the price of wheat falls. His price-fixing law fails and wheat goes up. If wheat goes to \$1.25 a bushel this fall, how will the snake doctors explain it?

Efforts of the American St. Lawrence Commission to prevent the famous Horseshoe at Niagra Falls from committing suicide are well worth the time and labor of the highly trained engineers who have undertaken the task. But it is rather startling to have them report that the water is cutting away the limestone crest at the rate of six feet every year and that the stone face has been driven back nine hundred feet since the Declaration of Independence was signed. The preservation of the round contour of the Horseshoe will be a world-wide benefaction. There may be Americans who disagree with Secretary Hoover politically, but there are none who will not rejoice that a man of his energy and engineering skill is at the head of the commission that has this work in charge.

IN THE REALM OF RASCALITY

Cheats and Swindles Which Merchants Should Avoid.

Two clever sharks are now touring Michigan in search of fresh victims, working under the guise of the Knickerbocker Merchandising Co., of New York. They seldom approach a merchant who takes the Tradesman, because their fraudulent propaganda has been so frequently exposed by the Tradesman that they realize they are under a great handicap in undertaking to "hook" a merchant who reads his Tradesman carefully every week. They usually get the lay of the ground by asking, "Has your Tradesman for this week come in yet?" If the merchant gives a negative reply, they usually depart without presenting their swindling scheme; but if the merchant replies that he does not take the Tradesman, his callers immediately proceed to enmesh him in their nefarious scheme. The Tradesman has a record of over sixty Michigan merchants who have been caught by these cheats. Whatever they abstract from the merchant in the shape of cash in advance goes into their own pockets. In one case they succeeded in obtaining \$200; in several cases \$100; in many cases \$50 and \$25; in rare instances as small a sum as \$5. No sum is refused, if a larger amount cannot be abstracted, because it is all net plunder for the wily schemers who secure the orders for alleged wholesale grocery service from the unthinking merchant. Later on the rascally confederate who has desk room only in a dingy little office in New York City will undertake the collection of the remainder of the contract. In some cases the New York confederates have been known to ship small quantities of goods at cut prices in order to induce the merchant to complete the payment of his contract, but in nine cases out of ten the merchant who has given up good money for a piece of worthless paper realizes that he has been stung and shuts up like a clam, humiliated to think he has consented to be the victim of such cheap crooks. It usually requires two or three days for a merchant to reach such a conclusion and in the meantime the perfidious swindlers will have moved on to another part of the State. Any merchant who touches these crooks at any angle will have only vain regrets as the outcome of the transaction.

For several years Michigan merchants have received calls from Sam Leavitt, a fat German Israelite from Chicago, who represented a wholesale crockery house. The goods sold by his house gradually deteriorated in quality, so that most of his customers found it necessary to discontinue dealings with him. On his last trip around he had a new line of goods which was irresistible. Cotton gloves worth \$3.75 per dozen were offered for \$2.25 and several other articles in kindred lines were equally attractive in price and quality. Nearly every merchant bought heavily. After the order was hooked, Leavitt remarked: "It is customary for my new connection to insist on an advance payment on initial

orders." Because the opportunity to secure goods at such prices was never before presented, most merchants took the hook and, although many months have elapsed since this transaction occurred, neither Leavitt nor his house nor the goods ordered have been in evidence. Leavitt is probably working the same swindle in other states. It is a brand new fraud and will probably keep Leavitt out of the poorhouse for many years.

Benton Harbor, June 21—What do you think of the New York Bankers, Inc., 347 Madison avenue, New York City? Their agents are selling stock around here, and even the banks endorse it, but I would like your opinion.

Nemos.

The New York Bankers, Inc., is a comparatively new enterprise organized in August, 1922, and the company has an authorized capital of \$1,000,000 8 per cent. cumulative preferred stock and 10,000 shares of common stock of no par value. This line of business when efficiently managed has proved successful and profitable by some of the older finance companies. This is a new enterprise, however, and it remains to be seen whether its future will be successful or otherwise. The stock must be considered in the light of a speculation at best, and regardless of whether your bank recommends the investment, we would not do so. We do not mean by this that the investment would necessarily prove disastrous, but there is a risk involved in putting money into this stock, which people of small means should not assume.

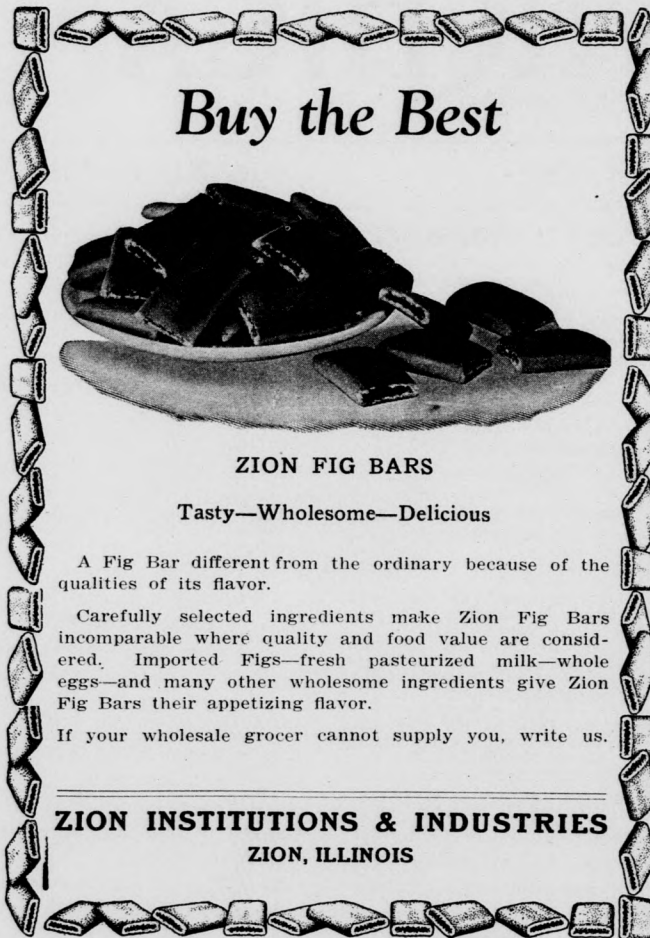
Coldwater, June 20—The Lewis Laboratories, Chicago, are flooding this section of the State with letters soliciting patients for their gland operations. What do you think about it?

Claude Jones.


The study of the functions of the various glands of the human body is not new, though recent years have contributed greatly to exact knowledge concerning them. Unfortunately, the appeal to the imagination which this, as yet very incomplete, knowledge makes, particularly to the newspaper reader who cannot be well informed with regard to medical matters, has opened up an opportunity for the faker and quack to bleed the credulous public from a new vein.

The use of animal glands in medicine has revealed possibilities yet unexplored, and no one knows what the future may bring along this line, but it has also led to extravagant and foolish claims that, at present at least, are without foundation. Among these are those of the renewal of youth in the aged by transplantation, or other use, of glands from lower animals. A well-known novelist has seized upon this idea to give point to her story "Black Oxen," but her story still remains a novel of questionable merit, not an exposition of any recognized scientific discovery.

Those who advertise gland tablets and gland preparations of various sorts guaranteed to turn backward time in its flight, may be safely characterized at once as fakers whose only object is to capitalize the universal desire for youth for the benefit of their own pocketbooks. If you feel that you are



Buy the Best



ZION FIG BARS

Tasty—Wholesome—Delicious

A Fig Bar different from the ordinary because of the qualities of its flavor.

Carefully selected ingredients make Zion Fig Bars incomparable where quality and food value are considered. Imported Figs—fresh pasteurized milk—whole eggs—and many other wholesome ingredients give Zion Fig Bars their appetizing flavor.

If your wholesale grocer cannot supply you, write us.

ZION INSTITUTIONS & INDUSTRIES

ZION, ILLINOIS

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"

CANAJOHARIE

NEW YORK

growing old, as all of us are, our advice is to keep your money for your own needs; don't help fill the coffers of the medical quack.

Beaverton, June 20—I am enclosing you a check I cashed a few days ago, which has been returned to the bank with the notation that it is a fraud. The man that gave it to me and endorsed it as C. A. Newton was a man I should say about fifty-five to sixty years old, perhaps five foot six inches tall and very well dressed. I am sending you the check and this information in order that you may warn others about this crook.

A. A. Zimmerman.

This is the same chap who has managed to live for a year or more on the credulity of Michigan merchants. He has a full supply of rubber stamps and evidently has a confederate somewhere who keeps him supplied with blank bank checks. The check he negotiated at Beaverton was drawn on the first National Bank of Owego, N. Y. The rubber stamp signature was the Independent Nursery Co., Inc., signed E. A. Potter, Treas. Merchants should invariably turn down any stranger who presents a check to be cashed unless both man and check are guaranteed by some local person who is entirely responsible.

May 14 the Tradesman warned its readers to beware of Charles Hugh Wirth, who had established an office at 714 Commercial Savings Bank building, in this city, to engage in the sale of licenses to handle goods manufactured by "his associate company" in Chicago. The Tradesman looked up the Chicago end of the swindle and found it to be a cheap little Israelite, doing business in a small office. The Chicago man admitted to the Tradesman representative that he obtained his supplies from stores near by the office. Wirth, who is a German by birth and a Methodist preacher by occupation, now occupies a cell in the Kent county jail, pending sentence on a charge of larceny of \$300 from Henry C. Bertram, Ludington city commissioner, whom Prosecutor Cornelius Hoffius said was one of 110 Michigan residents defrauded of approximately \$18,000 in an exclusive territory scheme for the sale of automobile accessories.

Wirth, speaking clearly and unfalteringly, pleaded guilty before Superior Court Judge Leonard D. Verdier to the specific charge preferred by Bertram, who said he answered a Ludington newspaper advertisement which stated an unusual business opportunity could be arranged for persons with a capital of only \$300.

Bertram came to Grand Rapids, he said, and listened to stories of money to be made through Wirth's plan of selling in Mason county automobile accessories to be obtained through a Chicago company on a factory-to-consumer cut price basis.

Circulars, catalogs and a complete list of automobile owners in Mason county were to be furnished Bertram under the plan and Bertram paid the money to Wirth, who said he was agent for the Chicago company.

After waiting several weeks for word from Wirth, Bertram notified authori-

ties. Prosecutor Cornelius Hoffius and Detective Thomas D. Blinston investigated and Wirth finally admitted Bertram had been defrauded. Wirth's local offices in the Commercial Savings Bank building were visited and deposit slips bearing names of state residents who had paid various amounts for exclusive territory rights were seized.

After Wirth had placed himself at the mercy of the court Prosecutor Hoffius advised Judge Verdier that Bertram had received no circulars, catalogs, car owner lists or contract promised by Wirth, and asserted no Chicago company such as represented by Wirth existed. Instead, the prosecutor alleges, there was a business man in Chicago who had received one-half the money obtained by Wirth.

Michigan residents began to read Wirth's advertisements in Michigan newspapers, it was said, early in December, when Wirth maintained offices in Kalamazoo. Six weeks ago the offices were moved to Grand Rapids.

Wirth's wife, standing beside her husband as he informed Judge Verdier of the workings of the arrangement, placed a handkerchief to her eyes frequently as the husband told the court he was anxious to turn back as much money as he possibly could raise.

Wirth offered cash payment of about \$5,000, a home purchased in Plainwell two months ago for \$6,000 and an automobile valued at \$1,000.

Mrs. Wirth had with her in court Friday, she said, about \$1,400 in cash deposits and said there was between \$3,000 and \$4,000 deposited in a Kalamazoo bank.

During the court session Wirth said he had been a minister in the Methodist church for eight years before the World war, but had left church work when the United States entered the war and become a Y. M. C. A. secretary and later a Red Cross worker in New York. The court ordered him returned to his cell pending sentence, which will be imposed, Judge Verdier said, when the money reported deposited in Kalamazoo is referred to Wirth's patrons through the court.

The United Light and Power Co.

(Successor to

United Light & Railways Company)
Davenport—Grand Rapids—Chicago

The Board of Directors of The United Light and Power Company has declared the following dividends on the stocks of the Company:

A quarterly dividend of One Dollar and Sixty-two Cents (\$1.62) per share on the Class "A" Preferred Stock, payable July 1, 1924, to Stockholders of record June 16, 1924.

A quarterly dividend of One Dollar (\$1.00) per share on the Class "B" Preferred Stock, payable July 1, 1924, to stockholders of record June 16, 1924.

A dividend of Forty Cents (40c) per share on the Class "A" and Class "B" Common Stock, payable August 1, 1924, to stockholders of record July 15, 1924.

Transfer books will not be closed.
L. H. HEINKE, Treasurer.

June 11, 1924.

True Courtesy

Courtesy, whether it is merely the superficial sort that is a matter of good policy or the better kind that is prompted by true regard for others, is the lubricant that reduces the friction of human association and makes life easier and more pleasant.

Acts of true courtesy are never premeditated. They are as natural as breathing. They are an inherent part of every fine character. They are the basis upon which such a one performs all other acts. They rest upon a true consideration of others and recognition of an equal right to live and be happy. They promote that end.

Nor is true courtesy at all out of place in business relations. It is perhaps more necessary here than elsewhere. In business association, friction is greater and there is more need for a lubricant.

Aside from more pleasant associations, courtesy, defined as interest in the welfare of others, is a part of business service. It is the thing that causes one business man to render to another more than he is paid for doing. It is a potential element in permanent business dealings. Upon it is built the greatest business asset—continuous patronage.

We endeavor to make our business associations pleasant. We know that we are interested in the welfare of our patrons. We are always looking for more whom we can serve.

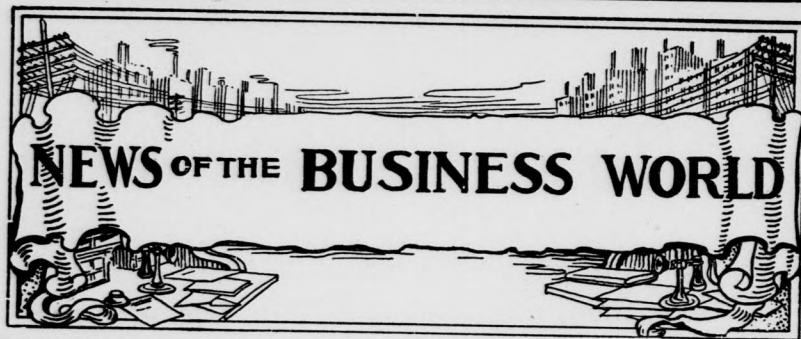


WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers



Movement of Merchants.

Lansing—The Lawrence Baking Co. will build an addition to its plant, 32x70 feet.

Detroit—The Continental Co., 1323 Book building, has changed its name to the Continental Screen Co.

Belding—The Belding-Hall Co. has increased its capital stock from \$400,000 to \$1,000,000.

Detroit—Julius Gottlieb has engaged in the boot and shoe business at 3703 East Lafayette avenue.

Muskegon—Linton B. Grover succeeds William A. Wiesler in the grocery business at 194 Jackson street.

Vicksburg—John Sorenson and son, Cedric, have taken over the McElvain hotel, succeeding R. W. Chapman.

Detroit—The Renz-Bullen Co., 1400 West Fort street, auto parts, etc., has changed its name to the Bullen Co.

Detroit—The Day-Grommet Drug Co., 7269 East Jefferson avenue, has changed its name to the Day Drug Co.

Detroit—Abe Epstein, 2412 Hastings street, boots, shoes, etc., has filed a petition in bankruptcy it is reported.

Lansing—The Michelex Elevator & Warehouse Co., 221 North Cedar street, has increased its capital stock from \$25,000 to \$75,000.

Adrian—The Adrian Mutual Oil Co., 406 National Bank of Commerce building, has increased its capital stock from \$30,000 to \$50,000.

Wyandotte—The Wyandotte Rubber Products has changed its capitalization from \$100,000 to \$85,000 and 1,500 shares at \$10 per share.

Evart—The First National Bank, recently organized, has purchased the building of the Evart State Bank and will open for business about July 1.

Detroit—Ignatz Auslander, dealer in shoes, etc., at 8571 Jos. Campau avenue, is reported to be offering to settle with his creditors at 20 per cent.

Ishpeming—The N. E. Skud Estate's dry goods store is conducting an anniversary sale commemorating over thirty-five years of merchandising here.

Detroit—Jewel's Inc., 35 West Grand River avenue, dealer in women's ready-to-wear garments, has increased its capital stock from \$25,000 to \$50,000.

St. Louis—The S-J-S Foundry Co. has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and \$1,500 paid in in cash.

Detroit—The Reliable Fish Co., Inc., 2719 Hastings street, has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash.

Detroit—Blackman's, 221 Michigan avenue, has been incorporated to deal

in clothing, with an authorized capital stock of \$50,000, \$30,000 of which has been subscribed and paid in in cash.

Monroe—Harry W. Leland has engaged in the typewriters and typewriter supplies business at 9 East Front street, under the style of the Monroe Typewriter Sales & Service Co.

Detroit—The Detroit Fibre Co., foot of Hillger street, has been incorporated with an authorized capital stock of \$50,000, of which amount \$40,000 has been subscribed and \$15,000 paid in in cash.

Howard City—D. H. Hunter has sold the Grant U. Fewlass grocery stock to the Michigan Mercantile Co., Art Crook and M. F. Butler, who have divided and added it to their respective stocks.

Detroit—The Michigan Milk Co., 17 Cadillac Square, has been incorporated to deal in milk products, with an authorized capital stock of \$1,000, all of which has been subscribed and \$250 paid in in cash.

Detroit—The Auto-Ade Corporation, 816 Free Press building, has been incorporated to deal in petroleum products, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Kalamazoo—Earl F. Hess has resigned his position with the Bell Shoe Co. and accepted the management of the footwear department of C. Marks, Inc., succeeding C. W. Mcha, who has returned to South Bend, Ind.

Detroit—The Cadillac Poultry Co., 3783 Maybury Grand avenue, has been incorporated to deal in live and dressed poultry, with an authorized capital stock of \$2,000, of which amount \$900 has been subscribed and paid in in cash.

Lansing—The Wolverine Oil Co. has been incorporated to deal in oils, greases, petroleum products, auto accessories, etc., with an authorized capital stock of \$10,000, \$7,000 of which has been subscribed and paid in in cash.

Detroit—The Motorade Corporation, with business offices at 816 Free Press building, has been incorporated to deal in petroleum products, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Cadillac—Henry Klein has merged his clothing, men's furnishings, men's shoes, etc., business into a stock company under the style of the Klein-Crane Co., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Detroit—The Long Piston Corporation, 6335 East Palmer street, has been incorporated with an authorized

capital stock of \$375,000 preferred and 6,000 shares at \$1 per share, of which amount \$38,000 and 6,000 shares has been subscribed and \$4,400 paid in in cash.

Kalamazoo—W. H. Brown, recently of Philadelphia, Pa., succeeds Arthur Perrin, Jr., as manager of the local W. T. Grant Co. store on South Burdick street. Mr. Perrin has been sent to Davenport, Iowa, to take charge of a new store the Grant company is opening.

Detroit—Irvine & Meier, 10209 Woodward avenue, heating and plumbing, have merged their business into a stock company under the style of the Scientific Oil Burner Co., with an authorized capital stock of \$200,000, \$105,000 of which has been subscribed and paid in in property.

Muskegon—The Hasper Biscuit Co. has been incorporated with \$150,000 capital. It is an outgrowth of a business which was founded here twenty-two years ago by Gerrit Hasper, Sr. John Hasper is president and manager. New machinery has been installed and the capacity increased. Crackers will be added to the line of products.

Saginaw—July 9 and 10 have been set as the dates for the next trade extension trip of the Wholesalers Bureau of the Board of Commerce. The itinerary will include Freeland, Midland, Coleman, Clare and Mt. Pleasant the first day. The second day, Shepherd, Ithaca, Alma, St. Louis, Breckenridge, Wheeler, Merrill and Hemlock will be visited.

Manufacturing Matters.

Grand Rapids—The American Twisting Co., 634 Front avenue, N.W., has increased its capital stock from \$15,000 to \$75,000.

South Haven—Casavant Brothers, who have been large manufacturers of phonographs, have increased their capital stock and are preparing to continue in this line on a larger scale as the manufacturers of cabinets of all kinds.

Detroit—The Enterprise Manufacturing Co., 2138 Springale avenue, has been incorporated to manufacture and sell the Perfection Wire Cloth Measuring machine, with an authorized capital stock of \$10,000, all of which has been subscribed and \$5,000 paid in in cash.

Detroit—The Sovereign Laboratories, Inc., 8731 Grand River avenue, has been incorporated to manufacture and sell pharmaceutical preparations, toilet articles, etc., with an authorized capital stock of \$3,000, all of which has been subscribed, \$1,000 paid in in cash and \$1,000 in property.

Tecumseh—W. E. Barrett has merged his cigar manufacturing business into a stock company under the style of the Little Beauty Cigar Co., with an authorized capital stock of \$20,000, of which amount \$15,000 has been subscribed and paid in, \$400 in cash and \$14,600 in property.

Detroit—The C. N. G. Laboratories Co., 4740 John R. street, has been incorporated to manufacture and deal in medical preparations, with an authorized capital stock of \$1,000 and 5,000 shares at \$10 per share, of which

amount \$1,000 and 1,130 shares has been subscribed and \$5,640 paid in in cash.

Detroit—The Conradson Tool Corporation, with business offices at 708 Hofman building, has been incorporated with an authorized capital stock of \$250,000 preferred and 75,000 shares no par value, of which amount \$25,000 and 75,000 shares has been subscribed, \$5,000 paid in in cash and \$32,000 in property.

Detroit—The J. T. Boone Manufacturing Co., 3469 East Jefferson avenue, manufacturer of radio equipment, electrical devices, etc., has merged its business into a stock company under the style of the J. T. Boone Corporation, with an authorized capital stock of \$12,500 preferred and 37,500 shares at \$1 per share, all of which has been subscribed and paid in in property.

Watch Crop Reports and Market Conditions.

Written for the Tradesman.

There has been little change in the price of wheat during the past week, the market being only 2c lower for July, while cash is a cent lower. Corn, on the other hand, has advanced 5c per bushel and oats 1½c, with December corn selling around 78¾c per bushel; oats, 44¾c.

Based on the old rule to determine the intrinsic value of wheat, it should bring at least \$1.32 per bushel next December, the figure being arrived at by the present selling price of December corn, 78c per bushel, plus the selling price of December oats, 44c, plus 10c per bushel. If this rule really worked, wheat should be bringing \$1.47 per bushel to-day.

While we would not want to base our buying on any such rule of action as that outlined above, we are of the opinion wheat is in a particularly strong position and that it is worth every cent asked; it will probably bring more money before new crop wheat is available in volume.

Although it will be very unusual if we do not have some setback in the price of wheat at the time the first heavy receipts of new wheat come on the market, it appears to be a safe and sane prediction that the 1924 crop of wheat will bring considerably higher price than the 1923 crop.

Crop experts the country over are making estimates that back up the Government report showing a material falling off in the total amount harvested in the United States this year compared to a year ago. These estimates run from 660,000,000 to 700,000,000 bushels, totals for winter and spring wheat, this being the smallest production we have had in some years, and, in addition, the carryover has been greatly reduced, so we will go into the new crop with a light carryover, as well as prospects for a limited production.

Purchasing agents who are called upon to buy flour will profit by watching crop reports and market conditions very closely.

Lloyd E. Smith.

Since the only way to defeat old age, dying before it gets you, never has proved satisfactory, a philosopher merely forgets it and thereby finds it is a long time reaching him.

Essential Features of the Grocery Staples.

Sugar—Buyers appear to be impressed with the fact that they can safely cover their requirements for the next thirty days. The immediate disposition of the trade is to await shipment on orders already placed before entering the market for additional sugars. A notable feature of the situation is the numerous requests for rush shipments, indicating the low stocks in hands of the distributing trade. As near as can be judged, the trade is now covered on the average for about three weeks and is somewhat reluctant to follow the market upward further, until a large portion of its purchases have moved into consumption. However, many of the trade this week purchased additional sugars owing to the fact that they were meeting with increased consumptive demand. Michigan, particularly, is calling for quick shipment as it is now feeling the effects of the heavier consuming demand brought on by the higher temperature prevailing. Local jobbers still hold their quotation on granulated to 7.55c.

Tea—The demand for tea during the past week has been fair and uneventful; the undertone is fairly steady, but there is no doubt that here and there is a tendency on the part of holders of some grades of Indias and Ceylons to shade prices. The better grades of these teas, however, are steady to firm. The quality is the main reason for the weakness in the other grades. Prices for the other lines of teas remain about unchanged, the demand being moderate and prices steady.

Coffee—From Brazil during the week there has come firm news on the future Rio and Santos grades, but the market on spot Rios and Santos, green and in a large way, has made but little change during the week. Perhaps there is a slight fractional advance. Quotations on the whole are about on last week's basis. Milds are about unchanged and rather dull.

Canned Fruits—Opening prices were named last week on Hawaiian pineapple, California fruits and tuna fish. The pineapple opening was lower than last year and under normal business conditions bookings would no doubt have been brisk, but with all future trading at a minimum dealers were slow to confirm their s. a. p. contracts or to take pineapple for later requirements. Old packs are pretty well cleaned out except for some odd lots of some of the less popular grades. A clean-up before new pack is in sight. All of the pineapple opening prices were named at once and the trade was able to size up the market without delay. California fruit quotations have been strung along all week and all of the packers have not quoted the market; hence there has been a natural delay in taking action. Jobbers are covering part of their requirements but are not buying freely. Spot fruits are firm in tone, in moderate jobbing demand, without any big trades going on. Assortments are pretty well depleted on the Coast and on the spot, and peaches especially show a strong undertone. Little attention is paid to galling apples but fresh fruit is disappearing and the canned product will

soon be used more freely as a substitute.

Canned Fish—Maine sardines are still in a very much disturbed condition. Cannerymen seem to be working at odds with each other, the result is a very irregular price condition. Raw fish are selling at a well-maintained price and the quotation on the new pack is too low to make the packer any money, based on the raw fish price. This is making many packers anxious for an advance, but their efforts are blocked because of the refusal of some weak sisters to join. Fish not very plentiful and eventually, if the packers see the light, prices are almost certain to be somewhat higher. Meanwhile buyers are not interested, although Maine sardines at present quotations are pretty sure to be good property. The demand for red and pink Alaska salmon has been a little better during the week; Columbia River brands, however, are dull. Shrimp is very scarce, with very little offered. Crab meat is dull and lower, lobster quiet, tuna scarce and firm.

Canned Vegetables—No. 2 tomatoes gained in firmness last week, as they are pretty well disappearing from primary markets. Low priced goods are out of the road and a straight \$1.20 quotation is in sight. No. 1s and No. 3s are also doing better, especially the latter, although No. 10s still are in limited request. Pea packing in the South is being pushed to avoid any hot weather which would spoil the quality of the peas, which so far has been unusually fine. Deliveries show fine quality and meet with satisfaction. Western cannerymen will not begin to operate until about July 4 and fear hot, dry weather, which will bunch the crop and make for standard quality. Spot peas are firm with supplies limited. Corn is firm on futures and also doing better on current packs. Few packers are willing to accept future contracts, as they have booked up as much business as they care to handle in view of the unfavorable crop outlook. Minor vegetables are without special feature.

Dried Fruits—New pack peaches were not favorably received last week when offered by all Coast interests. The range is well above last year and not in line with the ideas of distributors, who want to see foods quoted at figures which will ensure an advancing rather than a declining market. Bookings have been nominal. Apricots so far have been quoted only by the independents, who offer guarantees against the association basis which is not likely to be made public for several weeks. Without knowing what the association will do dealers prefer to defer their contract making until later. Prune prices are not expected to be generally named until the size of the crop can be determined more accurately than at present. The June drop is still to be checked up and a better line on the percentages of the various sizes is desired by both packer and distributor. Carryover prunes are also a factor. Raisins are usually opened after the carryover is out of the way, which is generally offered during July and passed over to

second hands to be liquidated before new crop is available. Spot prunes remain unsettled and in limited demand for California and Northwestern packs. Raisins are well controlled and with a price guarantee on. Sun-Maid Coast offerings which have little or no competition from independents there is steady buying at the source for forward shipment. Apricots and peaches are quiet.

Beans and Peas—The market for all varieties of dried white beans has been very dull during the week, although prices are generally steady, in fact, in some cases firm. Holders of all beans seem to have more confidence, although business is very dull. Red kidneys are steady, white kidneys unchanged. California limas unchanged. Green and Scotch peas steady, but dull.

Cheese—Cheese is firm at unchanged prices.

Rice—The domestic rice market is dull, due to the light assortments of all grades. There are no large blocks available at the source and distributors, through force of necessity, are compelled to follow a hand-to-mouth policy. There is naturally a strong undertone and all quotations are being well maintained. Foreign rices are held with more confidence as stocks are also light, while trade during the past few days has been somewhat more active.

Syrup and Molasses—Molasses is steady, with a fair movement for the season. As soon as the hot weather becomes established the demand for molasses will undoubtedly fall off. Sugar syrup is in light supply with a demand that is just equal to it. Prices are therefore firm. Compound syrup is also strong, with a fair demand.

Salt Fish—Mackerel is in very light demand, although prices show no change for the week. Buyers are buying only for immediate wants.

Provisions—Hams, bacon, dried beef, etc., are steady at unchanged prices.

Future Pickles—Some packers have named prices on pickles for future delivery, these representing declines of about 15 per cent. on many varieties. Delivery will be in September or October.

Review of the Produce Market.

Apples—Baldwins, \$2.50 per bu.
Asparagus—\$1.75 per doz. bunches for home grown.

Bananas—6½c per lb.

Beets—New from Texas, \$2.25 per bu.

Butter—The market is a little stronger. Local jobbers hold extra fresh at 39c in 69 lb. tubs; prints, 41c. They pay 20c for packing stock.

Cabbage—Mobile commands \$3 per crate; Ten., \$2.25 per crate.

Cantaloupes—California are now selling as follows:

Jumbos ----- \$3.75
Standards ----- 3.50
Ponys ----- 3.00
Flats ----- 1.75

Carrots—\$1.75 per bu. for new from Texas.

Cauliflower—California, \$3.75 per doz. heads.

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

Cucumbers—Hot house command \$1.75 for fancy and \$1.50 for choice; Southern outdoor grown, \$3 per hamper.

Eggs—The receipts have fallen off considerably and the consumption is good, which makes a firm market. Local dealers pay 23c 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 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
Outdoor grown leaf, per bu. -- 1.00

Lemons—The market has advanced 50c per box. Quotations are now as follows:

300 Sunkist ----- \$6.50
300 Red Ball ----- 6.00
360 Red Ball ----- 5.50

Onions—California Bermudas command \$3.25 for White and \$2.75 for Yellow per crate; Spanish, \$2.50 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—\$1.50 per bu.

Peppers—75c per basket containing 16 to 18.

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

Heavy fowls ----- 18c
Broilers ----- 18@25c
Light fowls ----- 15c
Stags ----- 10c
Ducks ----- 17c

Potatoes—75@80c per bu. for old. New from Virginia and the Carolinas \$5 per bbl. for No. 1 and \$3.50 per bbl. for No. 2.

Radishes—20c per doz. bunches for hot house.

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

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

Strawberries—Home grown is in full possession of the market, commanding \$1.75@2.25 per 16 qt. crate. The quality of the crop is fine and the size is large.

Tomatoes—Southern grown \$1 per 5 lb. basket; home grown hot house, \$2 per 7 lb. basket.

Turnips—\$1.25 per bu.

Veal—Local dealers pay as follows:

Fancy White Meated ----- 12½c
Good ----- 10c
60-70 fair ----- 08c
Poor ----- 06c

HELP SOLVE THE PROBLEM.

How Can Michigan Merchant Improve Cut-Over Lands?

I received a call last week from a merchant in one of the Northern counties of Michigan who formerly owned a considerable tract of hardwood timber which he converted into lumber about twenty years ago. Since that time he has constantly aimed to utilize the cut-over lands in some useful and profitable way, so he might not be compelled to permit them to revert to the State for unpaid taxes. He has expended hundreds of dollars in advertising to attract purchasers for the land, agreeing to sell good land at \$10 per acre, with no payment down and waive interest for five years. In addition, he has offered to assist proposed buyers in erecting homes and cover for their animals and implements. Having made little headway in this direction, he undertook raising a crop of trees, but the campers, tourists, hunters and fishermen came along every season and started fires in his young timber, which discouraged further efforts along that line. He never admitted these people to his lands knowingly without exacting promises of good behavior, so far as the starting of fires is concerned, but bitter experience soon taught him that the promises of men who carry guns, fishpoles and camp equipment amount to nothing; that as a class they are lawless and irresponsible, with no regard whatever for the rights of others and no regrets for the damage they wantonly cause.

Failing to accomplish much in the way of reforestation, he decided to fence in his lands, clear them of brush and underbrush and seed them so as to grow cattle and sheep. A single season convinced him of the uselessness of this undertaking. The same kind of ruthless hunters and fishermen overran his lands, armed with wire cutters, and wickedly opened his fences wherever it suited their purpose. As a result, his cattle and sheep wandered away from home and many were never recovered. He frequently had to expend much time and money to trace his animals and return them to their home.

Thoroughly discouraged over the failures which have confronted him in his persistent effort to utilize his cut-over lands, he appealed to me for assistance or advice. I am not a timber expert. I have never discharged a gun or owned a wire cutter. I have not held a fishpole in my hand for over fifty years. So I am going to appeal to some of my friends to tell me how this merchant can handle his problem practically and successfully. Among the men I appeal to are the following:

Hon. Charles W. Garfield, Grand Rapids.

Prof. Filibert Roth, Ann Arbor.

Mr. John W. Blodgett, Grand Rapids.

Mr. Frederick Wheeler, Grand Rapids.

Mr. John A. Galster, Petoskey.

Mr. D. H. Day, Glen Haven.

Mr. Wm. H. White, Boyne City.

Prof. A. M. Chittenden, East Lansing.

Mr. John C. DeCamp, Secretary Michigan Forestry, East Lansing.

Prof. Robert Crary, Ann Arbor.

Mr. A. J. Hager, Lansing.

Mr. Henry Knowlton, Cadillac.

Mr. Charles B. Kelsey, Grand Rapids.

Mr. C. C. Tuxbury, Grand Rapids.

If all of the above named gentlemen respond to this appeal—and I believe every one of them will be willing to do his part and contribute from his storehouse of knowledge—I think we ought to be able to solve the problem of the merchant who earnestly desires to accomplish something worth while in the work of forest reproduction.

E. A. Stowe.

Proceedings of St. Joseph Bankruptcy Court.

St. Joseph, June 16.—In the matter of John Phillips, bankrupt, of Kalamazoo, the first meeting of creditors was held at the latter place, and as no claims were proved and allowed, and no creditors desiring the appointment of a trustee, after the examination of the bankrupt, orders were entered that no trustee be appointed and that the bankrupt be allowed his exemptions as claimed. The meeting was adjourned without day and unless cause to the contrary be shown, the estate will be closed as a matter of form at the end of the thirty day period.

June 17. In the matter of Samuel Guttmacher, bankrupt, of Dowagiac, the first meeting of creditors was held at the latter place. The bankrupt was sworn and examined by the referee and attorneys present without a report, his examination disclosing the failure was not in fraud of creditors. Following the examination, the bankrupt submitted a written offer of composition of 25 per cent. in cash, and 10 per cent. in notes. A large majority of the creditors in number and amount of claims filed and allowed having filed written acceptances of the offer of composition, and there being no objection to same, it was determined that the same be recommended to the district judge by the referee for confirmation. The administration expenses incurred to date, were ordered paid, whereupon the meeting adjourned without day.

June 18. In the matter of Charles H. Russell, bankrupt, of Kalamazoo, an order was made calling the first meeting of creditors at Kalamazoo on June 30 for the purpose of proving claims, the election of a trustee, the examination of the bankrupt and the transaction of such other business as may properly come before the meeting.

In the matter of John Phillips, bankrupt, there being no cause to the contrary, an order was made closing the estate and recommending the bankrupt's discharge. The record book and files were returned to the clerk's office.

June 19. In the matter of Samuel Guttmacher, bankrupt of Dowagiac, the custodian having submitted his report showing that all the assets of the bankrupt estate were intact, and it appearing from the acceptances filed that a majority of creditors in amount of the claims scheduled had accepted the written offer of composition, and a great majority in number of the claims allowed, the referee made a certificate to the district judge recommending that for the best interests of the creditors that the composition of 25 per cent. in cash and 10 in notes falling due before Jan. 1, which notes are to be indorsed, be confirmed. The record book and files were returned to the clerk's office.

June 20. An order was made by the referee in the matter of the Smith Tire & Supply Co., a corporation, bankrupt, of Kalamazoo, calling the final meeting of creditors at his office at St. Joseph on July 1 for the purpose of passing upon the trustee's final report and account, the declaration and payment of a final dividend, the payment of the remaining administration expenses and the transaction of such other business as may properly come before the meeting. Creditors were directed to show cause why a certificate should not be made by the referee recommending the bankrupt's discharge.

In the matter of Nicholas Juras, doing business as the Central Candy Co., of Kalamazoo, bankrupt, the trustee was directed to file his final report and account for the purpose of closing the estate.

June 21. Charles F. Crandall, of Kalamazoo, formerly doing business at Lawton under the name of the Lawton Service Garage, filed a voluntary petition and was adjudged bankrupt and the matter referred to Referee Banyon. The schedules disclose no assets over and above the bankrupt's statutory exemp-

tions, and the following are listed as creditors.

Alton & Gall, Rogersville, Tenn.	\$ 7.00
American Oil Corporation, Lawton	80.18
Leon Andrus, Kalamazoo	62.08
Brown & Sehler, Grand Rapids	65.20
The Battery Shop, Kalamazoo	9.76
Dr. Guy L. Bliss, Kalamazoo	10.00
Bales & Radiker, Decatur	19.87
Citizens State Bank, Decatur	120.00
Frank M. Clay, Kalamazoo	31.33
Cut Rate Tire Co., Kalamazoo	12.00
Decatur Service Station, Decatur	23.95
The Decatur Republican, Decatur	7.50
Davidson Garage, Oshtemo	26.82
William Engle, Kalamazoo	8.18
Fyrac Mfg. Co., Rockford, Ill.	12.16
The Fisk Rubber Co., Kalamazoo	21.47
Fort Wayne Iron Store Co., Fort Wayne	33.70
The Firestone Shop, Kalamazoo	115.70
Frederick's Garage, Decatur	3.00
Great West. Oil Co., Grand Rapids	21.83
Harry Frame, Kalamazoo	4.00
Good-Line Automotive Co., South Bend	31.64
Gaylord Auto Supply Co., Chicago	6.95
John Goble, Decatur	33.00
Horton-Beimer Press, Kalamazoo	10.00
Fred J. Hotop, Kalamazoo	5.15
E. G. Hendrickson Co., Chicago	37.50
Howard Cranfill Co., South Bend	49.20
G. B. H. Hall, Kalamazoo	47.96

W. M. Houtcamp, Kalamazoo	3.60
Dirk Hinga, Kalamazoo	42.50
Kalamazoo City Savings Bank, Kalamazoo	15.00
Gazette, Kalamazoo	6.30
Klens-Zol Co., Kalamazoo	6.00
Kelly-Springfield Tire Co., Detroit	365.25
Kelley Radiator Shop, Kalamazoo	6.00
Luxem & Davis, Chicago	83.77
Lacey Co., Grand Rapids	34.02
Lee Tire & Supply Co., Grand Rapids	30.77
Lincoln Motor Supply Co., Grand Rapids	37.05
John Marks, Kalamazoo	10.00
Michelin Tire Co., Chicago	176.89
Michigan Gas & Electric Co., Three Rivers	15.01
Michigan Tire & Accessories Co., Grand Rapids	9.72
Mossman-Yarnelle Co., Fort Wayne	89.61
Michigan Gas & Electric Co., Decatur	6.70
Brown & Pike, Mattawan	42.63
C. D. Merlau, Kalamazoo	50.00
McCook & Brigham, Decatur	16.39
McComber Taxi Co., Kalamazoo	5.00
National Storage Co., Kalamazoo	22.00
Nusbaum Motor Supply Co., Kalamazoo	136.75
National Refining Co., Kalamazoo	97.40
Dr. Keene B. Phillips, Kalamazoo	18.00
Paul's Garage, Kalamazoo	9.15



Mr. Business Man:

Put Your Surplus Funds to Work—

At this season many firms accumulate a surplus not needed for several weeks. Why leave it idle in a checking account, earning no interest? Put it into our

4%

Certificates of Deposit

You can withdraw it any moment needed. Four per cent paid on all funds left three months or longer. This STATE bank has assets of over \$3,000,000.00, and is a member of the Federal Reserve System. Your money will be EXTRA SAFE because we make no unsecured loans whatever, and thus have no credit losses. Remember, 4 per cent is 33 1/3 per cent more than 3 per cent.

HOME STATE BANK FOR SAVINGS

Monroe, Corner Ionia

Open Until 5:30 Daily.

Capital and Surplus, \$312,500.00.

PRESIDENT, C. B. Kelsey.

CASHIER, Martin D. Verdler.



Pioneer Welding Co., Kalamazoo	10.00
James Pollock, Lawton	44.55
Paragon Refining Co., Toledo	20.62
Fred W. Reed, Decatur	4.90
Racine Tire & Rubber Co., Chicago	103.91
Rose & Halpert Accessory Co., Kalamazoo	46.85
Harry Scott, Kalamazoo	35.50
Dr. Frederick Shillip, Kalamazoo	6.00
Sinclair Refining Co., Detroit	203.10
Seward Sales Co., Jackson	51.77
Service Tire Shop, Kalamazoo	30.00
George Shaw, Kalamazoo	45.40
Sudden Service Tire Shop, Kalamazoo	52.80
Tide Water Oil Co., Chicago	43.07
Texas Co., Chicago	36.43
John Turner, Lawton	60.00
C. D. Upton, Dowagiac	18.37
John Van Der Plough, Decatur	15.47
The Woofle Auto Co., Decatur	26.58
W. J. Werner, Kalamazoo	7.00
Wooden-Bente Co., Kalamazoo	12.77
George Wade, Kalamazoo	38.00
Vern Winey, Kalamazoo	22.00
Dr. William Rae Young, Lawton	21.00
Auto Sport Shop, Kalamazoo	51.53
Curran-Detroit Radiator Co., Detroit	21.33
Standard Oil Co., Grand Rapids	188.35
The Gates Co., Chicago	110.04
Frank Neiffert, Kalamazoo	5.00
Dr. Charles A. Fletcher, Kalamazoo	100.00
Charles W. Crandall, Schoolcraft	500.00
William S. Forler, Kalamazoo	500.00
Kalamazoo Vulcanizing Co., Kalamazoo	52.00
R. M. Hollingshead Co., Detroit	4.50
E. D. Kimball & Co., Chicago	29.53
Drs. L. J. Crum and L. H. Stewart, Kalamazoo	52.75
Rose Tire Co., Kalamazoo	46.85
The Halpert Tire Co., Kalamazoo	10.50
N. H. Steele, Kalamazoo	10.00
Roy Barchman, Oshtemo	75.00
Charles Goodrich, Mattawan	18.00
Richards & Co., Kalamazoo	52.50
Associated Bus Lines, Kalamazoo	40.00
Mitchell & Mitchell, Kalamazoo	30.00
\$5,101.60	

Preparedness Not a Menace in a Republic.

Grandville, June 24—Have we a militaristic form of government?

One might think so judging from the numerous assaults upon our military system, and the numerous pacifist parades of women, also the resolving of various religious societies. And yet what are the facts?

How many boys and girls of ten or under have ever seen a troop of soldiers marching to the music of fife and drum? Not one in a hundred, take the country through. The sight of a real soldier is a novelty to most of the inhabitants of the United States.

It is not necessary to ask why there are people so fussed up over the supposed militaristic attitude of the United States. Such people are always and forever picking flaws with the world as it is; in fact, are the grunTERS and home-sadderS of our country, who are never happy except when getting someone else into a peck of trouble.

Theirs is a part of the human nature that has to have an outflow or "bust." Such folks would regard General Pershing as a monster, because he wore the uniform of his country and went to Europe to maintain the honor of the United States on the field of war.

When we come to reckon with facts this militaristic bugaboo vanishes into thin air. Very few of America's inhabitants have ever seen a soldier, much less witnessed the parade of an army. Even when the kaiser's war was on it was only in the large towns that the military were in evidence, so that the majority of American youth, to say nothing of the elders, saw nothing of the strife or of the fighters in that war.

Gaudy uniforms are not seen, do not dazzle or charm our youth. When a great emergency arises, soldiers appear and at no other time. Then why fear that which is imperceptible to the common herd? A mere police force is all our soldiers are in time of peace. In war they are as necessary as food for the starving.

Bands and uniforms are so seldom seen they are a novelty, much more so than the circus parade which yearly visits our cities. These paraders, even if armed with double-barreled shot-guns, are not numerous enough to alarm the most pessimistic.

Why all this tirade against American preparedness?

It is absolutely silly—an old woman's whim—and should be treated as such. When troops are needed they are called. America depends on her hardy sons in case of invasion. They would be derelict, indeed, did they refuse in time of need, such as the Civil and kaiser's wars, not to come to the rescue. At such a time only the coward or traitor would fall back on his dignity and say, "I am too proud to fight."

Militarism when spoken of the United States is but a phantasm, a nightmare as wholly intangible as the farther blue of the skies at midday. The dream of idle men and women who have no higher idea of Americanism than a Sunday school picnic or a peace conference when the Nation has been insulted, its citizens murdered and its flag flouted as a dirty rag.

No true son of Columbia dotes on or regards militarism as a thing to be proud of when no war is on, but when war does come, through no fault of our country, then the word loses its malign meaning and insures a just settlement with foes who are no respecter of peace at any price.

This Nation was born in the travail of war. It has existed for a century and a half because the citizens under the flag of Betsy Ross and George Washington have never been too proud to fight.

When we as citizens of a common country fall so low as to carry that badge on our sleeves, then will the days of the Republic be numbered.

No country, however powerful it has grown, was ever conceived in peace and borne into its high estate without war. It has not been, nor is it likely ever to be. This fact ought to point a moral and adorn a tale for the sickly pacifists who parade their women in marching columns pleading for peace at any price.

Self defense is the first law of nature. It has been the law guiding the steps of the American Republic since the days of Bunker Hill, down to the last battle along the Rhine in the kaiser's war.

Preparedness never brought on war. That is an exploded fallacy and the sooner these pessimistic flatulent peace advocates get that fact imbedded in their consciousness the sooner will all such nonsense as being too proud to fight vanish into nothingness.

What would this country be without her Washington, her Lincoln, her Grant, her Dewey, her Wood, Roosevelt and Pershing? A nonentity, of course; in fact, without them there would be no United States to-day, and yet every one of these was a fighter to the core of his being and would spurn the ideas advocated by these peace at any price advocates.

No doubt there may be dangerous militarism in Europe, and yet no European nation can sit idly down, emasculate its army, and expect to exist among the nations of the earth for a twelvemonth. Necessity is the mother of invention. Militarism as it exists in our country to-day is as necessary as a National congress or a president and it will flourish long after its detractors are mouldering in the dust.

Let not loyal Americans be alarmed over the pacifist splurge which is too ephemeral to last. America for Americans and ample preparedness at all times to meet any emergency is the true idea for the country.

Old Timer.

If it is possible to make your personality an asset in your business, do so. Write your advertisements and your circular letters as "I," not as "We." Develop your individuality of appeal.

Success comes from pleasing.

9th year-

SAVE THE FRUIT CROP

The fruit season has begun. In practically every home a woman is going to put up jars of jams, jellies and preserves. This means increased sales. And naturally the majority of these purchases will be made from grocers most effectively tying up their stores with the SAVE THE FRUIT CROP idea.

Those who have capitalized on the SAVE THE FRUIT CROP campaigns during the last eight years have found it very profitable. This year there is the momentum of eight years of powerful educational work behind the idea. A window devoted to canning and preserving suggestions will help to move your entire stock of fruit, jars, preserving materials and Domino Granulated Sugar.

American Sugar Refining Company

"Sweeten it with Domino"

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

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

READJUSTMENT IN PRICES.

Although unfavorable weather has been blamed for the decline in retail business in the last several weeks to a point where figures do not compare favorably with those of last year, it cannot be said that unseasonable weather was entirely the cause of smaller sales. Failure of merchants to reduce prices in line with declines at wholesale must partly account for cautious buying.

Retail merchants contend that to lower prices on their stocks without being able to cut overhead expenses somewhere would be impossible if they are to continue to operate at a profit. High overhead, then, is responsible for dwindling sales, for many believe that if prices at retail could be brought nearer into line with the wholesale trend demand would be sufficient to effect a satisfactory revival.

Something of this sort may be necessary to prevent further slackening of retail business before the summer is over. Business men who look for a recovery as soon as the Democratic convention is out of the way and the political atmosphere has been cleared may be disappointed. Some other reason will then have to be found. Uncertainty over crops will then probably be suggested.

It seems apparent that too many industries have been drifting along in hope a revival would follow improvement in the weather. Even if a slight recovery should take place, there is no doubt that it could be increased by intelligent and forceful effort on the part of business men, especially those engaged in the retail branch of industry.

On the point of overhead costs, the National Bank of Commerce says in its monthly review:

"Bankers and farmers, manufacturers and merchants alike must abandon the illusion that the cost of doing business is or at least ought to be the dominant factor in determining selling prices. It is true that in the long run cost of production is the largest factor on one side of the equation. Obviously goods will not be produced indefinitely at a loss and output ultimately is reduced if costs cannot be brought down. Over a short period, however, cost of production is a well-nigh negligible factor in the making of a price.

"Even over a long period the cost of production of any single class of goods considered alone is not a strong enough factor to determine price except for the absolute necessities of life. Curtailed production and consequent shortage of stocks are no assurance that consumers eventually will pay a given price. Some still may prefer to do without. Others may not be able to pay the price and may be forced to do without. Such is the present situation of most American farmers."

The bank takes the position that the present depression is the second stage of the readjustment that began in 1920 when there was a steady deflation in credit. Overexpanded industries are now being deflated, it is contended, and it is indicated that the next stage will be a deflation in operating costs of one kind and another unless in the meantime the readjustment of prices

is sufficient to bring about a temporary equilibrium on the basis of reductions in the prices of raw materials.

"It may well be," says the bank in offering hope of checking a deflation in overexpanded industry before it goes to extreme length, "that eventually the product of all but obsolete equipment can be absorbed, but this does not mean that it can be absorbed on the basis of the present price situation.

"Every business organization faces a problem of costs, the solution of which cannot be evaded. It is a many sided problem, involving wages, labor efficiency and above all the many items lumped together as overhead. Organizations, like individuals, are compelled to give up extravagant habits.

"The prices of raw materials are down. The wholesale prices of many kinds of finished goods are now at reasonable levels. It is the consensus of opinion that retail prices have not been similarly liquidated. As long as this condition persists, industry cannot reap the advantage of increased volume which should accrue from lower prices."

COTTON PROSPECTS.

All of the reports from the cotton belt have indicated improvement in the condition of the growing crop which will, however, mature later than usual because of belated planting and the backwardness of the season. The recent hot spell has stimulated plant growth and has also checked the weevil. Cotton quotations have reflected in great measure the weather conditions from day to day and mean little or nothing so far as concerns the prices which spinners will ultimately pay for their supplies. From now on until the new crop begins to come into market there will be little actual movement in cotton. The mills do not appear to be in need of material, since there is only a very restricted demand for fabrics and other cotton goods. Curtailment of production is getting more general and this promises to be more marked as the Summer season advances. Prices of gray goods showed a further downward tendency during the past week on the part of first hands as well as seconds. Some mill executives say the prices are really on the basis of 20 cent cotton and that goods are being sold at a loss. Finished goods are meeting with a more ready sale since the warm spell set in, but there is still much to be desired. Imports of foreign cottons have been steadily dropping and are much less of a menace than they were expected to be. A little more interest is shown in knit underwear for Fall, but real business is not anticipated before the middle of next month.

AWAITING STABLE LEVELS.

It is generally believed that the primary markets will remain rather inactive until after the Fourth of July. There is nothing as yet to stir them into activity. The stage is set for Fall buying, but purchasers are not prepared to commit themselves to any great extent. The policy of buying only as needs manifest themselves has become rather fixed and, to the retailer, has everything to commend it. He limits his risk to the utmost and

has to borrow little or nothing to carry his stocks. He is also more likely to pay the bills he incurs because he takes few or no chances, and to this extent he is a better customer. So he is, as well, because he is not apt to cancel such orders as he may put in. But, in other respects, he is rather the despair of the producer, since his example is controlling on the jobber and this passes up all the risks to the manufacturer. Those who criticize a policy of this kind are prone to forget or ignore the notion that is back of it and what it portends. Yet every one knows that buying is stimulated on a rising market and is correspondingly depressed when the course of prices is downward. This is as true of commodities as it is of stocks. At present and for some time past the belief has prevailed that prices are too high and must come down. So long as that continues the tendency must be toward a restriction of buying, because no purchaser wants to be caught with a supply on hand of overpriced goods. When anything like stable levels are reached the character of the buying will change, not before.

WOOL AND WOOLEN GOODS.

There is not much of feature in the wool situation. Imports have been rather light and dealings in the domestic clip are few and straggly. At Liverpool during the past week auction sales of East Indian carpet wools were had. The prices showed declines of from 5 to 10 per cent. In this country values are anything but firm in the absence of any strong movement. The Department of Agriculture promises a report designed to explain the failure of raw wool prices in this country to respond to those elsewhere. It will probably be discovered that the main cause is the working of the old law of supply and demand. There does not appear to be any way whereby prices here can be kept down by any combination, even if there were one for this purpose. At the moment most of the domestic mills are working at half their capacity without any immediate prospect of greater activity. Fall requirements for fabrics are by no means yet attended to, however, and there is hope that reorders will help to keep the looms busy until the opening of the next lightweight season. This depends on the results of the efforts of the clothing salesmen whose initial orders were, in the main, not as good as were anticipated. Some showings of tropicals have been had and more are to come. In the women's wear lines there is more disposition to do business because it seems already apparent that there will be no general strike or tie-up in the garment industry.

REDUCE PRODUCTION COSTS.

That saving a dollar is more than earning a dollar became an axiom long ago. But, like many other trite things, it does not impress itself as it should except when necessity compels. At a time of slack business like now, when mounting costs are apparent in so many industries, economies are again being stressed. They were the keynote to the addresses at the Controllers' Congress of the retail dry goods men held during the past week, just as they have been to the fore at other recent business gatherings. They are also the inspiration of the movement sponsored by the Department of Commerce for simplified practice in the abolishment of needless sorts and the standardizing of products. In the attempts at introducing economies, something of a stumbling block has been found in the attitude of labor in certain industries. It is not so much in the wages paid, although these are excessive in some lines. Rather it is because operatives are not inclined to give a fair equivalent for the wages paid, or to increase their output when added facilities are furnished. This acts as a bar to the beginning of new enterprises and must result in fewer workers being employed because, as products become more costly, less of them will be in demand and a smaller number of persons will be needed to produce them. Other things being equal, more goods will be sold when they are cheap than when they are dear, and the problem, therefore, is how to reduce production costs, especially in view of the attitude of labor.

United States Treasury surpluses and deficits are to a certain extent matters of bookkeeping. It is predicted, for instance, that when the present fiscal year ends, on June 30, receipts will have exceeded expenditures by something like \$400,000,000. Yet it is clear that a part or the whole of this amount might have been employed for reducing the public debt. That it was not, was result of decisions based upon the expediency of high financial policy. The bookkeeping entries necessitated by the interest payment on the British debt are a case in point. Of the \$68,655,000 paid over \$19,000,000 was in Treasury certificates and \$49,655,000 in cash. According to custom, the Treasury certificates were cancelled, thus reducing the public debt of the United States. The cash went to swell the surplus. It was mere chance that the two figures were not reversed, reducing the surplus to a mere \$350,000,000.

Frank G. Carpenter, who lost his life in the Orient as a result of the bite of an insect, has tragically illustrated how worthless vermin may deprive the world of its useful servants. Mr. Carpenter's books have lifted geography in the schools from the dull monotony of recitation to a vital contemporary interest. With the news of Carpenter's fate comes a dispatch that tells of the seventeenth operation for blood transfusion on Dr. Farabee, the Pennsylvania anthropologist, who got malaria from the mosquitoes of Amazonia during his researches.

Discourage Sale of Nationally Advertised Goods.

Denver, Colo., June 21—We are "off" Nationally advertised goods. Put that strong! We don't sell advertised goods except as we have to. Instead of working for some National advertiser, who may leave us in the lurch after we have put in a great deal of work for him, we are working for ourselves. The following we are building up is based on confidence and good will for Pickens-Preston, not for some National advertiser.

We were "cured" of allegiance to Nationally advertised merchandise by an experience with a certain make of clothing. We took this line, which previously had only had side-street representation in Denver, and got behind it on Sixteenth street. We worked for it. After we had done this for several years—looking for a large portion of our reward in the future—the manufacturer got the idea he could sell more suits through some one else and took the line from us. We were left out on the end of the limb.

Never again for us. Our customers buy suits of us now because we recommend them and stand behind them. Our observation is that, even with a Nationally advertised line, it is the merchant's O. K. that has a major part to do in the actual selling. As proof of this, our customers sometimes ask: "Who made this?" It is a habit with some. We give the name of the maker. It probably is a name the customer never heard of before, but it satisfies him—so long as we put the stamp of our indorsement on the suit.

Much is made by some of the guarantees on Nationally advertised goods, and of the protection afforded the customer. Who is it the consumer looks to to make good? Not the National advertiser, but the distributor. We are the people they expect to make good on Nationally advertised stuff, just as on unadvertised things, and confidence in us is the decisive factor.

It is our experience that National advertising works all the time to squeeze narrower and narrower the clothier's margin of profit, and at the same time keeps the price to the consumer higher than the same quality in unadvertised merchandise is.

We are unqualifiedly opposed to the system. We don't feel that Nationally advertised goods, as a system, are indispensable either to the consumer or to the merchant.

Pickens-Preston Clothing Co.

The Public Looks to the Store.

Lima, Ohio, June 23—We carry Nationally advertised merchandise and occasionally advertise them, but we do not push them. It is true they are easier sold, but it is not always wise and profitable to follow the line of least resistance.

One point I have against pushing and talking an advertised line up is this: If a firm makes up its goods to sell some one class, or if another merchant promises to use larger quantities—and that very often happens—the merchant who advertised and talked that line up to his customers is in a peculiar position. After telling his trade of the superior qualities, etc., he must now tell his trade that not this or that line is the best, which has a tendency to lose confidence for a merchant.

In the last analysis the customer seldom goes to the maker when something is not satisfactory. It is the retailer he goes after, and it is the retailer who has to make good, no matter what the manufacturer does.

Arthur Meyers,
Michael Clothing Co.

People Shop for Prices.

Emporia, Kans., June 21—People to-day are searching for merchandise at a price, especially in the hardware business, and until farm products prices become more nearly on a level with each other our trade will con-

tinue to shop for prices. For that reason Nationally advertised brands, with more or less standard prices, don't have the appeal to the buyer.

Many of the set principles by which we used to do business before the war are changing now. A merchant has to scrutinize closely to trim his overhead wherever possible and to increase his sales and turn-over as much as possible. Featuring Nationally advertised brands won't "put a store over" these days. A merchant has to rely upon his ability to be a leader in his local community, regardless of his brands of merchandise.

McCarthy Hardware Co.

Mercantile Change at Palo.

Ionia, June 21—Herbert F. Kling, born in Ionia and during his youth a resident here, returns after a number of years absence, to take a half interest in the store of his brother, Charles Kling, well-known Ionia county merchant. During the past week the brothers have been taking an inventory of the stock, and within a short time Herbert Kling expects to bring his family from Grand Rapids to Palo, where he will reside.

Charles Kling, twenty-four years ago bought the Mandeville stock of goods at Palo and since that time has increased his business and become one of the most progressive and best known merchants in the county, drawing trade from a large radius in the Northern part of Ionia and Southern part of Montcalm counties. Mr. Kling went to Palo from Ionia where he then lived, and where he had lived since he came to Ionia with his parents, when he was two years of age. In Palo Mr. and Mrs. Kling have reared their family, and grown inseparably into the life of the community.

Herbert F. Kling was born in Ionia and went to school here. When T. R. Buck left the J. T. Webber store, then Webber & Buck, and opened a clothing store of his own, Mr. Kling was his first clerk, and remained with him for seven years. He was then in the employ of his brother-in-law, John F. Wagner, for a time and then went to Grand Rapids, where for the past eighteen years he has been employed in the firm which has successively been the Dick Brink Co., the Brink & Beecher Co. and is now the Beecher store. About two years ago Mr. Kling left the Beecher company and since then has had a small chicken ranch near Plainfield, which he will dispose of to come to Palo. Palo in particular and Ionia county in general will welcome Mr. Kling back "home" again, in the ranks of its progressive business men.

New Yorker's Consume 60 Pounds of Oranges

New York, June 24—Each man, woman and child in this city consumed 60 pounds of oranges last year, according to the bank of America. If there was anyone who went without, there was someone else to take 120 pounds, thus keeping the average at 60. Those oranges which were not eaten went into orange juice, orange drink, orange shortcake, orange ices and "scofflaw" cocktails. The total of 361,627,500 pounds—the bank refused to divulge the number of individual oranges—arrived in 12,133 carloads, mostly from California and Florida. It was a 50 per cent increase over the preceding year's orange use. New York consumed also 3,861 carloads of grapefruit and 4,211 carloads of lemons.

Pluck Wins.

Pluck wins—it always wins, though days be slow
And nights be dark 'twixt days that come and go.
Still pluck will win. Its average is sure.
He gains the prize who can most endure.
Who faces issues—he who never shirks.
Who waits and watches and who always works.

-that sign on Main Street

In front of the best grocery store in most of the small towns throughout the country there is a sign reading

Selling Agency for
Chase & Sanborn's
Famous Teas & Coffees

Many of these stores have the exclusive agency for our line. It has been profitable for them. Probably would be for you.

Why not write us about it?



Chase & Sanborn
Chicago



THE RIGHT SUGAR HELPS MAKE THE BERRIES RIGHT

for berries and other fruits, cereals and cold drinks, suggest to your customers—

FRANKLIN POWDERED SUGAR

in 1 lb. cartons and

FRANKLIN EXTRA FINE GRANULATED

in 2 and 5 lb. cartons and 2, 5, 10 and 25 lb. cotton sacks.

The Franklin Sugar Refining Company

PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use"

Granulated, Dainty Lumps, Powdered, Brown, Confectioners', Golden Syrup, Sugar-Honey



Store Service a Much Abused Word.

We hear much about "service" in merchandising footwear. And a wee small voice in the rear of the room rises to enquire, "What is Service?" Then we flounder around and look for a definition. The dictionary says, "the performance of labor for the benefit of another or at another's command." To many this doesn't mean service, but servitude. It isn't necessary to kowtow to please. Shoe men deliver worth while merchandise of good value, at right price, and should be courteous and attentive.

Service is a sincere effort to please and give the customer his money's worth.

Mark the word sincere in this case. Take that word out of the definition, and you discover a prescription for the brand of service generally provided by many stores. Sincerity is too often lacking. Is it any wonder the general public is skeptical. Many merchandisers have a chip on their shoulder and too many men on the floor have erected a wall of antagonism towards the consuming trade as a whole. They expect kicks and complaints and generally get more than they expect.

True, a considerable number of customers are absolutely unreasonable, but maybe this is because they have been buffeted around so much or misled by false promises with the result that confidence has been shaken.

Recently the writer went into a haberdashery to purchase a necktie. This is the way service was defined at that store: "Bow tie? Yes sir. Racks full of 'em all over the store. House is yours. Help yourself." And then full attention directed towards another customer who came in and asked about a bath robe. Probably more money in bath robes.

So we walked out after fumbling with a few racks. And the salesman will never know that the prospective customer for the tie, also had a straw hat in mind, and socks and a few other things. We still need the socks and the straw hat and other things, because we for the time and unconsciously perhaps, are soured on haberdashery as a whole. Why? Because we fear that we will have to undergo another snub the very next time that we set out to buy the hat, the socks and the other things.

Many people have a grudge against the retail shoe business. Maybe it is because so many sellers of shoes at retail have exhibited the same kind of indifference as the man in the haberdashery. Many people, especially men, are interested in knowing more about shoes they buy and wear. But they have a very hard time getting

this information. About all the information available is, "this is a hum-dinger of a shoe" or "this is a real shoe" or "this shoe will wear," "this one will fit." Not why this one will wear or this one will fit.

The same kind of information is available in full measure in the descriptions of shoes in the mail order catalogs. Possibly that is why the mail order houses sell so many shoes.

But you counter with this, "where does this service idea come in when you deal with the mail order house? All you get is a picture and descriptions. Not much service to that."

It is true that the service feature is absent in connection with mail order dealings, but there is another thing that is absent, too, which probably makes for better relations because of its absence. That is indifference of people with whom we come in contact in our retail dealings.

Indifference and inattention ruin more sales in shoe stores than anything else. It costs money to attract customers in the store, rents are high, advertising costs are prohibitive, selling expenses are heavy and when a customer does come inside the store it is certainly up to everyone in the house to make him feel at home and do everything possible to please him.

These are strenuous times in business generally. It is absolutely true that there are too many shoe stores and it also seems certain that if there is to be a liquidation of shoe stores because of there being too many that only stores which hand out a true brand of service are the ones which will survive.

Probably the war spoiled many and their merchandising effort. Dollars came too easy. It was then a sellers' market. To-day the reverse is true. The buyer holds the whip.

As long as this buyers' market prevails, and it seems that it will prevail for some time, it is up to retailers to be absolutely sincere in the service which they render or in due time they will close their doors. It is a well recognized fact that time consumed in closing a sale represents a certain expense and the longer it takes to close a sale the more money it costs. It does seem to the fellow sitting on the side lines, however, viewing the methods in some shoe stores of the country, that with a little more attention, courtesy and sincere desire to please and serve that the time necessary for closing sales can be considerably reduced.—Shoe Retailer.

There is no escape. At 16, spring causes love to afflict him; at 60, it makes his rheumatism worse.

Reminiscences of the Philadelphia Centennial Exhibition.

The Centennial Exposition in 1876 was more than an event—it was a program, as the witty Frenchman said of his wife's dress. In my opinion, the Centennial was a tremendous force for peace and for better international understanding. It brought the people of the world very much more closely together, just as the great exhibition at Wembley in England is now doing. By the way, I understand that this exhibition cost our British cousins in the neighborhood of \$400,000,000, and from all I can learn it is well worth it.

I do not think the educational features of the Centennial celebrations in Philadelphia in 1876 have been stressed enough in what has been written concerning that important event. We know that we owe the cigarette in its present form to ideas which germinated in the brain of a poor boy from the mountains of North Carolina, who took his last cent to come and see the Centennial, and who saw there some Turks and Egyptians rolling cigarettes

by hand. To-day that boy is at the head of the British-American Tobacco Company, of China, and is one of the greatest figures in international trade. In an interesting article he admits that he received his entire original inspiration and stimulus to development from the Centennial Exposition and what he saw there. Of course, he must have been a bright boy to start with or he never would have had the ambition to make the journey to Philadelphia—but we never can tell what may influence our lives, consciously or unconsciously.

I have often wondered how much benefit has been brought to the women of the United States by the perfection of the gas stove.

But something came out of the Centennial even greater than either of these, and that was the stimulus given by Alexander Graham Bell and a little tinkling machine, which 99 people out of every 100 then regarded as a pretty toy. No inventor has ever struggled harder than Mr. Bell. At the time of the Centennial he was 29 years old.

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

Michigan Shoe Dealers Mutual Fire Insurance Co. Lansing, Michigan

PROMPT ADJUSTMENTS

Write

L. H. BAKER, Secy-Treas.

LANSING, MICH.

P. O. Box 549

Herold-Bertsch Shoes



No. 901

\$3.40

New Style High Grade Oxford

Men's Full Grain Black Calf, Trouser Creased Oxford, Bend Outsole, Grain Insole, Wingfoot Heel, leather heel-base, leather counter, Good-year Welt.

HEROLD-BERTSCH SHOE CO.
Grand Rapids, Mich.

The only success he had met with had been that which comes from knowing that you are along the right path, whether you are earning any money or not. Fortunately the Centennial attracted many prominent foreign visitors. Among them was Dom Pedro II, Emperor of Brazil. I happened to be standing near the booth when Dom Pedro tested Bell's invention, and as long as I live I shall never forget his exclamation when he had observed it—"My God, it talks." Enthusiasm was one of the Brazilian Emperor's virtues. He called the attention of all those around him to Bell and to his invention. He described it glowingly and admiringly, knowing how much Charles J. Harrah, Jacob Humbird, and other American inventive men of progress had done for his own Empire. In short, Don Pedro's advertising called the attention of a number of men of means to Bell, and was of material help to him in advancing one of the greatest conveniences of modern times.

Sometimes when I read the biographies of so-called successful men, and of the stories that they delight to write (always after they have reached the age of 65) as to what wonderful things they accomplished, I am reminded of John Welsh, and of those with him who brought about the success of the Centennial Exposition. I never saw any of these gentlemen giving their photographs to the paper and tell how they had risen from being poor boys to be the saviors of the Nation. Whatever the defects of the people of Philadelphia may be, blatant

self-advertisement is not one of them. We do not need that pretty puffing which is the joy of some natures to let people know what we are.

It is particularly pleasant to learn that there will be an educational exhibit in the Sesqui-Centennial of 1926. If an old man can offer a suggestion it would be that somewhere there be displayed models of the school houses as they were then, and as they are now. Fifty years is a small time in which to change human nature. We may not produce any brighter school children to-day than we did fifty years ago, but at least we see that they brush their teeth regularly and that the rooms are very much better lighted and aired. I should also like to see an exhibit of the way in which our highest ideals are taught to those children who are of foreign birth or parentage—in other words, how we are making good Americans, and especially good Philadelphians of them.

James G. Brown.

Davis Against Any Wage Changes.

James J. Davis, Secretary of Labor, sounded a warning note to business men not to cut wages at the annual convention of the National Retail Credit Men's Association at New York City last week. To do this, he said, would only cut the Nation's consuming capacity.

If wages were cut only \$1 a month it would reduce the power of 41,000,000 employees in the country to buy \$41,000,000 worth of merchandise, Mr. Davis averred.

"Unless the cost of living goes down

with the cut of wages the result cannot help but be detrimental to business as a whole. America is the highest wage-paying Nation in the world, and much of its success has been built upon that fact."

"On the other hand, it is incumbent on every man who works with his hand or head, or both, to refrain from suggesting any increase in wages during the next twelve months. Under existing conditions no business will make very much money during 1924. The employe who has an assured posi-

tion during these times of stress is certainly to be congratulated. To expect any increase in the wage scale at this time places the employe beyond the realm of reasonableness. Any demand of this kind should be met with instant refusal, because it is a sure indication of a weak and diseased mind. The sooner such men are eliminated from a business institution the better for all concerned."

Did you ever actually see a "little old red school house?"

DANCERS!

Here's Good News For You

Bill Dollavo and His Ramona Syncopators Have Begun Their Engagement at Ramona Dancing Casino.

Dollavo has enlarged the personnel of his orchestra, the members of which are well known and skilled musicians. They need no introduction to Grand Rapids and Western Michigan dancers.

Be sure to come out tonight. Alluring, fascinating Fox Trots; Peppy, Snappy One-steps, and wonderful Waltzes are in store for YOU.

"Dollavo's Music Just Won't Let Your Feet Behave."

Hart Brand Canned Foods

FRUITS

Red Sour Cherries	Black Raspberries
Red Raspberries	Pears
Strawberries	Plums
Blackberries	Peaches
Gooseberries	Apples

VEGETABLES

Peas	String Beans
Corn	Green Lima Beans
Pumpkin	Red Kidney Beans
Succotash	Squash

HART BRAND canned foods are prepared from the finest products of the garden, orchard and farm. They are gathered and packed in the most prime condition.

HART BRAND canned foods are sterilized by heat alone and packed under the most sanitary conditions.

JUNE GARDEN PEAS fresh to your table from **HART BRAND** cans ready to serve.

Put the Summer Garden in Your Winter Pantry.

HART BRAND gives you selection from the finest garden peas, the best succulent sweet corn, the highest quality string beans, lima beans and succotash.

Michigan Canned Foods for Michigan People

Prepared by **W. R. ROACH & COMPANY**
Main Office: **GRAND RAPIDS, MICHIGAN**



Prices of Farm Products More Nearly in Line.

The index of the Bureau of Labor Statistics shows that the gradual downward trend in wholesale prices continued during May. Average prices are now 6 per cent. below those of May, 1923. During the past year, however, there has been substantial progress in the evening up of prices among the different commodity groups. In every group prices are lower than they were a year ago, but the recessions have been greatest in the groups whose indexes have been highest above the pre-war level. Thus, the decline during the year amounted to 11 per cent. for building materials, to 8 per cent. for house furnishings, and to 7 per cent. for cloths and clothing, while the decline for farm products amounted to only 2 per cent. The metals group offers an exception. Metal prices a year ago were not much out of line with the general average, but during the year there has been a decline of 12 per cent.

Prices of farm products are nearer the general average at present than are prices of metals and metal products and of chemicals and rugs. If the predictions of higher wheat prices and of a further decline in the general price level come true, the purchasing power of the Western farmers should show considerable improvement during the autumn. Such a development may have important political consequences. The radical agitators in the grain belt will not get as sympathetic a hearing as heretofore if wheat should go up to \$1.25 a bushel before election, as Dr. David Friday, director of research in the National Transportation Institute predicted the other day.

The older generation of business men readily recall how the myth of the "crime of '73" was kept before the country for twenty years as a rallying cry of the discontented agricultural regions. The so-called "crime" was the demonetization of the silver dollar. In 1873 silver dollars had not been in general circulation for such a long period that they were a curiosity. The mint ratio of 16 to 1, adopted in 1834, undervalued silver, so that it was

more valuable as bullion than as coin and was therefore not struck into dollars. Then came the Civil War, which put the country on a paper basis.

In 1873 Congress, in enacting a law in anticipation of the resumption of specie payments, specified the coins which were to be struck, but omitted the silver dollar, as provision for its coinage was deemed superfluous. This attracted no attention at the time, but a few years later there was a sharp increase in the output of silver in the West, and its market value declined rapidly. Then for the first time it was charged that its demonetization was responsible for the slump. The law was denounced as a criminal conspiracy.

Cheap money agitators, who cared little about the silver industry, but who had been thwarted in their efforts to keep the country on a fiat money basis, saw in the advocacy of silver the next best thing to a paper standard, and they took up the hue and cry and continued to ring the changes on the slogan until free silver became a dead issue in the nineties.

The foregoing has some bearing on the cheap money agitation that has been going on in certain parts of the country since the middle of 1920. There are many intelligent people who have accepted in good faith the myth of the great "deflation conspiracy" of 1920. In this case it is not Congress but the Federal Reserve Board that is alleged to have perpetrated the "outrage." The yarn has been refuted so many times that it is useless to say anything further about it here. Yet the radical politicians of the West are planning to make this one of the central points in their coming campaign, if they decide to have one. Will this myth have as much vitality as that of the "crime of '73?"

Gold continues to come into the country in an enormous volume, notwithstanding the surmise that the flow must soon be checked because of the depletion of foreign holdings. The monthly average of net imports during the current year has been \$39,500,000. This compares with a monthly net average during the calendar year

PROCRASTINATION

in the making of a will has often resulted in death before making adequate provision for inheritance taxes and for relatives.

The same early attention should be given to this matter as to Life Insurance.

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The Two Reasons



WHEN a man dies without making a Will his failure to draw the important paper is generally found to be due to one of two reasons.

In most cases the man either delayed this important duty or else he guessed that his estate would be distributed in the manner he hoped it would be.

He failed to appreciate that his wishes would not be considered and that the law would determine absolutely how his property would be divided.

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1923 of \$24,500,000. A year ago, with merchandise imports much heavier than they are at present, and in fact actually exceeding exports, there was a tendency for gold shipments to this country to taper off. In recent months however, merchandise imports have declined with the slower pace of business in this country, and last year there was also a considerable movement of capital from Europe to this country, owing to the disturbed political conditions overseas. Meanwhile exports have been running somewhat above those of a year ago. As a result, this country continues to get most of the world's gold. It will be interesting to watch the gold movement during the next few months, if the discount rate of the Bank of England remains above that of the Federal Reserve Bank of New York.

William O. Scroggs.

Exaggerating in One's Financial Statement.

Written for the Tradesman.

An old Government employe told me not long ago that if there was the slightest grain of dishonesty in a business man, it would appear in one of three ways: First, in his income tax report; second, in his mercantile tax report; if he paid a mercantile tax, and third, in his financial statement. I have seen some astonishing instances of the curious fact that when some business men make out those three statements they work under a code of ethics quite different from their usual code.

Take the financial statement which most business men give either to a commercial agency for the purpose of having a mercantile rating based on it, or to another business house as a basis of credit. It just so happens that within the last few weeks I have been instrumental in marking down three such statements, every one of which seemed honest to the man who made it, but which still could not stand up under microscopic examination. Usually there is no actual fraud in these things; the trouble comes through that excessive optimism that leads all of us to estimate our own property at too great a value. In one of the three statements a member of a partnership had included some real estate holdings at a value that while it seemed real to him, was out of all proportion to the present sale value. Since this had the direct result of inflating the credit basis, it was a false pretense, though in this case a wholly innocent one, I believe. Nevertheless, a criminal prosecution could have been brought for it.

To-day the law has the offense of making false financial reports more completely sewed up than ever before. Up until recently it was not considered misuse of the mails to send a false statement to a commercial agency, but it is a criminal offense to do it to-day, because of a later provision of the Federal criminal law. I have before me now the report of a case brought in the United States Court against several members of a partnership who were said to have made up a false financial statement and sent it to a commercial agency, knowing they would be given a rating on it which would be better

than the rating they deserved. They got off through the stupidity of the man who drew the indictment, because he neglected to charge that they knew the statement was false when they sent it. The court therefore quashed the indictment, but it took occasion to say this:

The sending of false statements of accused's financial condition to persons from whom he desired credit was not originally considered punishable under Section 5,480, Revised Statutes. However, it is now well settled that under Section 215 of the Penal Code the mailing of a false financial statement to a commercial agency, with a knowledge that it was false and that it would be used to secure the extension of credit to him, is within the section.

So that to-day any business man who makes out a false financial statement and puts it in the mails is committing a criminal offense against the United States Government and can be prosecuted and sent to prison. I shouldn't need to say, perhaps, that a statement is false when it either underrates one's liabilities or overrates one's assets. The innocent false pretenses, if I can so describe them, nearly all come from taking too rosy a view of the value of one's holdings, whatever they may be. A favorite plan is forgetting depreciation.

In addition to being prosecuted for misuse of the mails, the author of a false financial statement can be prosecuted in a rapidly increasing number of states under a law making it a misdemeanor to give written false statement of one's financial condition for the purpose of inducing credit. One state after another has passed this act, in order to get around having to prosecute under the general false pretense act, under which you practically had to prove a man's fraudulent intent. This was a very difficult thing to do. I haven't taken the time to learn how

many states now have the act, but believe 75 per cent. have.

Naturally none of the readers hereof give false financial statements, but they may have such a statement given to them. Then I am hopeful that what I have said may keep down the exaggeration that might pin fraud on many

a perfectly honest and sincere over-optimistic business man.

Elton J. Buckley.

Oratory began to decline about the time baldness took away the raven locks that once were tossed so beligerently.

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Fire Waste Costs Billion Annually.

According to a report of the insurance and fire prevention committee of the National Association of Credit Men at the annual convention in Buffalo yesterday, the American people tax themselves almost a billion dollars a year through the annual fire waste and the consequent interruption of business.

Discussing the matter, Walter Everly of Kansas City, chairman of the committee, pointed out that the unfolding of the intimate relations that exist between credits and insurance that has been developing largely through the efforts of the insurance and life prevention committee of the National body of credit men within the last few years has had a stabilizing effect upon the business, the value of which it would be difficult to estimate.

The committee has taken an important step in broadening its activities beyond fire insurance, including within its purview those other forms of insurance which have been found protective of credits, such as liability, fidelity, and insurance against the death of the important producers in a business enterprise.

Mr. Everly held that the Credit Men's Association must continue to exert its best efforts to the reduction of fire waste, joining with other forces which are working in the same direction, such as the National Fire Protection Association and the National Fire Waste Council, which are performing excellent service both in education and protective lines.

Mr. Everly pointed out that as the committee views the subject, an underlying reason for indifference toward fire waste is the common acceptance of the fallacy that insurance money offsets losses of property by fire. He emphasized the point that the thought that must gain general acceptance is that fire waste means an inevitable diminution of the capital and wealth resources of the Nation, and that added to the waste is the interruption of human endeavor that together mount well toward a billion a year loss estimated in dollars. This loss represents a self-imposed tax that the American people have in their power to control, a waste, Mr. Everly held, that places a burden upon commerce and the people as a whole that they can avoid by directing attention to the ways and means of reducing fire loss.

The Credit Men's Association took part during the past twelve months in the study of protection of vital records of a business against destruction by fire, Mr. Everly said. It spent vast sums in compiling the records of a business—the bills receivable and payable, inventory and other records—but, except in rare instances, failed to protect them, notwithstanding that if

they were destroyed by fire the business enterprise would be thrown into helpless confusion. Here is educational work of real importance, Mr. Everly held, and the committee of which he is the head may well devote a large part of its time and effort to this subject, he said.

Radio Fire Safety Precautions.

The most important precaution a radio operator should take is to keep the antenna clear of all electric light and power wires. A number of cases have been known where aerials have fallen across or come into contact with trolleys or high voltage cables resulting in loss of life. The National Electric Code requires that antennae and counterpoise outside buildings shall be kept well away from all electric light and power wires of any circuit of more than six hundred volts, and from railway trolley or feeder wires, so as to avoid possibility of contact under accidental conditions. Antennae should be installed in such manner that there will be no swaying during stormy or windy periods.

Aerial wires are often supported from chimneys or masts which are tied to chimneys. The application of this additional stress and leverage has resulted in many cases in the cracking of the brick work. This is a serious condition, because of the fire hazard involved in cracked chimneys. Where such conditions exist they should be remedied at once. If an iron mast is used to support the antennae it should be grounded as a precautionary measure against lightning. An effective ground may be obtained by running a copper wire in as straight a line as possible to water piping or metal buried several feet underground.

The current from a six volt storage battery is sufficient to cause fire if the terminals or the wires leading from them become crossed. Care should be taken to avoid this. All wiring should be installed in an improved manner. Lead-in wires and other inside wiring should not be permitted to come in contact with light and power wires.

The following brief suggestions may be of value:

1. Keep all radio antennae and wiring away from electric light and power wires.
2. Do not attach antennae to old brick chimneys.
3. Ground metal masts used to support antennae.
4. Take sufficient precautions to prevent crossing of storage battery terminals or wires.
5. Provide approved protective devices in lead-in wires.

Much objection to bobbed hair is heard from those who haven't any to bob.

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I Am the Wooden Shingle.

I am the wooden shingle.

Ruin, Death and Tears upon my footsteps wait.

He who puts me on his home for protection, I betray.

I have a soul of Fire. I glory in ruin.

Each straggling spark sets me upon some fresh hatched.

When I am new I am attractive, but treachery lingers my beauty. My greatest admirers I turn to scorn. Those who boost me most I crumple with ridicule. And those who use me to shelter loved ones I tear at their throats with fingers of fire.

Blackened ruins sing my symphony—for at best I am but a fickle friend. I am a thief in the night. I hate beauty. I am an enemy of all things useful. Security irritates me and I crush those most who fear me least.

I am the wooden shingle.

For a brief spell I am fair to look upon.

But scorching suns soon rot out my vitality. I split and splinter and soften like the weakling that I am.

Winter freezes tear at my vitals. I am a mark for drenching rains.

I tear at my moorings a discontent—I warp with fiendish glee. I let in the rains—and the weather and always I crave for sparks. I thrive on flying brands.

I curl—I crack—I splinter and decay.

I am worn out before my usefulness begins—a decrepit in my youth—a coward—a sneak—one of nature's misfits.

And mark ye—I shall steal as long as you trust me. I shall betray you to fire as long as you depend upon me to protect you.

I shall rob ye of your homes—I shall come like a plague in the night and murder and plunder and destroy. I hate those that love me.

And ye—fools—ye trust me.

It is to laugh—

I am the wooden shingle.

Telling the People Who Is Responsible

The suggestion made at the Montreal convention of Fire Fighters that motion picture theaters should display a slide before each performance giving the name of the fire inspector who last went over the theater together with the date of the inspection, has the merit of centering responsibility upon particular individuals. There would be no more objection to flashing this information before an audience than to flash the usual sign that theatergoers

should choose the nearest exit.

Usually after a fire occurs in a theater to-day, there is an investigation which makes the public wonder who really was responsible for inspecting the theater. By the time the responsibility has been shifted among various state and municipal departments, those who may have believed that the law did make them responsible are likely to find themselves believing that they must have misunderstood the law in thinking that it was their duty to inspect the theater at all.

Anything that helps fasten responsibilities for inspections of this kind in an inescapable way is worth while considering.

What Not To Do.

Some time ago a woman set fire to a window curtain accidentally, then took a newspaper to beat the blaze out; the newspaper caught fire, and she threw that on the bed and began to scream excitedly, all the while the fire was creeping gradually on. In a case like this, keep cool—don't get excited, fight the fire calmly and call for help quickly. After this woman had about swooned, another one appeared on the scene with a fire extinguisher and extinguished the fast-spreading blaze without any excitement whatever, thereby saving life and property. Keep cool always, have fire extinguishers handy at all times, use them correctly when the fire is small and the chances are it will never be a big one.

Three Deaths in Indiana.

Three unusual deaths, all resulting from the accidental ignition of celluloid toilet articles, have occurred in Indiana in the last several weeks, it is shown by reports to the State Fire Marshal. In every case children were victims. In the most recent case, which occurred at Brazil, a celluloid comb being used on a child's hair caught fire and started flames which were fatal to the child. Fire Marshal Newman T. Miller announced these reports with the admonition to parents to remember that celluloid is highly inflammable and should never be used or placed near gas jets, electric heaters, hot pipes or any other such utilities commonly found in homes.

Corporations Wound Up.

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

Economy Gage & Manufacturing Co., Detroit.
Yale Canning Co., Yale.

American Radio Co., Detroit.
Young Brothers Hay Co., Lansing.
Owosso Carriage & Sleigh Co., Owosso.
Harbor Springs Dry Goods Co., Harbor Springs.
Twin Fire Spark Plug Co., Detroit.
Bagnall-Taylor Co., Cleveland-Detroit.

Herbert Howard Co., Port Huron.
American Dental Laboratories, Detroit.
Cass Chevrolet Co., Detroit.
N. F. Allen Co., Ann Arbor.
Alma Grain & Lumber Co., Alma.
Superior Heater Co., Detroit.
Superior Radiator Co., Detroit.

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SHAKESPEARE AS SALESMAN.

His Mark Anthony Lacked Only One Fundamental.

When you think of salesmanship, you may think of a particular definition that somebody has given you. Salesmanship has many different definitions. To my mind, salesmanship is nothing more nor less than making another person see a thing as you see it, and if you can transfer the picture that is in your mind into the mind of a person to whom you are talking, you have made a sale.

Now, the thing that Shakespeare sold was a mighty big proposition. He wrote, or adapted, thirty-seven plays, no two of which are alike. None of these plays are the same, and he has introduced seven hundred characters, and no two of the ideas are alike. Think of that—seven hundred salesmen on the road selling ideas. Is there anything more wonderful to a salesmanager or a head of a business than having a salesman selling every kind of an idea that you can conceive of, because there is nothing that you can think of that Shakespeare has not used in some of his words, some idea that he sold.

For example, one of the faults of modern salesmanship, the modern salesman, is the lack of confidence. We find that men and women, too, are self-conscious. They are timid and self-conscious, sometimes, and of course, naturally, those people do not get their message across because they are afraid. They are fearful; they are not possessed with real confidence in their proposition or in their particular merchandise.

Shakespeare gave us a wonderful idea of that away back yonder in his day when he said "Doubts make us lose what we oft might win by fearing to attempt."

Shakespeare gives us a splendid line to think over when we have his suggestion to Laertes when he said, "Give every man thine ear, but few thy voice; take each man's censure, but reserve thy judgment."

I never heard of a fellow learn very much by doing all the talking. He gets all his education by listening. The average fellow wants to do all the talking and not the listening, because he does not want to learn very much, apparently. That is the average impression you get. Polonius gives Laertes that advice. He says something else, which of course any salesman must have as a qualification.

Then Shakespeare introduces some really scientific selling psychology in his Julius Caesar, and that I am going to try to give you now.

In the first place, history does not tell us what these men sold. We do not know what they sold. All we know is what old Bill Shakespeare said, what he would have said under the circumstances if he wanted to put the idea across. He introduces Cassius. If there ever was any disagreeable person on earth, it was Cassius. He could say more nasty things than any other man we read about. Cassius was one of these lean, hungry fellows who was busy watching his competitors, so busy, in fact, that he did

not have any time to attend to his own business; you have seen lots of them in business everywhere—the fellow who is watching his competitor.

Caesar had got to be a great success, Cassius was a mediocre success. He was so busy worrying about Caesar's success that he could not attend to his own business.

Cassius had a very direct idea. In the insurance business it used to be when we wanted to get rid of a fellow who had been a little unethical, we would write to the Insurance Commissioner and ask that he revoke his license; but they did not do anything like that in those days, because they did not want to be so particular. They just simply assassinated him. That is the method they used when they wanted to get rid of anybody. Cassius decided in his own mind, he got the idea that the thing to do was to assassinate Caesar and get him out of the way. That he decided to do and he voiced his plans to his friends and said, "In order to do that, we must have a man at the head of this organization who is a real outstanding citizen."

When any great undertaking is in prospect, the first thing you do is to get at the head of your organization a man whom everybody trusts, who is a real man, an outstanding man in the community. That is no new idea. That is exactly what Shakespeare had Cassius do, hunt up the best one he could find, the best salesman in Rome, the man who had the best reputation, and he got Brutus and he sold Brutus this idea.

Mark Anthony then put the other idea up to Brutus. He suggested that he be allowed to make an address at the funeral. That was not such an unusual request. Brutus naturally felt that he was able to handle the situation, that he could get up and sell the crowd the idea that Caesar should have been killed. Now Brutus said, "You must not say anything until after my speech is ended," and of course Mark Anthony wouldn't think of that.

So Brutus goes out to make the original sales talk. He talked to this crowd and he worked on them and he sells them the idea that Caesar was a menace, that he should have been killed, that they all would be happier and would be better off.

Before he got through he had that crowd agreeing with everything he said or asked them. If you get the people to agree with you on something, the first thing you know they will agree with you on everything. So, he got all of them to agree with him and at the end they said, "None, Brutus, none," and he had sold them the idea.

Now he called attention to Mark Anthony, who was coming, and he said, "Here, Mark."

The crowd, however, had had enough speeches for that day. It was getting close to adjournment and they wanted to get home, but he insisted, hear Mark, Mark Anthony, so they did, they stayed. Mark Anthony wanted to do what? He wanted to sell them an idea.

In salesmanship to-day, any sales-

man going out on a proposition recognizes certain basic factors or points in scientific salesmanship. The psychology of scientific salesmanship, and that is based on four points: First, get attention; second, get interest; third, create desire; fourth, get action. He said, "Friends," and nobody paid any attention to him—"countrymen," still no attention. "Lend me your ears," and still they paid no attention to him whatever. He could not get anything over that the crowd was interested in. He could not get their attention and finally he hit upon an idea and he thought of something with which he could interest the crowd, and he said, "I come to bury Caesar," and they all said, "Fine, we are in favor of that," and they stopped for a moment and when they stopped Anthony continued:

The evil that men do lives after them,
The good is oft interred with their bones

So, let it be with Caesar. The noble Brutus

Hath told you Caesar was ambitious;
If it were so, it was a grievous fault,
And grievously hath Caesar answer'd it.

In other words, he said, "He is dead; he has paid the price for his sins, whatever they were, why carry animosity beyond the grave?" In that remark he gained attention.

If we had salesmen in America to-day who would pause sometimes and let the prospect say something, we would do so much more business than we are doing that the results would be astonishing. Shakespeare does let the prospect say what is in his mind, and that is the way he found out what the prospect had in mind, and they said, "Methinks there is much reason in his sayings. Caesar has had a great wrong," and other things.

Mark Anthony would have been the greatest success in history if he had not lacked one thing, a fundamental that every citizen, that every real salesman must have, the fundamental corner stone of every business in this country, without which it will never succeed, and that is sincerity.

If we are not sincere, we cannot sell. If you are not sincere, you are bound to fail just as Mark Anthony failed, because he lacked sincerity, but the opportunities that are present for young men to-day, and I think every man is young, no matter how old he may be, because age is merely a mark of the passing of time—a man of 65 or 70 still may make a greater success than some of us who are younger, and I say to you that the opportunities to-day are boundless. There are wonderful opportunities that are ours if we have confidence and are sincere and have a real ambition to do something worth while.

William B. Burruss.

Don't leave a window display in place a week overtime just because it is unusually attractive. It is a very remarkable display that will interest people twice.

Many a man would go through life without whistling if he didn't whistle until he was out of the woods.

Express Rates Go Higher in Eastern Territory.

The express companies have won a signal victory in the contest with shippers that has been waged for several months before the Interstate Commerce Commission. In an order recently promulgated the Commission authorizes general increases in the Eastern zones approximating 8 per cent., with slight reductions in the West and South.

The decision was the result of a general investigation by the Commission, in which representatives of State railroad commissions participated. Wide differences in rates between the Southern, Middle Western, Rocky Mountain and Pacific Coast zones were ordered brought more nearly to a common level.

Fixing the basic rates of 1912, the Commission proceeded on the theory that the cost of transporting express in Western and Southern territory was more expensive than in the East. The investigation resulted in a change in that theory it having been shown that the cost in the East is higher than in the West, because of extensive free delivery systems and extra terminal service at Eastern points, which is not given so generally in the West.

The present rates have the 1912 rates as their basis and include several horizontal increases which have been granted since 1918.

The basic rate for the first fifty miles' haulage in Eastern trunk line territory is now approximately 15 cents. Increases have brought it to 24 cents. Under the readjustment the rate would be approximately 26 cents. The Southern basic rate of 20 cents, which was horizontally increased to 30 cents, would be decreased to approximately 28½ cents.

In the prairie States the basic rate of 24 cents, which was horizontally increased to 35 cents, would be readjusted to about 30 cents. The mountain territory basic rate of 28 cents, increased to 38 cents since 1918, would be brought down to approximately 31 cents. The West coast rate of 24 cents, horizontally increased since 1918 to 35 cents, would be reduced to about 31 cents.

Coming events cast their shadows before. A measure more conservative than the one rejected by the President will probably be enacted next winter that it will provide for the raising of additional postal revenue by boosting postage rates, especially the parcel post.

The Postmaster General is willing to increase the postal pay by some \$35,000,000 provided Congress raises postage rates to that amount. An increase of 3 cents per package on parcels would more than do the trick, and conservative members of both Houses are prepared to favor this plan.

It is apparent, therefore, that the shipping public must prepare to pay higher parcel post as well as express rates after Jan. 1, next. Naturally the big mail order houses will be hit the hardest, but the average retail merchant will find no cause for grief in this fact.

Have you the full 57 in stock?
Let's see. Here's the list. Check it over.

- | | | |
|--|--|------------------------------------|
| 1 Heinz Baked Beans with Pork and Tomato Sauce | 18 Heinz Strawberry Preserves | 38 Heinz Manzanilla Olives |
| 2 Heinz Baked Beans without Tomato Sauce, with Pork— <i>Boston Style</i> | 19 Heinz Pineapple Preserves | 39 Heinz Stuffed Olives |
| 3 Heinz Baked Beans in Tomato Sauce without Meat— <i>Vegetarian</i> | 20 Heinz Black Raspberry Preserves | 40 Heinz Ripe Olives |
| 4 Heinz Baked Red Kidney Beans | 21 Heinz Blackberry Preserves | 41 Heinz Pure Olive Oil |
| 5 Heinz Peanut Butter | 22 Heinz Apple Butter | 42 Heinz Sour Pickled Onions |
| 6 Heinz Cream of Tomato Soup | 23 Heinz Crab-apple Jelly | 43 Heinz Worcestershire Sauce |
| 7 Heinz Cream of Pea Soup | 24 Heinz Currant Jelly | 44 Heinz Chili Sauce |
| 8 Heinz Cream of Celery Soup | 25 Heinz Grape Jelly | 45 Heinz Beefsteak Sauce |
| 9 Heinz Cooked Spaghetti | 26 Heinz Quince Jelly | 46 Heinz Red Pepper Sauce |
| 10 Heinz Cooked Macaroni | 27 Heinz Apple Jelly | 47 Heinz Green Pepper Sauce |
| 11 Heinz Mince Meat | 28 Heinz Dill Pickles | 48 Heinz Tomato Ketchup |
| 12 Heinz Plum Pudding | 29 Heinz Sweet Midget Gherkins | 49 Heinz Prepared Mustard |
| 13 Heinz Fig Pudding | 30 Heinz Preserved Sweet Gherkins | 50 Heinz India Relish |
| 14 Heinz Cherry Preserves | 31 Heinz Preserved Sweet Mixed Pickles | 51 Heinz Evaporated Horse-Radish |
| 15 Heinz Red Raspberry Preserves | 32 Heinz Sour Spiced Gherkins | 52 Heinz Cooked Sour Kraut |
| 16 Heinz Peach Preserves | 33 Heinz Sour Midget Gherkins | 53 Heinz Mayonnaise Salad Dressing |
| 17 Heinz Damson Plum Preserves | 34 Heinz Sour Mixed Pickles | 54 Heinz Pure Malt Vinegar |
| | 35 Heinz Chow Chow Pickle | 55 Heinz Pure Cider Vinegar |
| | 36 Heinz Sweet Mustard Pickle | 56 Heinz Distilled White Vinegar |
| | 37 Heinz Queen Olives | 57 Heinz Tarragon Vinegar |

Don't let a single customer go somewhere else for the one she particularly wants. She might stay there. Her good will belongs to you. So does the profit.

HEINZ
57



Michigan Retail Dry Goods Association.
 President—J. B. Sperry, Port Huron.
 First Vice-President—Geo. T. Bullen, Albion.
 Second Vice-President—H. G. Wesener, Saginaw.
 Secretary-Treasurer—H. J. Mulrine, Battle Creek.
 Manager—Jason E. Hammond, Lansing.

Chinese Laces Are Moving.

Importers of Chinese laces used in the cutting up trades are confident of a better Fall than was the case last year. Dress and other garment manufacturers have already done some sampling and indications, according to the importers, are that orders will be satisfactory. One well-known dealer said yesterday the demand was mainly for insertions of "Irish" filet and antique filet laces, ranging in various widths from one-half to eight inches. White is the color selling, but users are having the laces dipped to any shade they desire. Narrow picot filets are also moving, as are medallions in square, round or triangular shapes. Competitive prices rule in the buying, although the Chinese primary market is finding an outlet here for practically all it can produce. Some goods are materially lower than they were at the first of the year, while others are on about the same basis.

Pearl Necklaces the Thing.

A leading house dealing in novelty jewelry and a wide range of similar merchandise for the department store trade believes that necklaces of "indestructible" pearls with imitation emerald "stations" will be popular items for Fall. Its buyer returned from France and reports that Paris has "gone in" for these necklaces strongly. He said high prices were quoted for them there, but copies are being produced here much cheaper. The necklaces come in both short and long strands, the former frequently having emerald pendants. The combination of the green of the imitation emerald with the soft bloom of the pearl, the buyer said, is an effective factor in their predicted popularity. The emeralds have odd tracings on them which have given rise to the term "flawed." The long strands are priced at \$42 per dozen and the short ones at \$24.

Are Muffs Coming Back?

Although it is an open question whether they will be offered to any extent this Fall and Winter, it is said in the fur trade that there are unmistakable indications that muffs are on the way back into vogue. Changes in fur coat styles, notably the designing of models with narrow sleeves or with sleeves ending in close-fitting cuffs, are held responsible for this assertion. Designs of some of the coats of this type show muffs of a similar fur. If

they "catch on," it is said, it will be only a step to the general popularizing of the article. The chances are that this would ultimately bring back the scarf and muff sets that sold so widely for many years and the return of which to general use would widen the field of the manufacturers considerably.

Warmer Weather Spurs Hat Sales.

The advent of really seasonable weather has put considerable stimulus into the movement of white hats in the millinery trade. They are offered in a wide range of materials. According to their stability, these materials run as follows: Felt, moire, Bengaline, heavy belting ribbon, Bangkok and hemp. Yellow hats are also doing well here. Reports from out of town indicate a call for yellow hats, too, as well as white and red chapeaux. White coque is a popular trimming for both black and white hats, and small white birds, placed on the brim edges, are also seen as trimmings. A novelty in sports hats shows the use of white suede hand-painted in Oriental motifs. In shapes the current feature is the growing call for high, straight crowns.

Spurt in Straw Hat Sales.

The warm spell has helped to spur straw hat sales. The activity has put more optimism into the trade, which

admittedly has had one of the most disappointing seasons in years. The question is how much of the "lost" business can be retrieved, and linked up with this is the matter of how long the opening prices will be maintained. It is understood that some sort of understanding puts price cutting off until the second week in July. Whether there will be enough unity to do this remains to be seen. It is considered reasonable, however, that present levels will continue for two weeks more, as retailers unquestionably are desirous of making up as much of the "lost" business as possible at present prices.

Box Coats Have Led.

In summing up the overcoat buying, it has been found that the guard coat has not taken so well after all. This is held to be the case in all but a few centers. The reason given is that this type of coat has not the adaptability to automobiling that is wanted nowadays. It is said that the coat favored is the single breasted box back coat

about 45 inches long. It has a notched collar and is minus any kind of a belt. Colors ordered by retailers have run strongly to grays of various shades, the blue gray tone standing out prominently. Incidentally, there will be plenty of the belted coats available for those who want them, as these figure mostly in the retail carryover from last Fall.

Vogue of the Fancy Band.

More fancy bands are being worn on straw hats despite the slow sale of the latter, than for seasons past, according to both retailers and ribbon manufacturers. The growth of the vogue will be even more noticeable, it was said yesterday, when the second straws of the season are purchased. The higher grade men's shops, particularly, report greater interest in the fancy bands, although the chain stores have also had favorable results with them. It was predicted that for next season the general use of the colored bands would compare very favorably with that of the staple black kind.

STRONG-ALLS

Stand for quality in overalls. We manufacture them in our own factory. We have them in the best selling patterns, as the commonly known Wabash Stripe, Rope Stripe, Club and Spade patterns as well as the plain blue white back denim. We use the best and heaviest weight cloth obtainable. Sizes are generous and roomy, no skimmed sizes to save yardage.

You need an overall like this to build your business. You will be agreeably surprised by our low price. Write for samples immediately or be sure to ask our salesmen to show you these garments. In stock for prompt delivery.

GRAND RAPIDS DRY GOODS CO.

EXCLUSIVELY WHOLESALE

MIDSUMMER CLEARANCE SALE JUNE 26 TO JULY 4

PIECE GOODS—

36" Westmoreland Cretonne	yard	.15½
36" Bungalow Cretonne		.15½
36" Bungalow Cretonne, 10/20 bundles		.15½
32" Danish and Quarter Serge		.37½
32" Brentwood Gingham		.17½
32" Brentwood Gingham, 10/20 Shorts		.16½
27" Everett Classics, 10/20 Shorts		.12½
32" Verlan Tissue Gingham		.31½
32" Gaze Marvel and Silver Spray Tissue Gingham		.37½
36" Princess Tissue Gingham		.27½
36" Seagull Percale Shorts, light		.12¾
36" Seagull Percale Shorts, dark		.13¾
32" Mohican Madras Shirting		.17½
36" Valley City Voiles		.16½
36" Valley City Voiles, Shorts		.16½
40" Fancy Cortina Voiles		.28½
40" Printswiss Voiles, Fast color		.30
40" Solid Color Voiles, Fast color		.30
36" Long Cloth Shorts, 5 to 9 yd. pieces		.18½

READY TO WEAR—

Ladies' Percale Aprons, slip-over style, sizes medium and large, one dozen in bundle, special, at a dozen	\$8.25
No. E371—Girls' Slip-over Romper, plain tan with fancy trimmed pocket, collar, and cuffs, trimmed with black, blue and pink, piping, special at a dozen	\$9.00

No. 55—Children's Black Sateen Bloomers, assorted sizes 8 to 12, one dozen in box, special, a dozen \$4.25

MEN'S FURNISHINGS—

Boys' good quality Crash Knee Pants, sizes 8 to 16 assorted, one dozen in bundle, special, a dozen \$6.37½
 No. 602—Heavy blue Chambray (Reliance Mfg. Co. make) Work Shirts, sizes 14 to 17, special, a dozen \$7.25
 No. 603—Same as above, in the plain grey.

RUG SPECIAL —

27" x 54" Heavy Rag Rugs, Oriole Brand, assorted dark colors, each \$1.25

NOTIONS—

President Suspenders, a dozen \$3.75
 These are medium weight, packed each in a box, one dozen to the carton.
 Quick Slip Baby Pants, in white and natural, medium and large sizes, a dozen \$3.75
 21" Standard red and blue Handkerchiefs, best quality, fast color, 5 dozen boxes, dozen \$8.75
 374H—Bleached Turkish Towel, sizes 17" x 35", very special, a dozen \$1.92½
 Marvel Mercerized Mending Cotton in black and cordovan only, while it lasts, a dozen \$4.45
 Number 120 Taffeta Ribbon, 10 yard pieces, pink and blue only, at, a bolt \$7.75

SPECIAL NOTICE—STORE CLOSED JULY 4TH & 5TH

PAUL STEKETEE & SONS
 WHOLESALE DRY GOODS
 GRAND RAPIDS, MICH.

Blouses To Be More Sombre.

Bright shades will be more or less taboo in Fall blouses, judging from the selections of the Color Committee of the United Waist League of America. Nine colors have been selected for the coming season, and they have been chosen with an eye on their harmonizing with the skirt and suit shades that are expected to lead this Fall. They are fallow, a light tan; Quaker, a gray; Gobelin, a blue slightly deeper than the regular powder blue; praline, a dark tan; fez, a cardinal hue; fairway, a dark green; Autumn brown, which describes itself, and League rust, a special shade. All but the last are contained in the Fall color card of the Textile Color Card Association. Black has been recommended.

V-Neck Effects Top the Mode.

The proper neckline in women's Summer apparel, as exemplified by the newest styles in neckwear, is cut in the shape of a long V. Vestees continue to dominate the business that is being done in this merchandise, and those with the new V-neck are especially in favor. A number of them show surprise fronts of net, which may be crossed if desired by the wearer and fastened with a long bar pin. The advantage of this style, it is pointed out, is that it may be adapted to any type of female figure. Consequently, it has a much wider appeal than the small, round collars that prevailed earlier in the season and that were not quite the thing for the stouter women.

Summer Dresses Moving Better.

The warmer weather is helping dress manufacturers to unburden their racks of some of the Summer merchandise. "If only we had had this weather some three or four weeks ago we could have made something of the season," is the way the trade feels about it. Linens, voiles and printed cotton filled mixtures form the greatest portion of the Summer dresses now on the racks. The linens this season have gone into cheaper dresses than was the case last year and have been affected by the cheapness of silk dresses. Voiles are in plentiful supply, the plain ones about holding their own in favor. White and black prints stand out in the cotton filled mixtures.

Belt Sales Keep Up Well.

Sales of women's belts, which reached a high mark during the Spring season, continue to keep up well. At the moment white belts are most in vogue, particularly those featuring soft finished dull white kid imported from France. The most popular belts now range from three-quarters of an inch to two inches in width. Black and white combinations are also much in favor, according to a bulletin from the United Belt League of America, with narrow thongs of black patent leather and white kid braided in many styles. A wide variety of buckles is seen on the belts now selling, including metal and bone. Some of the metal buckles are covered with leather.

Favor For Flannel Suits.

In the first featuring of Summer suits, flannels have come to the front

strongly. To a certain extent they are said to be pushing the tropical worsteds for leadership in this type of Summer merchandise. With favorable weather conditions, retailers are said to expect much of them this season. The suits have been made up in regulation blues and grays and with both wide and narrow pencil stripes. The models are either of the two or three button variety, and, because of the "hang" of the cloth, they are said to tailor well. Both imported and domestic fabrics are being used.

Germany's Lost Colonies.

Forty years ago the German empire acquired its first bit of colonial territory. In 1883 F. A. E. Luderitz, a merchant of Bremen, had founded a trading post at Angora Pequena

(Little Bay) on the coast of Southwest Africa, and had made certain territorial treaties with native chiefs of the neighborhood. On April 24, 1884, he transferred his rights to the Imperial government.

Bismarck did not favor a colonial system for Germany. He foresaw some of the international difficulties that would be entailed by colonial competition with Great Britain and France. He foresaw the necessity it would bring for a large navy and the challenge to Britannia as mistress of the seas. He was forced, however, to yield the protection demanded by the traders; and the, following August after having sounded the French and British governments on the subject, he proclaimed a German protectorate over the Angora Pequena territory.

This was the beginning of Germany's colonial empire, every square inch of which was lost through the war after Bismarck's forebodings had materialized.

Germany hopes in time to regain a portion of what she has lost. The possibility that the League of Nations may grant her a mandate over some of her former possessions is a prime reason for Berlin's desire for entrance to the League. The movement that has been started is a step in this direction. Germany's success is not likely to prove conspicuous, certainly not until she has lived down a number of errors, the least of which is the idea of a world-embracing Teutonism as the outgrowth of the seeds planted in Africa forty years ago.

Politics and the Railroads

To the present generation of Michigan Railroad men it is a grateful thought that this Peninsular commonwealth is appreciative of the fact that Railroad Service is today the best in Michigan history.

We know this appreciation by actual expressions—spoken and written—and by the gradual disappearance of that ancient hostility which featured an era of Railroad long past.

Most people realize that Railroad Service has been re-established despite laws which restrict management in every detail—laws which add huge burdens of expense to Railroad operation without assisting in any way toward Railroad progress or the development of Railroad Service.

Those who understand these facts give full credit for the achievement of Michigan's twenty-four steam Railroads and are prompt to resent selfish attacks on them. Before this defense—a defense based on facts—railroad aspersion is becoming out of date, except for spasmodic revivals at election time, when office seekers, desperately fighting for votes, sometimes endeavor to turn Railroad abuse into political capital.

Railroads have small chance to meet such attacks. Railroad men are too busy furnishing transportation and conducting negotiations with the various Government boards and commissions which so closely supervise our every act. In this extremity we must rely on you to protect and defend us, and to insure us a square deal.

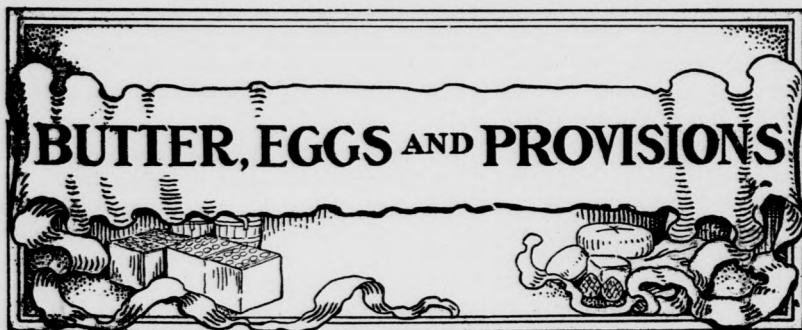
Is this reliance well placed?

Michigan Railroad Association

508 Railroad Exchange Bldg., Detroit, Mich.

(9-27)





Problems of Egg Grading and Distribution.

It is apparent that interior egg storing has become and will continue to be a larger factor in the market. When to the higher freight and handling expenses are added the disadvantages of local shipment of storage eggs out of central markets into the interior after assembling them for storage from the interior, it is a natural development of the use of cold storage that warehouses can be overbuilt for the time being in the centers while still showing profit as an interior investment for local or local district use. Interior storing for shipment was an early development, but interior storing for re-distribution at home has come about through neglect of the back-yard hen and attention given to farm production. So long as one got eggs from a neighbor, the season for the sale of storage eggs was limited to a few weeks of greatest scarcity. When, however, eggs were produced in quantities too large for handling them over the fence, so to speak, and they got into channels of trade, the season for the sale of storage eggs was extended over the period of relatively higher prices for fresh eggs, which is about fifteen weeks, and interior storage attracted local capital as a form of investment.

It can be calculated roughly, I think, that this development has not nearly reached its maximum, which it will reach when the market in spring has been equalized to the fall market, allowing only for the expense of carrying and the somewhat larger consumption when eggs are being stored. Figures supplied from various estimates of monthly production percentages of the year's lay indicate a surplus during large production months over the monthly average, and a similar deficiency during small production months under the monthly average, of about 13 per cent. The monthly average is, of course, $8\frac{1}{3}$ per cent., or one-twelfth of 100. That 13 per cent. of the crop is not stored is due to the larger consumption during months of larger production, and the more nearly the price and quality are equalized between the spring and fall seasons the more nearly will the peak load approach 13 per cent.

While this is taking place through more scientific handling and evenness of supply the year round, the population is growing, and, if we could tell how long it will take to bring the distribution of eggs under complete scientific control within commercial limits, we could calculate the probable holdings at peak, say twenty or thirty years hence, and the rate of increase

during the intermediate years. The rate of increase in population is calculable.

I merely throw out the thought to people who like to figure and to suggest that we are heading toward 17 or 18 million cases of eggs in storage at peak in, say, 1950. This is assuming that we do not become a large exporting or importing Nation in eggs meanwhile, and that our per capita consumption does not materially change.

Frank Stowell.

Grand Rapids Lower Than Chicago on Creamery Butter.

On one of his trips "out around," the editor of the Tradesman found a merchant who was feeling pretty blue over the supposed discovery that his competitor next door—a chain store, by the way—was paying 37 cents for a certain brand of creamery butter, while he was paying 42½ cents for the same brand. Believing that this discrepancy could be accounted for on some theory more plausible than that the chain store was favored over the independent grocer, the writer undertook to solve the problem, which he did with the following result:

Grand Rapids, June 22—I presented the matter you referred to me to the local manager of the house in question. He assured me that his branch has but one price to independent grocers and chain stores.

The reason why you paid more for butter than your neighbor is because you bought in Chicago and he bought in Grand Rapids.

Grand Rapids prices are always from 2 to 6 cents per pound below Chicago on creamery butter during the summer season, because Michigan creameries are very aggressive in pushing sales with local houses during the season of greatest production and the Grand Rapids branches of Chicago houses find it necessary to meet the price.

If you order your butter from Grand Rapids you will get the same price your neighbor does and save much money. You would have saved \$1.76 per case on the purchase you brought to my attention.

I trust this explanation will be entirely satisfactory and result in your directing your orders to the low market hereafter instead of the high one.

E. A. Stowe.

Cultivated Berries Owe Size to Their Ancestors in Chili.

Washington, June 24—The cultivated strawberries now grown in Europe and America owe their size to ancestors in Chili. Up to 1714, large-fruited strawberries were not known in Europe, the native berries being small, but of good flavor. In that year, a Frenchman brought plants from Chili. These were crossed with native sorts and with the Virginia strawberry introduced into Europe early in the previous century. By this crossing, plants were developed which combined large size with delicate flavor.

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

Melon Headquarters

Florida Watermelons
Imperial Valley Cantaloupe
Cars Rolling Daily

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

KENT STORAGE COMPANY

GRAND RAPIDS ~ LANSING ~ BATTLE CREEK

*Wholesale Grocers
General Warehousing and Distributing*

Picnic Suggestions

Grandee Olive Butter
Royal Salad Dressing
Old Monk Salad Cherries
Old Monk Olives
Old Monk Olive Oil
Del Monte Ripe Olives
Glen Rock Ginger Ale

Judson Grocer Company

DISTRIBUTORS

GRAND RAPIDS MICH.

England Has Many Grocery Chains.

In Great Britain twenty grocery firms own chains of 100 to 1,000 each. Twenty more operate chains of fifty to 100 each and, of course, hundreds of firms own up to fifty stores—these are pre-war figures—and even during the period of bad trade since the war all these groups have been added to.

In comparison with the population of Great Britain (42,767,530) the aggregate total of the stores in the first two groups alone show how much stronger the system is than on this continent. Nine out of ten British grocers, however, would tell you that the chain store competition is a secondary matter compared with that of the "co-operative system."

Founded in Rochdale in 1844, this system is consumer-owned and aims at the elimination of the private manufacturer, jobber and retailer. The system claims over 4,500,000 shareholder members, the sales in 1922 amounting to \$1,672,000,000. The "system" operates scores of factories, grows its own wheat on 10,000 acres of its own land in Canada, owns its own tea and coffee lands in the East and imports produce in its own ships.

Some idea of its effect upon the grocery trade can be gauged from the figures relating to its operations in the City of Manchester with a population slightly larger than that of Montreal. The ten local societies have 148,000 members (heads of families); their capital is \$14,170,000. Of 594 co-operative business premises owned in this city, 219 are retail grocery stores, some of which are large units.

At the head of the list is: The Maypole Dairy Co., Ltd., operating over 940 stores; the Home and Colonial Stores, operating 850 stores; the Meadow Dairy Company, Ltd., operating 650 stores; the International Stores, Ltd., operating 500 stores; Lipton, Ltd., operating 500 stores.

It will be seen that the titles of some of these firms scarcely convey the idea of a grocery store, but the fact that the chains of this type have shown a more rapid growth than others, both in point of numbers and profits made, is of special interest.

The so-called dairy companies had their inception in a store which specialized in butter, margarine and cheese. By special window shows and aggressive advertising store after store was added. "Stock-turn," a phrase scarcely understood by the single shop keeper of those days, was the foundation upon which the pioneer "dairy" stores built so rapidly as to out-distance all the existing grocery chains. To butter and cheese was added tea, sugar and canned milk, and during recent years, suet; but even to-day the two largest stores of this type sell less than a dozen articles.

The Maypole Company operates its own butter and margarine factories, tea packing plants, etc. With the very efficient railway service provided in Britain, they are enabled to deliver supplies from factory to all but the most distant stores within twenty-four hours, and their stock-turn reaches a figure I have never seen equalled in any other trade or any other country.

The profits of this company for the past four years have been:

1919	-----	\$5,427,350
1920	-----	4,967,000
1921	-----	3,061,685
1922	-----	3,335,300

In 1919 the firm declared a stock dividend of 66⅔ per cent. in August and of 33⅓ per cent. in December. This was accounted for to some extent by the conservative dividends paid during the war.

The Meadow Dairy Company, Ltd., operate over 650 stores on similar lines. In 1918 this concern had 202 stores and absorbed a competitor with 210; from a total of 413 in 1918 they have built up to over 650 in 1922, paid for new premises out of income, written off the whole of their goodwill and raised their profits from \$657,175 in 1920 to \$1,150,000 in 1922.

This absorption of a competitor is not usual. All the other chains mentioned have been built up by present owners; in this case a chain built at a greater rate than any other, began to go backwards just as quickly when the guiding hand of the originator was withdrawn.

The Home and Colonial Stores, with 800 branches, have a very different policy. In a few very busy centers they operate large "markets" carrying a restricted assortment of groceries, together with hog products and fresh meats. The vast majority of their stores, however, are "shops" selling not more than a dozen lines. As in the case with all the big chains, their stores are built to pattern. The H. & C. adopt a different method of handling goods to that of their competitors. In their case tea is shipped to the branch in bulk and weighed and packed in the window in full view of the public, this constituting a distinctive window feature. The profits of the Home and Colonial Stores in 1922 were \$1,700,000.



ATTENTION!

ALL RETAIL DEALERS

Your License for Selling

NUCOA

"The Wholesome Spread for Bread"

expires July 1st

SEE THE NUCOA

salesman about renewing your license.

I. VAN WESTENBRUGGE
Holland—Grand Rapids—Muskegon

Sell HARD CANDY In Summer

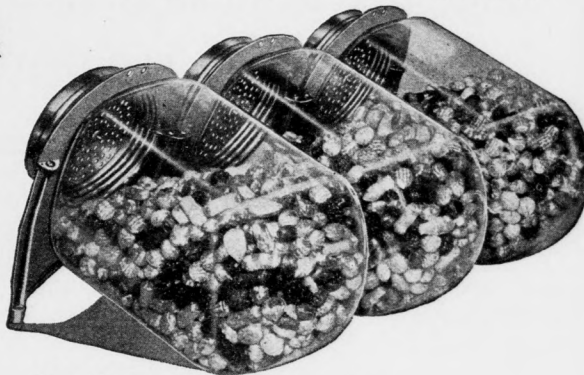
OUR SPECIAL
ARIDOR JAR
OFFER

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.

Now in Season

California Imperial Valley Cantaloupes

American Beauty Brand

SOLD BY

The VINKEMULDER CO.

You Make
Satisfied Customers
when you sell
"SUNSHINE"
FLOUR

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

Genuine Buckwheat Flour
Graham and Corn Meal

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

Watson-Higgins Milling Co.
GRAND RAPIDS, MICH.

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

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

Western Michigan's Largest Feed
Distributors.

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

Moseley Brothers
GRAND RAPIDS, MICH.

Jobbers of Farm Produce



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.

Suggestions on Handling the Fishing Tackle Trade.

Written for the Tradesman.

The hardware dealer who sells fishing tackle should as far as possible place that particular branch of his business in the hands of a salesman who understands tackle as well as fishing.

The importance of this may be gathered by an experience that once came to my notice. A man had been spending a few days in a certain locality trout fishing. A store he visited in search of tackle had an excellent stock well displayed and well taken care of. But the people in the store knew little or nothing about what was needed to lure the big fellows.

A walk down the street resulted in the finding of another and smaller store with a poorer stock, not so well displayed; but the man behind the counter knew his business. A few questions brought out all the information desired about where to go, what to use and how to use it; with the result that about \$5 changed hands, and if that town is visited again, the same little store will get the trade.

This shows that it is worth while to have someone who is a fisherman in charge of the tackle department. The stranger to a community does not know where to go or what to use in that particular locality; and a few hints will be appreciated.

The fishing tackle dealer should be on good terms with the local hotel keepers, taxi drivers and others; so that when a fisherman comes to town they will refer the newcomer to the merchant for tackle and information. This kind of help is valuable in a summer resort town; as the stranger to the community is almost always the best customer.

A number of merchants in the vicinity of noted fishing grounds have inaugurated contests for the largest fish caught in the course of the season, provided the fisherman registers his name and address at the beginning of the season, or before he makes his catch. This sort of advertising serves to bring people into the store and gives the dealer a chance to make his silent salesmen work for him.

Prizes in such contests do not need to be expensive. The great thing from the fisherman's standpoint is the eclat which comes of bringing in the prize winning catch of the season.

Whenever an exceptionally big catch is made, a picture of it and the fortunate owner can be placed in the

windows, with a few words explaining that tackle suitable for catching such beauties is on sale inside the store.

There are numerous ways in which the fisherman's trade can be attracted. The disciples of the piscatorial art are enthusiasts. They talk "shop" all the time and tell each other what sort of equipment they used to get the "whoppers" and where they secured the tackle. One chap who caught an exceptionally fine trout ten or twelve years ago is still advertising to his friends the little hardware store in a small lake town where he got his equipment. Such advertising helps; no question of that.

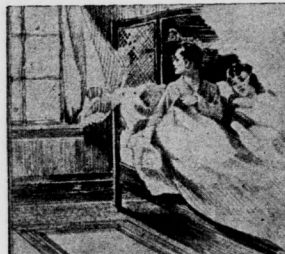
The reputation for being headquarters for fishing information is worth many dollars to a dealer. In one town a man who is a fishing "crank" of the first water has a store in which he sells practically all the tackle used in that part of the country. Competing hardware dealers have put in fine stocks, advertised, and tried by every legitimate means to capture a share of his trade. He still sells practically every bit of tackle. He sells little else; but he makes a good living because he is an authority. Before he went into the business he was a gentleman of leisure; but loss of his money compelled him to turn his practical knowledge of this particular favorite sport to account. In spite of the fact that there were two hardware stores in his town carrying fishing tackle he opened an exclusive store some years ago. He simply landed the trade, every bit of it—by virtue of knowing his subject thoroughly.

Had either of the competing hardware dealers been equally well posted, with a like knowledge of the game, the outcome would of course have been decidedly different.

Along the line of prize-offers for big fish, a hardware dealer who handles fishing tackle in a town noted for its proximity to good trout streams provided a large book of registry, in which he recorded the captures of large trout, the date, place and weight and length of the fish. Incidentally, he described the bait, tackle and rod.

Each purchase of a dollar's worth of tackle from the dealer entitled the customer to a membership card in this "club" and gave him the privilege of registering his captures. No fish under one pound could be registered, but every effort was made to secure registry of all fish over that weight. A prize of ten dollars in gold was offered each season to the fisherman taking the largest fish, and another prize of the same amount was offered to the angler who made the largest total season's catch.

Vanity and curiosity were both ap-



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, Rattle-proof

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

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.

**Wholesalers 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

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

pealed to in this contest which proved profitable to the fishing tackle department. It stimulated rivalry between the local sportsmen, many of whom, eager to keep posted on the latest records, called at the store frequently to consult the register. Many townsmen were thus persuaded to buy from this dealer not merely the dollar's worth of tackle necessary to qualify for the membership card, but practically all the tackle they needed. The semi-yearly balance sheet told the story. Not only did the tackle department show twice the business of any period previous to the inauguration of the scheme, but a goodly increase in other lines was recorded as well.

Of course newspaper, advertising circularizing and window display can all be made useful factors in developing this line of trade. One dealer in a "fishing town" in the North issues a store paper, "Taylor's News," which is published every once in a while. Here is a pretty good line of advertising talk on fishing tackle:

"The expressman has just dumped another big parcel of all kinds of fishing tackle into our store. We have found in the parcel a lot of specialties—in the fishing line—that should appeal to all kinds of anglers.

"These goods are the kind continually in demand among the good fishermen who do real fishing. Therefore they should appeal to you.

"Don't forget that the bass season is on the very verge of opening. Get out early and make a good catch. Our line of tackle will help you to catch the limit.

"We've studied this question, because we, too, profess to be fishermen of no mean class; and consequently we feel confident in recommending the lines we handle.

"If you are going to do any brook trout fishing, we have a bait carrier that will save you a lot of trouble. It's small and convenient; will hold water, and pins to the belt. It's easy to carry and will save a lot of extra walking for bait. What's more, it costs only 35 cents. Get one."

Whatever the dealer can do to identify his place of business in the public mind with the information headquarters for the fishing enthusiasts of the district, is good advertising. One hardware dealer has developed a bulletin system. He had a large board posted outside his store, on which he displays information of all sorts of interest to local visiting anglers. He keeps posted as to the fishing conditions in all the nearby waters, telephoning daily to people who are well informed; and bulletining the resulting information. Then, if some angler makes an exceptionally large catch, or lands an exceptionally big fish, that fact is recorded, with the lucky man's name and address. If some new tackle is received at the store, or some special lines are being featured, that fact is bulletined. Along with these practical items are occasional funny "digs" at this or that individual well known in the fishing fraternity. The biggest percentage of the fishermen in that locality make a point of reading that bulletin every day—which means that

it is an exceptionally good bit of advertising for the enterprising dealer who invented it. Victor Lauriston.

Farmers' Buying Still Light.

One of the results of the current readjustment of business conditions may be a return on the part of some industrial workers to agriculture. While manufacturers are endeavoring to hold their employees, especially the more efficient, they have been forced to reduce working hours and consequently to cut wages to the workers. In some industrial centers this movement has resulted in considerable unemployment, and in the changes which are taking place it would not be surprising, in the opinion of some observers, to see a return to the farms.

This view is based on the fact that in the last year there has been an exodus from the farms to industrial communities of perhaps a million workers. Curtailed operations in such centers as Detroit, Pittsburg, Youngstown and Chicago, in the automobile and steel manufacturing districts, have tended to check further emigration from agricultural sections.

No immediate result is anticipated, but if business continues dull in manufacturing centers for the next two or three months the return of workers to farming may reach proportions which will bring a better balance.

Purchases of agricultural implements continue in small volume, according to reports from the trade. This is the result of unsatisfactory conditions in the grain growing States and the general unwillingness of farmers to increase costs. The International Harvester Co. is taking steps to stop the manufacture of tractors, it is understood, and it is believed that plants engaged in manufacturing these implements will be closed by July 1. Repair departments are expected to close about two months later. Nearly 2000 employees have been laid off in these plants recently in the gradual retrenchment program. The company has a large supply of tractors stored in all available space.

Education and Americanization.

What we need in this country—as well as in the rest of the world—is a great spiritual revival. To heal the sickness of the world, more is needed than loans or credits or moratoriums. We must have and show confidence in the human virtues of human people. We need practical idealism, applied to everyday existence. We must return to those fundamentals, to those virtues and qualities, which have made this Nation great. It requires hard work, not loafing; economy—governmental, corporate and individual—instead of extravagance; saving, not waste; charity, instead of intolerance. The only way to achieve this is through sound leadership and by education in what true Americanism means, education of the mature as well as of the young, of the native as well as of the foreign born.

Mortimer H. Schiff.

Political bosses do not run politics any more than church bosses run the churches, business bosses run business and social bosses run society.

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

COUNTER SALES BOOKS

Size of slip torn out 3"x5 1/2" inches to fit Account Registers. 25000 White Originals carbonized back. 25000 Yel. Duplicates. Your business card printed on face of original and duplicate and advertisement on back of duplicate as may be desired, for \$17 f.o.b. our factory. We specialize on Duplicate and Triplicate Books of all kinds. Let us quote you. BATTLE CREEK. SALES BOOK CO. R-4 Moon Journal Bldg. Battle Creek, Mich.

FOR SALE

One of the \$1,085.00 Butter Kist Pop Corn Machines fully equipped. This has been used very little, but as I have sold my grocery business I have no use for it. For quick sale \$500.00 cash or \$600.00 on time to the right party.

S. O. BENNETT, Kalamazoo, Mich.

INDIA TIRES

HUDSON TIRE COMPANY Distributors

16 North Commerce Avenue Phone 67751 GRAND RAPIDS, 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.

Bell M 797

Citizens 4261

MCCRAY

REFRIGERATORS

for ALL PURPOSES

Send for Catalogue

No. 95 for Residences

No. 53 for Hotels, Clubs, Hospitals, Etc.

No. 72 for Grocery Stores

No. 54 for Meat Markets

No. 75 for Florist Shops

MCCRAY REFRIGERATOR CO.

2444 Lake St., Kendallville, Ind.

Bell Phone 596 Citz. Phone 61366

JOHN L. LYNCH SALES CO. SPECIAL SALE EXPERTS

Expert Advertising
Expert Merchandising

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

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



One of the Best Letters Verbeck Ever Wrote.

Glen Lake, June 24—Next week will be held the fourth and final of the district meetings of the Michigan State Hotel Association, inaugurated by President H. W. Klare, Manager of Hotel Statler, Detroit, the schedule as arranged calling for meetings of the officers, executive and legislative committees, on Thursday, July 3, with the Secretary, at Cedar Spring Lodge, Glen Lake.

The delegation will arrive at the Lodge in time for luncheon. An executive meeting will be held immediately following luncheon, after which a golf tournament will be held on the wonderful course of the Glen Lake Country Club, with Ray Norton, Hotel Norton, Detroit, as official starter. At this writing over two score of entries have been made for this particular event.

A dinner and dance will be given at the Lodge the same evening.

Friday morning headed by W. L. McManus, Jr., Cushman House, Petoskey, the delegation will start for that city, arriving in time for luncheon with Mr. McManus, after which a general meeting will be held, at which all hotel men in Northern Michigan will be invited to attend, as complimentary guests of the genial Mac.

The same evening a dinner dance will be given at the Cushman and on Saturday morning delegates will be given auto trips pretty much over all the resort spots adjacent to Petoskey.

Saturday, at 1:15 the entire organization will embark on the Steamer Manitou as the guests of the Michigan Transit Co., for a trip to Mackinac Island.

At the Island the Association will be the guests of Eugene La Chance, Manager of the Grand Hotel, who will tender them a dinner dance, a ride around the Island and various other entertainments.

The party will return to Petoskey on the Steamer Manitou, on Sunday, where they will disperse.

I will have to take off my hat to this same "Bill" McManus. At Association meetings he has usually distinguished himself by "heap talk," almost to the exclusion of some others who rather resented his too frequent recognition by the chair, but when it comes to arranging entertainment for his hotel friends, he has them all eclipsed.

When the writer proposed warping in on the program, with peach shortcake (so-called strawberry) and corn meal mush, "Bill" McManus, shied his Castoria into the ring and said "pie." Hence the grand stampede for Petoskey and the Cushman House, although, as before announced, the initial meeting will be held at Glen Lake.

Now the most wonderful feature of the whole program is that Mr. McManus "dares" any hotel man to avail himself of this grand invitation, whether he belongs to the Association or not, and if this particular meeting is not a record breaker, it will not be the fault of the indefatigable "Bill"—Irish and he doesn't care who knows it.

Remember, Friday and Saturday,

July 4 and 5, at Petoskey and Mackinac Island.

Michigan State Hotel Association, No. 3, giving a full stenographic report of the recent meeting at Hotel Bancroft, Saginaw, will be in the hands of members this week and is well worthy of perusal.

A meeting of the American Hotel Association will be held at Cleveland on July 14 for purposes of re-organization.

Heretofore this Association has been made up of individual members, without reference as to their affiliation with any local or state organization, but it is now proposed to eliminate individual memberships, and turn the governing power over to the delegates elected by the various state associations for that purpose. The meeting at Cleveland next month is for the purpose of feeling out the various state associations on the subject.

Michigan will be entitled to seven delegates, which will for this occasion be appointed by President Klare, the names to be announced in the forthcoming issue of the Michigan Hotel Bulletin.

Room rate cards, which Michigan hotels promised to post up in their rooms in compliance with a suggestion from the U. C. T., are now ready and can be had at a charge of one dollar per hundred, though it is not obligatory on the part of the hotel to use any particular form of card.

The big thing is to show the traveling public that hotel men want to be on the square, and this opportunity certainly should not be overlooked. By all means provide yourselves with these cards, and try to have them installed ahead of your nearest competitor.

One great annoyance at many hotels is the loss of room keys carried away by absent minded guests. Every known method has been tried by the larger hotels, but the most effective one we have heard of is a system in force at the Hotel Durant, at Flint, where they have a glass sign imbedded in the counter of the cashier's desk (that is where the guest picks up his change) this sign being on black background with the letters in gold, reading: "Please leave your key with the cashier."

The cashiers and clerks are instructed to ask the departing guest for his key. Formerly they had to have from one to seven new keys made daily, but now have an average of only one key per month.

Another arrangement which works quite satisfactorily is to leave a sufficient amount of postage with the postmaster so there will be no delay in the return of keys from the postoffice. The maids, also when they discover a key left in rooms, immediately return same to desk.

The strawberry shortcake season is again on and the hotel men who specialize on the particular commodity which mother delighted to prepare easily carries off the sweepstakes.

Mother had no notion of building a French creation made out of the ingredients of sponge cake, impregnating the interior with strawberry flavoring, and roofing it with an icing.

Nothing of the kind. She prepared

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.



WHEN IN KALAMAZOO

Stop at the

Park-American Hotel

Headquarters for all Civic Clubs

Excellent Cuisine
Turkish Baths

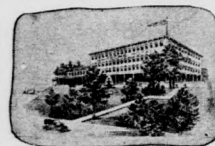
Luxurious Rooms
ERNEST McLEAN, Mgr.

HOTEL BROWNING GRAND RAPIDS

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

150 Fireproof
Rooms

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



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



NEW MERTENS FIRE PROOF

One half block East
of the Union Station
GRAND RAPIDS MICH

CODY HOTEL

GRAND RAPIDS

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

ELM LODGE

ON

Houghton Lake

Board and Lodging or Furnished
Cottages with Screened Porches,
Electric Lights, etc.

Best Fishing in the State.

Write for Folder.

R. N. Robinson
Houghton Lake, Mich.

The Durant Hotel

Flint's New Million and Half
Dollar Hotel.

300 Rooms 300 Baths

Under the direction of the
United Hotels Company

HARRY R. PRICE, Manager

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.

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

a short biscuit dough, devoid of sweetening, placed it in the oven and when it had assumed a golden brown color, brought it out, split it in halves, buttered each half, and then copiously applied berries which had been previously crushed with sugar, serving it warm, and then left it optional with you as to whether you would further embellish it with cream or not.

When you know that you are going to have such a treat, you ease up in your consumption of roughage during the major portion of the meal, so as to fully appreciate this dessert, the eating of which is a function by itself.

I often wonder why perfectly good cooks, preparing meals for perfectly good hotels, will exercise themselves over the preparation of something which resembles the tomb of King Tut, when in fact the discriminating epicure want just the good old-fashioned shortcake with plenty of berries, and incidentally much butter, and I doubt very much if the first cost is any greater.

Another wholesome article which most people hanker for is home made bread. "Home made" and "home cooking" are misnomers nowadays. There ain't no such species, but once in a great while you catch up with bread which has passed through the hands of the old-fashioned cook, prepared from stone ground flour, and when you discover this production it is a find.

I often wonder if domestic science will ever develop a genius who can really produce "Mother's Bread." Certainly it will never issue from the modern bakery. Frank S. Verbeck.

Party Platforms Constructed Solely To Catch Votes.

Glen Lake, June 24—The convention held at Cleveland the other day promulgated a platform which certainly listens well.

The Republican convention held at Chicago four years ago did practically the same thing.

But in most important respects these views will be at variance with those of Congressional representatives, after election day has passed over.

The trouble is that the conventions are not made up of Senators and Congressmen and the delegates find it easy to lay down a program for their representatives to carry out, and these representatives asserts themselves usually as soon as they are safely out of the woods.

A Congress is elected, meets and assumes certain positions, governed largely by the wishes of their own immediate constituents in their own states and districts.

Now when it comes to carrying out the program drafted and adopted at the National convention it is a many sided proposition made up of the White House, the Senate, House of Representatives and the third house—the lobbyists—and it is a matter of common notoriety that not one of these elements pays any attention to the platform, and while the interested ones are accused of inconsistency, the great mass of the people go on year after year, build these platforms, and proceed to forget just what they did promise should be done if victory once more perched, etc.

Nothing but a strong party organization can square its performances with its promises, and we have not had for many decades anything like that in American politics. Party expediency—the desire to win the election at all hazards—and then trust to luck, has been the real record of both great National parties, and it may reasonably be assumed that the present campaign will result the same as its many predecessors, and those elected on the program enunciated at Cleveland will eventually earn the contempt and distrust of the public.

There is, at best, but very little difference in the programs of the two parties—minor matters mostly, with the possible exception of the tariff—hence little upon which to base an appeal for the support of the voters.

Consequently, the results of elections in recent years have been governed largely by the popularity of the candidates. This ought not to be. The party organization should embody such strength as will appeal to the voter, who can safely place faith upon its promises and know that if it succeeds at the election, these policies will be carried out, the same, for instance, as in Great Britain, where representatives are elected to carry out a certain program, and if they fail to do so go back home, conduct a new campaign, hold an election and try it out once more.

That the executive head of the Government should be backed up by his party's representatives is ideally just what should happen. But does it?

For instance, this lesson has been taught with sufficient clearness during the last session of Congress on the tax reduction and soldiers' bonus proposition, and especially in the handling of the Japanese question.

In the latter proposition the advice of President Coolidge was absolutely rejected and, instead of handling the matter diplomatically, affront was given a sister nation for the sole and one purpose of catching votes. For with Japan itself the question of exclusion was not an issue, but they really thought that it should be carried out in a courteous spirit—not by "knock down and drag out" methods.

These Congressmen—and there were many such—were so simple minded and thought so little of the intelligence of the average voter as to believe he would admire them for deliberately insulting the pride of a sensitive nation.

There was much satisfaction expressed over that portion of the address of Representative Burton, of Ohio, in which he called attention to various forms of disservice by members of Congress who would "rather be popular than right," and to stop such practices "an active campaign of education must be conducted similar to that in the free silver contest in 1896." There are certain persistent fallacies which must be dispelled. One of them results in thoughtlessness and indifference to the evils of swollen taxation. Another is that the final burden of public levies rests upon those who first make payment to the tax collector. On the contrary, the general tendency of all taxation is to diffuse itself upon all consumers, whether taxpayers or not, with considerable additions as the burdens are passed along. Still another fallacy is a prevalent opinion that excessive surtaxes are desirable and result in larger revenues. That excessive rates are not helpful under ordinary circumstances can readily be demonstrated.

Now Congressman Burton was one of the few who championed the policy of President Coolidge, but the President's policy was not defeated by an opposition party but rather through his own party adherents duly elected to carry out the policies of the President's party, but who were so lacking in honesty that they are now spending their time in deliberately trying to deceive their constituents by such fairy stories as Mr. Burton emanated. If they do not receive fitting rebuke at the polls this year, their constituents deserve to suffer.

It now looks as though the American judiciary is trying to reconcile the enforcement of the prohibition law with the constitutional guaranty of civil and personal liberty.

The recent decision of a Federal judge holding unconstitutional that provision of the Volstead act which provides for the closing of houses by

injunction and the punishment of offenders for contempt of court without trial by jury is followed by the unanimous decision of the Indiana Supreme Court in a liquor case involving the legality of the practice of stopping motor cars and searching them without a warrant.

The court pronounced such practices unlawful, likening a citizen's automobile to his home, which, under the old English practice, was "his castle."

These decisions are certainly representative of the spirit of the Federal constitution, as any one familiar with a knowledge of this document realizes but it may be sailing a trifle close to the wind when one likens a man's motor car to his home. The circumstances surrounding the seizure ought to qualify the action. A respectable, sober citizen, unassumingly traveling along the highway, respecting speed limit regulations and keeping to the right, should hardly be molested, even if carrying on his hip a small quantity of panacea for rattler bites, where another with an unnecessary quantity under his belt, might reasonably justify unethical treatment by a guardian of the law.

But, of course, there are decisions and decisions, though an intelligent enforcement of this or any law is bound to prove more effective in the long run, than rough treatment administered by rough necks.

Naturally the construction placed on such decisions will be that they place obstructions in the way of prohibition enforcement, but, unfortunately, enforcement agencies have been handled by a class of tactless individuals who have felt their authority as God given, and they have gone out of their way to antagonize a class who are not lawless, though technically lawbreakers, and appeals to a fair minded judiciary have brought out these various decisions.

It is well for all guardians of the law to remember there are other important laws to be enforced as well as prohibition. For instance, why not change the diet and eliminate the evil of carrying concealed weapons? It is just as important and its violations are just as frequent as the other.

Frank S. Verbeck.

Rather Light Sentence—Confederate in Jail.

C. H. Wirth, whose swindling career is described on page 3 of this week's issue of the Tradesman, was sentenced to 2 to 5 years at Ionia prison by Judge Verdier yesterday. The sentence was a very mild one, considering the many offenses committed by the scoundrel.

A telegram to the Tradesman from Chicago states that Colwell, the confederate of Wirth in his swindling career, was arrested yesterday by a postoffice inspector for misuse of the able to obtain bail. The confederate is mails and up to 5 p. m. had been un-a man of detestible character, utterly unworthy of confidence and devoid of the ability to tell the truth.

The Tradesman learns that Wirth was originally a resident of Evart, near which place his parents formerly lived on a farm.

Wirth's wife was Miss Flossie Weatherwax, of Plainwell. She is highly regarded by the people of Plainwell, who insist that her family are high grade people, who keenly feel the disgrace which has come to them through their rascally son-in-law.

Turn your good ear to praise, your deaf ear to scandal.

**GOODRICH
STEAMSHIP
LINES**

To Chicago

8:05 P. M. Daily
Grand Rapids Time

From Chicago

7:45 P. M. Daily. Chicago Time

FARE \$4.20

Boat Train Leaves Grand Haven
Electric Station 8:05 P. M.
1 Block East of Hotel Pantlind
Route Your Freight Shipments

THE GOODRICH WAY
"Operating Steamships Every Day in the Year," and

Grand Haven, Muskegon Electric Ry.

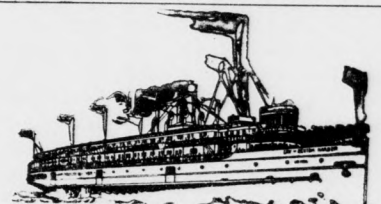
OVER NIGHT SERVICE
City Ticket Office
Corner Pearl and Ottawa
With Consolidated Railroad Ticket
Offices
Citz. Phone 64509, Bell Phone M. 554
W. S. NIXON,
General Agent Freight and Passenger
Department
Electric Railway Station
One Block East of Campau Square
Phones Citz. 65671, Bell Main 671
L. A. GOODRICH,
Traffic Mgr.

TAKING INVENTORY

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



ACTIVELY ADVERTISED



CHICAGO

One Way \$4.20
Round Trip \$7.30

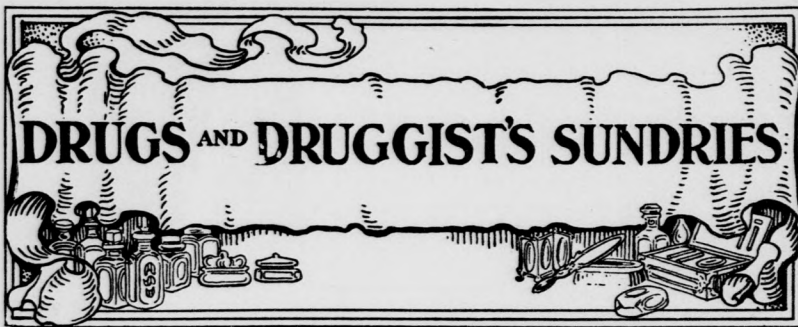
GRAHAM & MORTON
GRAND RAPIDS, HOLLAND
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Dangerous To Patient and Unjust To Physician.

This is a most vital question, one that concerns the material welfare of every pharmacist and physician, one that involves their ethical standards, and one that projects into the much dreaded field of law. It is very easy, of course, to brush the whole matter aside and regard it with an air of indifference and a feeling of laissez faire, but it is still easier to face the facts squarely, and analyze a situation that is becoming every day keener and more incumbent upon the pharmacist to consider. The former attitude leads to a state of misunderstanding and provocation; the latter to an intelligent comprehension of the limitations to both fields of practice.

The medical world exuberantly proclaims and triumphantly promulgates the fact that they have at last reached their goal; that they have ultimately attained a standard of education and preliminary requirements that unanimously meets with the approval of all vitally interested in the field of medicine. They have reasons to rejoice for it is only fitting and proper that in a field of endeavor where the privilege of curing human flesh and shedding blood, is extended to an individual and sanctioned by the state, that individual should not only meet the most rigid tests as to character and morals, but shall moreover have at his command such a wealth of knowledge and information as befits a man of such high rank and responsibility.

Now let us scrutinize the situation a little closer. If all the impediments, such as an increase in the length of time devoted to study, a more difficult and burdensome curriculum and a greater financial outlay shall be strewn in the path of the medical student a scarcity in the number of graduate physicians will be created. This condition is normal. But if the law of supply and demand holds good the doctor will demand a greater remuneration for his hard earned degree, and the question immediately arises, will the public be willing to pay in terms of dollars and cents or not, figuring respect and admiration.

It is entirely unnecessary for one to take a course in social philosophy or psychology to answer this question, the reply is emphatically "No." The public is very unappreciative, as every professional man so well knows, it regards things in a superficial manner and takes every thing for granted. The public does not care to know "how" you became a doctor; but is satisfied with the fact that you are one. It matters little to them whether or not the medical profession "deserves" an

increase in fee, but it means a whole lot more to them when they are asked to pay it.

It is quite evident from what I have depicted that the general public will naturally have recourse to the druggist to act in the capacity of medical advisors. Their calculations are very simple, however deluding it may be in the end. Why bother going to a doctor when the nearest druggist will act as both doctor and pharmacist all for the approximately small fee of one dollar? This I call temptation number one.

Again the evils of price cutting and unfair competition are becoming more prominent as the days elapse. The pharmacist must make both ends meet if he is going to continue to conduct his business on a paying basis. Any child knows that selling an article for what it practically cost is a losing proposition. So the only recourse left to those who indulge in this method of merchandising is to strain all efforts and strive in every conceivable manner to counter-balance the losses thus sustained. One of the methods resorted to is counter-prescribing.

Thus far I have attempted to show that because of the radical changes being enacted in the field of medicine, and due to the prevailing conditions in the drug line that there will naturally be an ever-increasing tendency and an alluring desire on the part of many pharmacists to counter-prescribe.

The physician must of necessity feel that for a pharmacist to suggest anything in the way of medication is to him a great injustice. Not only because it directly deprives him of a prospective call but primarily because he feels that the pharmacist is imposing upon the credulity of his customers and assuming the right to practice that for which he is entirely unfit, both by reason of previous collegiate training and because of the prohibition to do so by law. What training in pathology, anatomy and physical diagnosis has a pharmacist had to enable him to act in the capacity of physician? What knowledge of surgery has he to know that the very case he is meddling with may not require the immediate use of the knife? These are the very thoughts that simmer through the mind of the doctor and they are unquestionably undeniable and indisputable.

As far as the legality of the matter is concerned the law states that a druggist or pharmacist may be brought to account for trying to act as a physician only when he makes a "continuous practice" of counter-prescribing. It is obvious of course that many pharmacists will exclaim that surely

there is nothing wrong in occasionally recommending or prescribing certain remedial agents which they know are beneficial in relieving symptoms of various diseases of daily occurrence. What harm, for instance, is there in prescribing certain headache powders, or something to check vomiting or cramps in the stomach. These, he contends are matters of trifling importance that do not require the services of a physician. Consequently we find that it has become a matter of general practice to administer the various antipyretic and analgesics to the public for the relief of headache irrespective of whether or not the condition of the heart or the causative factors warrant their unrestricted use. Only the other day a woman and child came in to the store and the woman complained that the child had a constant desire to vomit and requested me to give her something.

Some pharmacists would have given her antimitics or nerve sedatives whereas others might have given an emetic. I gave the woman nothing at all, but first class advice, that was to see a doctor at once. The chances are that the child may have had some obstruction or some other serious derangement of the alimentary canal. Aside from the fact that the pharmacist in tampering with these "trivial complaints" is removing symptoms of certain ailments which on further expert diagnosis are found to be of rather grave condition; I wish to say that counter-prescribing like the use of narcotics becomes habitual and that which the pharmacist was wont to consider as an "occasional practice" soon becomes a continuous practice," and after meeting with some success in his haphazard treatment of ordinary ailments, soon begets the confidence to treat serious conditions with the usual result of landing in jail.

I have endeavored to show that from the standpoint of the physician and in the eyes of the law, not mentioning the injustice to the public, it is improper for a pharmacist to counter-prescribe. It seems almost futile for a pharmacist to attempt to advance any sound reasons for it and I am sure that the time is well nigh when this practice shall be discontinued and forgotten as a thing of the past. It is quite evident that it is our duty to steer clear of all temptations to extract a few extra shillings from the public, by such means and incumbent upon us to assume the responsibility of instructing the public that the services of the doctor are not be ignored.

Samuel Langer.

Spring Meeting of Michigan Canners' Association.

"The Way of Quality Leads to Permanent Prosperity" was the slogan of the spring convention of the Michigan Canners' Association held at Muskegon on June 19.

Michigan's rigid inspection of both canning methods and goods offered for canning was strongly endorsed. This is a self-imposed regulation by Michigan canners, having been proposed by this organization in the furtherance of a quality program, in which Michigan is now the outstanding leader.

The convention was addressed by Frank Gerber, former President of the National Canners' Association, and by H. W. Ullsperger, Manager of the Sturgeon Bay Canning Corporation, the most extensive canners of cherries in the country.

Both speakers were agreed upon the proposition that there had been a recession of first hand buying of canned foods during the past few weeks, in common with a slackening of business activity, but that all information was to the effect that there should be a firmer condition during succeeding months of the year.

The canned fruits market—particularly on cherries—has been somewhat chaotic of late, because of undetermined crop conditions and certain other circumstances quite unrelated to the prospective cherry yield. The prospective yield for this crop is generally believed to have decreased by from 25 to 50 per cent. during the past two weeks as a result of the unusual extent of the June drop.

The following officers and committees were chosen for the ensuing year:

President—William McEeing, South Haven.

Vice-President—B. C. Nott, Grand Rapids.

Secretary-Treasurer—Mark Hutchinson, Fennville.

Everything in Readiness For Home Coming Week.

Boyne City, June 24—We are informed that the W. H. White Company is getting its logging plant in the Upper Peninsula in shape to deliver logs in the near future. The mill in Boyne City is being overhauled in preparation for the most economical operation and we are expecting as soon as we have disposed of the crowd of ex-Boyne citizens who are expected for Home Coming Week that the whistle which has disturbed our mornings nap for these many years will blow again.

The Michigan Cooperage and Excelsior Co. has been operating the old crozed stove plant since May 1 and prospects for a full season's run are very good. This is an immense help to our industrial situation. The closing of the Boyne City Lumber Co. plant will lose to us a good number of good citizens, some of whom have been residents and home owners for many years.

We have the house all cleaned inside and out and our larders are filled ready to welcome the jaded denizens of the cities. The hills and valleys are putting on special decorations, the skies have cleared and the frigid winds have gone beyond the Northern circle for the seasons.

The roads have been put in good condition. Many of the bad places have been rebuilt since last season. The road to Detour is not so much in evidence, although it does show up in places. The mosquitoes have worn out their bills on the natives and the no-see-ums have all been devoured.

Come on in. The water, air and eats are fine and there is an endless line of beautiful camping places ready for your use.

You want to be very careful, however, when you come to negotiate Elmira on M 13 or you will get into a more or less disastrous mixup. The new road will not be completed until September. When it is done, it will be one of the most attractive scenic drives in the country.

Maxy.

The fellow who "hits the ceiling" ends by being fired through the door.

Warm Weather Came Too Late.

Although the warm weather of the past several days did quite a good deal to stimulate the consumer demand for bathing suits, it came too late to save some of the manufacturers of this merchandise from substantial losses. Ordinarily the middle of June finds makers of these goods with their stocks pretty well cleaned up. That was not the case this year, however, with the result that accumulations are being let out to the retail trade at figures which make possible their being passed on at

real bargain prices. Some of the prices quoted here at retail on men's bathing suits are low compared with those of a year ago and almost ridiculously so in comparison with those of three or four years back. While special offerings of women's bathing suits are being made, they are not so numerous nor are the cuts so marked as in men's goods.

You could never convince the average small boy that teachers are not paid enough.



Walker
MUSKEGON
MICHIGAN

**Makes
Good
Chocolates**

**THERE IS MONEY
FOR YOU IN**

Straul

5c. and 10c. Bars.

TRY

HI-NEE	-----	10c
OH BIL	-----	5c
CHOC LOGS	-----	5c

STRAUB CANDY COMPANY
Traverse City, Mich.
407 North Hamilton St., Saginaw, W.S.

Fiegler's

Chocolates

**Package Goods of
Paramount Quality
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Artistic Design**

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.

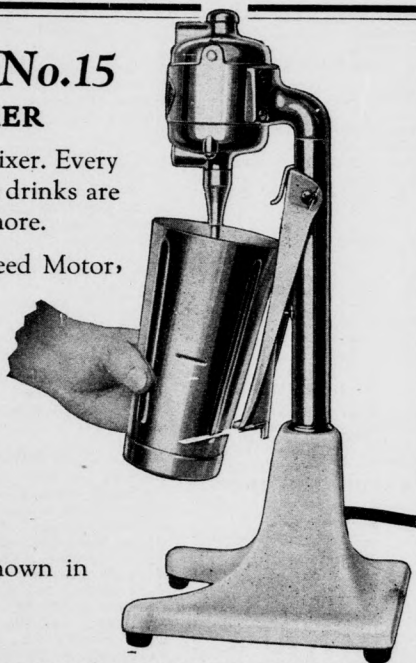
Triple Nickel Finish High Speed Motor,
White Porcelain Base. Has
the most powerful, self-start-
ing universal motor that
operates on 100-125 volts
A C or D C, 25 to 60 cycles.

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



State How To Send	Please send me by		
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	1 Only Arnold Mixer No. 15 at \$23.50 Each.		
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HAZELTINE & PERKINS DRUG CO.
Manistee MICHIGAN Grand Rapids

WHOLESALE DRUG PRICE CURRENT

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

Acids			Lavender Flow--			6 50@6 75	Cinchona -----	@2 10
Boric (Powd.)	15	@ 25	Lavender 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		Guaiac -----	@2 20
Oxalic	20 1/2	@ 30	Mustard, artifil. oz.		@ 65		Guaiac, Ammon.	@2 00
Sulphuric	3 1/2	@ 8	Neatsfoot	1 35	@1 50		Iodine -----	@ 95
Tartaric	40	@ 50	Olive, pure	3 75	@4 50		Iodine, Colorless	@1 50
Ammonia			Olive, Malaga,	2 75	@3 00		Iron, Clo. -----	@1 35
Water, 26 deg.	10	@ 18	yellow				Kino -----	@1 40
Water, 18 deg.	8 1/2	@ 13	Olive, Malaga,	2 75	@3 00		Myrrh -----	@2 50
Water, 14 deg.	6 1/2	@ 12	green	2 75	@3 00		Nux Vomica -----	@1 55
Carbonate	20	@ 25	Orange, Sweet.	4 50	@4 75		Opium -----	@3 50
Chloride (Gran.)	10 1/2	@ 20	Origanum, pure		@2 50		Opium, Camp. --	@ 35
Balsams			Origanum, com'l	1 00	@1 20		Opium, Deodorz'd	@3 50
Copaiba	60	@1 00	Pennyroyal	3 00	@3 25		Rhubarb -----	@1 70
Fir (Canada)	2 55	@2 80	Peppermint	7 00	@7 25			
Fir (Oregon)	65	@1 00	Rose, pure	10 50	@10 90			
Peru	3 00	@3 25	Rosemary Flows	1 25	@1 50			
Tolu	3 00	@3 25	Sandalwood, E.					
Barks			I.	10 50	@10 75			
Cassia (ordinary)	25	@ 30	Sassafras, true	2 75	@3 00			
Cassia (Saigon)	50	@ 60	Sassafras, arti'l	80	@1 20			
Sassafras (pw. 50c)	@ 55		Spearmint	4 00	@4 25			
Soap Cut (powd.)			Sperm	1 80	@2 05			
30c	18	@ 25	Tansy	6 00	@6 25			
Berries			Tar, USP	50	@ 65			
Cubeb	@1 25		Turpentine, bbl.	95	@1 15			
Fish	25	@ 30	Turpentine, less	1 04	@1 17			
Juniper	7	@ 15	Wintergreen,					
Prickly Ash	@ 30		leaf	6 00	@6 25			
Extracts			Wintergreen, sweet					
Licorice	60	@ 65	birch	3 00	@3 25			
Licorice powd.	@1 00		Wintergreen, art.	80	@1 20			
Flowers			Wormseed	9 00	@9 25			
Arnica	25	@ 30	Wormwood	9 00	@9 25			
Chamomile (Ger.)	25	@ 30						
Chamomile Rom.	1	@ 75						
Gums			Potassium					
Acacia, 1st	50	@ 55	Bicarbonate	35	@ 40			
Acacia, 2nd	45	@ 50	Bichromate	15	@ 25			
Acacia, Sorts	22	@ 30	Bromide	56	@ 82			
Acacia, Powdered	35	@ 40	Bromide	54	@ 71			
Aloes (Barb Pow)	25	@ 35	Chlorate, grand	23	@ 30			
Aloes (Cape Pow)	25	@ 35	Chlorate, powd.					
Aloes (Soc. Pow.)	65	@ 70	or Xtal	16	@ 25			
Asafoetida	65	@ 75	Cyanide	30	@ 50			
Pow.	1 00	@1 25	Iodide	4 46	@4 62			
Camphor	1 20	@1 30	Pernanganate	20	@ 30			
Guaiac	@ 60		Prussiate, yellow	65	@ 75			
Guaiac, pow'd	@ 75		Prussiate, red	@1 00				
Kino	@ 85		Sulphate	35	@ 40			
Kino, powdered	@ 90		Roots					
Myrrh	@ 70		Alkanet	25	@ 30			
Myrrh, powdered	@ 75		Blood, powdered.	35	@ 40			
Opium, powd.	15 15	@15 42	Calamus	35	@ 60			
Opium, gran.	15 15	@15 42	Elecampane, pwd	25	@ 30			
Shellac	90	@1 00	Gentian, powd.	20	@ 30			
Shellac Bleached	1 00	@1 10	Ginger, African,					
Tragacanth, pow.	@1 75		powdered	30	@ 35			
Tragacanth	1 75	@2 25	Ginger, Jamaica	60	@ 65			
Turpentine	@ 25		Ginger, Jamaica,					
Insecticides			powdered	55	@ 60			
Arsenic	20	@ 30	Golden seal, pow. 5	50	@6 00			
Blue Vitriol, bbl.	@ 07		Ipecac, powd. --	@ 75				
Blue Vitriol, less	8 1/2	@ 15	Licorice	35	@ 40			
Bordeaux Mix Dry	14	@ 29	Licorice, powd.	20	@ 30			
Hellebore, White			Orris, powdered	30	@ 40			
powdered	20	@ 30	Poke, powdered.	35	@ 40			
Insect Powder	80	@ 90	Rhubarb, powd. 1	00	@1 10			
Lead Arsenate Po.	26	@ 35	Rosinowd, powd.	@ 40				
Lime and Sulphur			Sarsaparilla, Hond.					
Dry	8 1/2	@ 24	ground	@1 00				
Paris Green	32	@ 43	Sarsaparilla Mexican,					
Leaves			ground	@ 60				
Buchu	1 35	@1 50	Squills	35	@ 40			
Buchu, powdered	@1 50		Squills, powdered	60	@ 70			
Sage, Bulk	25	@ 30	Tumeric, powd.	17	@ 25			
Sage, 1/4 loose	@ 40		Valerian, powd.	40	@ 50			
Sage, powdered	@ 35		Seeds					
Senna, Alex.	75	@ 80	Anise	@ 35				
Senna, Tinn.	30	@ 35	Anise, powdered	35	@ 40			
Senna, Tinn. pow.	25	@ 35	Bird, 1s	13	@ 17			
Uva Ursi	20	@ 25	Canary	10	@ 15			
Oils			Caraway, Po. .50	35	@ 40			
Almonds, Bitter,			Cardamon	@ 25				
true	7 50	@7 75	Celery, powd. .55	45	@ 50			
Almonds, Bitter,			Coriander pow. .35	27	@ 30			
artificial	4 00	@4 25	Dill	12	@14 20			
Almonds, Sweet,			Fennell	25	@ 40			
true	80	@1 20	Flax	07 1/2	@ 12			
Almonds, Sweet,			Flax, ground	07 1/2	@ 12			
imitation	60	@1 00	Foenugreek pow.	15	@ 25			
Amber, erude	1 50	@1 75	Hemp	8	@ 15			
Amber, rectified	2 00	@2 25	Lobelia, powd.	@ 125				
Anise	1 00	@1 25	Mustard, yellow	15	@ 25			
Bergamont	5 75	@6 00	Mustard, black	15	@ 20			
Cajeput	1 50	@1 75	Poppy	22	@ 25			
Cassia	4 00	@4 25	Quince	1 75	@2 00			
Castor	1 80	@2 05	Rape	15	@ 20			
Cedar Leaf	1 75	@2 00	Sabadilla	23	@ 30			
Citronella	1 50	@1 75	Sunflower	11 1/2	@ 15			
Cloves	3 00	@3 25	Worm, American	30	@ 40			
Cocoonut	25	@ 35	Worm, Levant	6	@ 50			
Cod Liver	1 55	@1 75	Tinctures					
Croton	2 00	@2 25	Aconite	@1 80				
Cotton Seed	1 40	@1 60	Aloes	@1 45				
Cubebs	8 50	@8 75	Arnica	@1 10				
Eigeron	3 00	@3 25	Asafoetida	@2 40				
Eucalyptus	1 25	@1 50	Belladonna	@1 35				
Hemlock, pure.	2 00	@2 25	Benzoin	@2 10				
Juniper Berries	2 25	@2 50	Benzoin Comp'd	@2 65				
Juniper Wood.	1 50	@1 75	Buchu	@2 55				
Lard, extra	1 35	@1 45	Cantharadial	@2 85				
Lard, No. 1	1 25	@1 35	Capsicum	@2 20				
			Catechu	@1 75				

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

Rolled Oats—Sacks
Quaker Mince-meat
Brazil Nuts
Lard

DECLINED

Canned Pineapple
Evaporated Milk
Fels Naptha Soap

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 Brist Biscuit 1 90
Ralston Purina ----- 3 60
Ralston Branzen ----- 2 70
Ralston Food, large ----- 3 60
Saxon Wheat Food ----- 3 85



Shred. Wheat Biscuit 3 85
Vita Wheat, 12s ----- 1 80
Post's Brands.
Grape-Nuts, 24s ----- 3 80
Grape-Nuts, 100s ----- 2 75
Postum Cereal, 12s ----- 2 25
Post Toasties, 36s ----- 2 85
Post Toasties, 24s ----- 2 85
Post's Bran, 24s ----- 2 70

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

BRUSHES
Solid Back, 8 in. ----- 1 60
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 1/2
Paraffine, 12s ----- 14 1/2
Wicking ----- 40
Tudor, 6s. per box ----- 30

CANNED FRUIT.
Apples, 3 lb. Standard 1 50
Apples, No. 10 ----- 4 00@4 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 ----- 3 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 Mich 2 25
Peaches, 2 1/2 Cal. 3 00@3 75
Peaches, 10 Mich 5 50@6 50
Pineapple, 1, sl. 1 80@2 00
Pineapple, 2 sl. 2 80@3 00
Pineapple, 2 br. sl. 2 75@2 85
Pineapple, 2 1/2 sl. 3 80@4 25
Pineapple, 2, cru. ----- @2 75
Pineapple, 10 cru. ----- 14 00
Pears, No. 2 ----- 2 90
Pears, No. 2 1/2 ----- 3 50@3 75
Plums, No. 2 ----- 1 25@1 40
Plums, No. 2 1/2 ----- 2 50
Raspberries No. 2, blk 3 00
Raspb's, Red, No. 10 13 00
Raspb's, Black, -----
No. 10 ----- 11 50@12 50
Rhubarb, No. 10 ----- 4 75

CANNED FISH.
Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 3 00@3 40
Clams, Steamed, No. 1 1 80
Clams, Mince, No. 1 2 50
Finnan Haddie, 10 oz. 3 30
Finnan Haddie, 7 oz. ----- 2 50
Clam Bouillon, 10 oz. 1 35
Chicken Haddie, No. 1 2 75
Fish Flakes, small ----- 1 35
Cod Fish Cake, 10 oz. 1 85
Cove Oysters, 5 oz. ----- 1 75
Lobster, No. 1/4, Star 2 80
Shrimp, 1, wet 2 10@2 25
Sard's, 1/4 Oil, ky 6 25@7 00
Sardines, 1/4 Oil, k'less 6 00
Sardines, 1/4 Smoked 7 50
Salmon, Warrens, 1/2s 3 00
Salmon, Red Alaska ----- 2 95
Salmon, Med. Alaska 1 85
Salmon, Pink Alaska 1 65
Sardines, Im. 1/4, ea. 10@28
Sardines, Im. 1/4, ea. 25
Sardines, Cal. ----- 1 65@1 80
Tuna, 1/4, 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 1 80
Bacon, Lge. Beechnut 3 15
Beef, No. 1, Corned ----- 2 75
Beef, No. 1, Roast ----- 2 75
Beef, No. 2 1/2, Eagle sil 1 25
Beef, No. 1/4, Qua. sil. 1 75
Beef, 5 oz., Qua., sil. 2 50
Beef, No. 1, B'nut, sil. 5 10

Beefsteak & Onions, s 2 75
Chili Con Ca., 1s 1 35@1 45
Deviled Ham, 1/4s ----- 2 20
Deviled Ham, 1/2s ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/4 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. 2, cut ----- 1 60
Beets, No. 3, cut ----- 1 80
Corn, No. 2, Ex stan 1 45
Corn, No. 2, Fan. 1 60@2 25
Corn, No. 2, Fy. glass 3 25
Corn, No. 10 ----- 7 50@16 75
Hominy, No. 3 1 00@1 15
Okra, No. 2, whole ----- 2 00
Okra, No. 2, cut ----- 1 60
Dehydrated Veg. Soup 90
Dehydrated Potatoes, 1b 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
Peas, No. 2, Ex. Sift. ----- 2 60
E. J. -----
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 35@1 50
Pumpkin, No. 10 4 50@5 60
Pimientos, 1/4, each 12@14
Pimientos, 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 40
Kraft American ----- 1 40
Chili, small tins ----- 1 40
Pimento, small tins ----- 1 40
Roquefort, small tins 2 50
Camembert, small tins 2 50
Wisconsin Old ----- 28
Wisconsin new ----- 22
Longhorn ----- 23
Michigan Full Cream 22 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 35
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, 1b. ----- 32
Droste's Dutch, 1 lb. ----- 9
Droste's Dutch, 1/2 lb. 4 75
Droste's Dutch, 1/4 lb. 2 00
Hersheys, 1/4s ----- 33
Hersheys, 1/2s ----- 38
Huyler ----- 26
Lowney, 1/4s ----- 40
Lowney, 1/2s ----- 38
Lowney, 1/4s 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 25
Quaker, Baby, 8 doz. 4 15
Quaker, Gallon, 1/2 doz. 4 20
Blue Grass, Tall, 45 4 50
Blue Grass, Baby, 72 4 40
Blue Grass, No. 10 ----- 4 45
Carnation, Tall, 4 doz. 4 50
Carnation, Baby, 8 dz. 4 40
Every Day, Tall ----- 4 50
Every Day, Baby ----- 4 40
Pet, Tall ----- 4 50
Pet, Baby, 8 oz. ----- 4 40

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

CIGARS

Lewellyn & 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
Cabinites, 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 ----- 95 00
Webster's Perfecto ----- 37 50
Webster's 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 ----- 75 00
Specials, 1-20, per M ----- 75 00
Quality First Stogie 18 50

CONFECTIONERY

Stick Candy Pails
Standard ----- 18
Jumbo Wrapped ----- 20
Pure Sugar Stick 600s 4 25
Big Stick, 20 lb. case 21

Mixed Candy
Kindergarten ----- 19
Leader ----- 18
X. L. O. ----- 15
French Creams ----- 20
Cameo ----- 22
Grocers ----- 13

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

Gum Drops Pails
Anise ----- 17
Orange Gums ----- 17
Challenge Gums ----- 14
Favorite ----- 20
Superior ----- 21

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

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

Cough Drops Bxs.
Putnam's ----- 1 30
Smith Bros. ----- 1 50

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

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

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

CREAM OF TARTAR
6 lb. boxes ----- 32

DRIED FRUITS

Apples
Evap. Choice, bulk ----- 15
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. ----- 10
Seedless, 15 oz. pkg. 12
Seedless, Thompson ----- 10 1/2
Seeded, 15 oz. pkg. ----- 12

California Prunes
70@80, 25 lb. boxes ----- @08
60@70, 25 lb. boxes ----- @10
50-60, 25 lb. boxes ----- @12
40-50, 25 lb. boxes ----- @16
30-40, 25 lb. boxes ----- @17
20-30, 25 lb. boxes ----- @20

FARINACEOUS GOODS

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

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

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

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

Pearl Barley
Chester ----- 4 25
00 and 0000 ----- 6 00
Barley Grits ----- 05

Peas
Scotch, lb. ----- 08
Split, lb. yellow ----- 08
Split, green ----- 11

Sago
East India ----- 11

Taploca
Pearl, 100 lb. sacks ----- 11
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant ----- 3 50

FLAVORING EXTRACTS

JENNINGS' 50 YEARS STANDARD EXTRACTS

Doz. Doz. Vanilla
1 20 ----- 1/2 ounce ----- 1 65
1 65 ----- 1 1/4 ounce ----- 2 20
2 75 ----- 2 1/4 ounce ----- 3 60
2 40 ----- 2 ounce ----- 3 30
4 50 ----- 4 ounce ----- 6 00
7 75 ----- 8 ounce ----- 10 90
15 00 ----- 16 ounce ----- 20 00
29 00 ----- 32 ounce ----- 38 00

Arctic Flavorings
Vanilla or Lemon
1 oz. Panel, doz. ----- 1 00
2 oz. Flat, doz. ----- 2 00
3 oz. Taper, 40 bot. for 6 75

Smith's Flavorings
2 oz. Vanilla ----- 2 00
2 oz. Lemon ----- 2 40
4 oz. Vanilla ----- 3 50

Jiffy Punch
3 doz. Carton ----- 2 25
Assorted flavors.

Mason, pts., per gross 7 70
Mason, qts., per gross 9 00
Mason, 1/2 gal., gross 12 05
Ideal, Glass Top, pts. 9 20
Ideal Glass Top, qts. 10 80
gallon ----- 15 25

GELATINE

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

HORSE RADISH

Per doz., 5 oz.	1 15
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JELLY AND PRESERVES

Pure, 30 lb. pails	4 00
Imitation, 30 lb. pails	1 90
Pure 7 oz. Asst., doz.	1 20
Buckeye, 22 oz., doz.	2 10

JELLY GLASSES

1 oz., per doz.	35
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OLEOMARGARINE

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

Van Westenbrugge Brands

Carload Distributor



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

MATCHES

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

Safety Matches

Quaker, 5 gro. case	4 75
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MINCE MEAT

None Such, 3 doz.	4 85
Quaker, 3 doz. case	3 60
Libby, Kegs, wet, lb.	22

MOLASSES.



Gold Brer Rabbit

No. 10, 6 cans to case	5 55
No. 5, 12 cans to case	5 80
No. 2 1/2, 24 cans to cs.	6 05
No. 1 1/2, 36 cans to cs.	5 00

Green Brer Rabbit

No. 10, 6 cans to case	4 20
No. 5, 12 cans to case	4 45
No. 2 1/2, 24 cans to cs.	4 70
No. 1 1/2, 36 cans to cs.	4 00

Aunt Dinah Brand.

No. 10, 6 cans to case	3 00
No. 5, 12 cans to case	3 25
No. 2 1/2, 24 cans to cs.	3 50
No. 1 1/2, 36 cans to cs.	3 00

New Orleans

Fancy Open Kettle	68
Choice	52
Fair	32

Half barrels 5c extra

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

NUTS.

Whole

Almonds, Terregona	20
Brazil, New	15
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, Spanish,	48
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	2 90
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,	
doz.	4 50 @ 4 75
20 oz. Jar, stuffed doz.	7 00

PEANUT BUTTER.



Bel Car-Mo Brand

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

PETROLEUM PRODUCTS

Perfection Kerosine	13.1
Red Crown Gasoline,	
Tank Wagon	18.7
Gas Machine Gasoline	37.2
V. M. & P. Naphtha	21.6
Capitol Cylinder	42.2
Atlantic Red Engine	23.2
Winter Black	13.2



Iron Barrels.

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



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

PICKLES

Medium Sour	
Barrel, 1,200 count	19 25
Half bbls., 600 count	10 50
10 gallon kegs	9 50
Sweet Small	
30 gallon, 3000	43 00
5 gallon, 500	8 40

Dill Pickles.

600 Size, 15 gal.	12 00
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PIPES

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

Battle Axe, per doz.	2 40
Blue Ribbon	4 00
Bicycle	4 50

POTASH

Babbitt's 2 doz.	2 75
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FRESH MEATS

Top Steers & Heif.	15 1/2 @ 16
Good Steers & Hf.	14 @ 15 1/2
Med. Steers & Hf.	12 1/2 @ 14
Com. Steers & Hf.	10 @ 12 1/2

Cows.

Top	12 1/2
Good	12
Medium	10
Common	09

Veal.

Top	14 1/2
Good	13 1/2
Medium	11

Lamb.

Good	32
Medium	30
Poor	22

Mutton.

Good	14
Medium	12 1/2
Poor	08

Pork.

Heavy hogs	09
Medium hogs	10 1/2
Light hogs	10
Loins	18
Butts	15 1/2
Shoulders	11 1/2
Hams	17
Spareribs	10
Neck bones	05

PROVISIONS

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

Dry Salt Meats

S P Bellies	16 00 @ 13 00
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Lard

Pure in tierces	12 1/2
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound	13

Sausages

Bologna	12 1/2
Liver	12
Frankfort	16
Pork	18 @ 20
Veal	11
Tongue	11
Headcheese	14

Smoked Meats

Hams, 14-16, lb.	21 @ 24
Hams, 16-18, lb.	21 @ 24
Ham, dried beef	
sets	38 @ 39
California Hams	12 @ 13
Picnic Boiled	
Hams	30 @ 32
Boiled Hams	35 @ 37
Minced Hams	14 @ 15
Bacon	18 @ 30

Beef

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

Pig's Feet

1/4 bbls.	2 50
1/2 bbls., 35 lbs.	4 00
1/2 bbls.	7 00
1 bbl.	14 15

Tripe.

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

RICE

Fancy Blue Rose 7 1/4 @ 7 3/4	
Fancy Head	7 1/2 @ 9
Broken	3 1/4

ROLLED OATS

Steel Cut, 100 lb. sks.	3 50
Silver Flake, 12 Fam.	2 35
Quaker, 18 Regular	1 85
Quaker, 12s Family N	2 75
Mothers, 12s, 11/2 num	3 25
Silver Flake, 18 Reg.	1 45
Sacks, 90 lb. Jute	3 10
Sacks, 90 lb. Cotton	3 20

RUSKS.

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

SALERATUS

Arm and Hammer	3 75
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SAL SODA

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

COD FISH

Middles	15 1/2
Tablets, 1 lb. Pure	19 1/2
Tablets, 1/2 lb. Pure,	
doz.	1 40
Wood boxes, Pure	28
Whole Cod	11

Holland Herring

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

Herring

K K K K, Norway	20 00
8 lb. pails	1 40
Cut Lunch	95
Boned, 10 lb. boxes	27

Lake Herring

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

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

White Fish

Med. Fancy, 100 lb.	13 00
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SHOE BLACKENING.

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

STOVE POLISH.

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

SALT.

Colonial, 24, 2 lb.	95
Log Cab., Iodized, 24-2	4 20
Log Cabin 24-2 lb. case	1 90
Med. No. 1, Bbls.	2 80
Med. No. 1, 100 lb. bg.	95
Farmer Spec., 70 lb.	95
Packers Meat, 56 lb.	63
Crushed Rock for ice	
cream, 100 lb., each	75
Blocks, 50 lb.	47
Butter Salt, 280 lb. bbl.	4 50

Baker Salt, 280 lb. bbl.	4 25
100, 3 lb. Table	6 07
60, 5 lb. Table	5 57
30, 10 lb. Table	5 30
28 lb. bags, Table	40



Per case, 24, 2 lbs.	2 40
Five case lots	2 30
Iodized, 24, 2 lbs.	3 00

Worcester



Bbls. 30-10 sks.	5 40
Bbls. 60-5 sks.	5 55
Bbls. 120-2 1/2 sks.	6 05
100-3 lb. sks.	6 05
Bbls. 280 lb. bulk:	

A-Butter	4 20
AA-Butter	4 20
Plain 50-lb. blks.	52
No. 1 Medium bbl.	2 75
Tecumseh 70-lb. farm	
sk.	92
Cases, Ivory, 24-2 cart	2 35
Bags 25 lb. No. 1 med.	26
Bags 25 lb. Cloth dairy	40
Bags 50 lb. Cloth dairy	76
Rock "C" 100-lb. sacks	70

SOAP

Am. Family, 100 box	6 00
Export, 120 box	4 90
Flake White, 100 box	4 15
Fels Naphtha, 700 box	5 00
Grdma White Na. 100s	4 00

A School For Bakers.

Chicago, June 24—A recent issue of the Tradesman contained a short article to the effect that good bread bakers have become so scarce in Canada that it has been decided to seek college trained recruits for the baking industry. Canadian bakers are said to have succeeded in installing a baking course at Ontario Agricultural College, at Guelph.

Would it interest your readers to know that eighteen years ago a committee of American bakers toured the American college circuit seeking some American college that would help out the baking industry here with college trained men? George Haffner, a baker of Fort Wayne, Ind., was chairman of the committee.

When he applied at one college the matter was taken up by the American press hilariously and he was dubbed "Professor of Pumpernickel" by the then brilliant-if-nothing-else New York Sun. When he applied at another college he was written up facetiously and was interviewed as "Doctor of Doughnuts." The movement did not get anywhere.

As a consequence the American bakers had to take action for themselves. They purchased from the brewers their Institute of Fermentology, where they had formerly conducted a school of brewing, and turned it into a school of baking. We have turned out at this institute eight classes so far, of about thirty members each.

These men are largely sons of bakers and men who have showed marked ability in baking plants. Many are college men. We can now get a little facetious with the universities that scorned such a course as beneath university notice by assuring them that our institute gives a degree of A. B. just as they do, "A. B."—A Baker.

The course here requires four months of intensive work. The school is maintained by the industry as a whole, and its graduates have scattered to every state, almost, in the Union and to Canada, Honolulu, England and China. We have an entry from Japan for the next January course.

Our school has proved itself to such a great extent that five different universities have sent post-graduate students here to complete laboratory work for Ph. D. degrees, and Uncle Sam has sent army bakers to catch up with the latest scientific knowledge of breadmaking that can be applied to army bread.

I. K. Russell,
Editor Baking Technology.

Lansing Is Insurance Center.

Lansing claims to be a second Hartford in the insurance field, having the home offices of at least twelve sizable companies. It is estimated that these twelve companies maintain a fixed payroll of 300 persons, including officers and clerical employees, who live in Lansing. This does not include agents, travelers or other employees put in territory covered by the respective companies. Three of the larger insurance organizations own their own homes. The others lease office space. Two companies have assured the Michigan Millers Mutual Fire Insurance Co. management that they will lease one complete floor if an insurance home building is erected, as is now contemplated.

Solved!

"Doctor, can you cure me from snoring?"

"Do you only snore in your sleep?"

"Yes, but I snore so loud that I awaken myself!"

"Well, the best thing is to sleep in another room."

WE OFFER UNSOLD BALANCE

\$3,000,000

Gas and By-Products Co.

First Lien Collateral 15-Year 7% Sinking Fund Gold Bonds (Closed Issue)

BUSINESS

The Gas and By-products Company, incorporated under the laws of Delaware, controls and operates the following companies: Dallas Gas Corporation, (owning all the common stocks of the Dallas Gas Company and the County Gas Company, Dallas, Texas); Natural Gas Producing Company of Louisiana; Excelsior Pipe Line Company; Morehouse Natural Gas Company, Inc., Bastrop, La.; Panola Oil & Gas Company, Panola County, Texas, and the U. S. Carbon Company, Bastrop, La.

CAPITALIZATION

The capitalization of the company (effect having been given to the completion of the present financing) is as follows:

	Authorized	Outstanding
First Lien Collateral 15-year 7% S. F. Gold Bonds—\$	3,000,000	\$3,000,000
7% Preferred Stock, (Par Value \$100)-----	6,300,000	2,700,000
Common Stock (Par Value \$100) -----	10,000,000	7,500,000

SECURITY

These bonds are secured by the pledge of the First Mortgage 7% demand gold bonds of the following named companies, which in effect makes these First Lien Collateral 7% bonds a direct first mortgage on the properties of each: Natural Gas Producing Co. of Louisiana, \$1,953,500 of a total of \$2,000,000; Excelsior Pipeline Co., \$500,000; Morehouse Natural Gas Co., \$25,000; Panola Oil & Gas Co., \$400,000; U. S. Carbon Co., \$500,000. Each issue is closed as stated and constitutes the entire funded debt of each company. In addition, these bonds are secured by a deposit of all (except qualifying directors' shares) of the common stocks of the five companies last named, and over 97% of the common stock of the Natural Gas Producing Co. of Louisiana.

EQUITY

The properties of the companies are thoroughly modern and have been maintained in the best operating condition. Based on prevailing prices they show value in excess of \$14,400,000, subject only to outstanding first mortgage 6% bonds of the Dallas Gas Co. and the County Gas Co., aggregating \$2,800,000, leaving an equity in excess of \$11,600,000 securing this issue of \$3,000,000 bonds.

EARNINGS

The following statement shows the actual earnings for the year 1923, and first four months of 1924 and the estimated earnings for 1925, which are believed to be conservative:

	1923	1924 (to May 1)	1925 (Estimated)
Gross Earnings -----	\$3,299,028	\$1,895,791	\$5,886,853
Operating Expenses, Maintenance, Taxes, Prior Interest -----	2,840,354	1,563,805	4,534,339
	\$ 458,674	\$ 335,246	\$1,352,484

Net earnings as above for the year 1923 were over 2.1 times the interest requirements of the First Lien Collateral 7% bonds; the earnings of the first four months of 1924 were 4.75 times such requirements and those estimated for 1925 are over 6 times interest requirements.

SINKING FUND

By the terms of the indenture securing the issue of these First Lien Collateral 7% Sinking Fund gold bonds, the company will pay to the trustee semi-annually, on or before June 20, 1926, and semi-annually thereafter, as a sinking fund for the retirement of these bonds, a sum of money equivalent semi-annually to 2½% of the total authorized amount of these bonds, viz: \$150,000 per annum.

MANAGEMENT

H. D. Walbridge & Co. of New York city have been identified with the management of the Dallas Gas and County Gas companies during the past 15 years, and with the subsidiary companies since their organization. They have a substantial investment in the First Lien Collateral 7% Bonds, 7% Preferred Stock and Common Stock.

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

Full information on request. Price on application.

A. E. KUSTERER & CO.
INVESTMENT BANKERS
and BROKERS
MICHIGAN TRUST BUILDING
Citizens 4267 Bell Main 2435

**HOWE, SNOW
& BERTLES, Inc.**
Investment Securities
GRAND RAPIDS

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, June 17.—In the matter of Wolverine Electric Co., Bankrupt No. 2241, an adjourned final meeting was held June 9, and the trustee's final report and account as amended and by the addition of the amount received from the sale of the accounts receivable was approved and allowed. An order was made for the payment of administration expenses and for the declaration of a first and final dividend to creditors of 4.7 per cent. on the general claims filed and allowed. No action was taken upon the question of the discharge of the bankrupt, it being a corporation. The meeting was adjourned without date and the case will be closed and returned to the district court.

In the matter of Nathan J. Rosenbaum, Bankrupt No. 2303, the trustee having filed his final report and account, a final meeting of creditors has been called for July 2. The trustee's final report and account will be passed upon and administration expenses and a first and final dividend declared and paid.

In the matter of Arthur Collins, Bankrupt No. 2294, the trustee's final report and account has been filed and a final meeting of creditors will be held at the office of the referee at 315 Houseman building on July 2. Administration expenses will be paid and a first and final dividend to creditors declared and ordered paid.

In the matter of Earl B. Pickett, Bankrupt No. 2405, a final meeting of creditors has been called for July 2 for the purpose of passing upon the trustee's final report and account and paying administration expenses and declaring and paying a final dividend to creditors.

June 18. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Arthur R. Knowles, Bankrupt No. 2515. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of the city of Muskegon Heights, and is a laborer by occupation. The schedules list assets of \$160, of which \$150 is claimed as exempt to the bankrupt, with liabilities of \$1,954.16. The court has written for funds for the first meeting, and upon receipt of the same the first meeting of creditors will be called, and note of the same made here. A list of the creditors of the bankrupt is as follows:

Oosting Bros., Fremont	\$154.00
Consumers Tire Co., Muskegon	18.00
Old State Bank, Fremont	600.00
Chas. W. Burkle, Fremont	35.00
John H. Vanden Beldt, Fremont	35.00
Fremont Co-operative Produce Co., Fremont	300.00
Fremont Lumber & Fuel Co., Fremont	5.00
L. G. Graff, Fremont	7.00
Dr. H. A. Stobbe, Fremont	20.00
L. B. Lee, Muskegon Heights	117.00
Willard J. Shanks, Muskegon	217.00
Louis Bernek, Muskegon	25.00
Bode & Co., Fremont	25.00
Dr. W. S. Chapin, Muskegon Hts.	25.00
Arnold J. Slenk, Fremont	2.50
J. Russell, Muskegon Heights	10.36
Old State Bank, Fremont	358.30
Charles H. Knowles, Fremont	358.30

June 20. On this day was held the first meeting of creditors in the matter of Olive K. McGannon, Bankrupt No. 2502. The bankrupt was present in person and by attorney. Corwin & Norcross were present for petitioning creditors. J. Earle Brown, of Lansing, was present for certain creditors. Claims were allowed. Certain claims were informally objected to. The bankrupt was not sworn and examined and such examination, as well as the election of a trustee of the estate were held open until the adjourned date. The meeting was then adjourned to June 27.

On this day also was held the sale of assets in the matter of J. Verne Hornbeck, Bankrupt No. 2458. The bankrupt was not present or represented. Dilley, Louter & Dilley were present for one creditor. R. J. Cleland was present for the trustee. The trustee was present in person. The stock in trade, fixtures, etc., except the exemptions of the bankrupt, were sold to Edward Welsh, of Remus, for \$1,825. The accounts, notes and bills receivable were sold to George Billbrough, of Remus, for \$50. Both sales were confirmed. Upon receipt of the trustee's report and account an order will be made for the payment of administration expenses and for the payment of a first dividend to creditors, if possible. The special meeting was then adjourned without date.

June 23. In the matter of William Carlson, Bankrupt No. 2500, the trustee has reported an offer for the stock in trade, fixtures and equipment, as well as for the two automobiles in the estate, of \$115. The offer is received from P. C. Peterson, of Grand Rapids. The property offered for sale, including the cars, is appraised at \$638.40. The sale will be held at 802 Michigan Trust building on July 2. All interested should be present at such time and place. An inventory may be seen at the above address and at the office of Hugh Lillie, attorney, at Grand Haven.

June 23. On this day were received the schedules, order of reference and adjudication in the matter of Grand Rapids

Silver Black Fox Co., Bankrupt No. 2519. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a corporation located at Grand Rapids, Michigan, and carrying on the business of raising foxes for sale and fur purposes. The schedules filed list assets of \$11,250 with liabilities of \$9,700. The first meeting of creditors has not been called, and upon such meeting being fixed notice of the same will be given here. A list of the creditors of the bankrupt is as follows:

G. R. Savings Bank, Grand Rap.	\$4,500.00
Martin & Ora Schram, Grand R.	300.00
William O. Cargill, Grand Rapids	550.00
Stanley Merdzinski, Grand Rapids	2,950.00
Martin F. Schram, Grand Rapids	200.00
Cornelius M. Schram, Grand Rap.	50.00
Leo Pipe, Grand Rapids	550.00
John A. Rossi, Grand Rapids	50.00

June 23. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of James Stevens, Bankrupt No. 2518. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Orleans township, Ionia county, and is a farmer by occupation. The schedules list assets of \$250, all of which are claimed as exempt to the bankrupt, with liabilities of \$3,827.58. The court has written for funds for the first meeting, and upon receiving the same the first meeting will be called, and note of the same made here. A list of the creditors of the bankrupt is as follows:

O. L. Kerus, Urbana, Ill.	\$162.69
Geo. Maxted, Six Lakes	41.10
Ed. Everett, Middleton	62.00
Sydney Cooley, Carson City	108.06
H. A. Clow, Sumner	4.50
G. V. Wright, Alma	4.50
All Vethod, Ithaca	18.00
Emerson Brenting Imp. Co., Rockford, Ill.	50.00
Dr. Carney, Alma	50.00
Fred Slaughter, St. Louis	25.00
Geo. Dalrymple, Elwell	30.00
J. D. Gingham & Sons, Ithaca	12.76
Peoples State Bank, Middleton	140.25
Ray Hall, Middleton	124.56
G. E. Goltzner, Ithaca	127.17
Glass & Hamrah, Alma, Mich.	34.75
Ithaca Motor Sales Co., Ithaca	50.00
Dr. Graham, Alma	20.00
Globe Refining Co., Cleveland	26.50
Frank S. Caswell, Carson City	65.50
R. M. Foucher, Sumner	18.00
Fred Cook, Sumner	2.50
Ithaca Roller Mills, Ithaca	29.25
Gleaner Elevator Co., Ithaca	620.00
Beebe & Burchard, Ithaca	3.00
Edw. Clark, Alma	300.00
J. M. Montigel, Alma	500.00
Lyons & Daniels, Carson City	59.88
John M. Burkheiser, Alma	56.40
Home Goods Store, Ithaca	152.00
Grace E. Rowell, Ithaca	29.75
Sharrer & Gee, Alma	160.00
S. Y. Upham, Alma	106.82
John Parker, Ithaca	16.00
Floyd Locke, Middleton	50.00
Luke Sawyer, Ithaca	50.00
Frank Hyde, Riverdale	4.50
Dr. Hubbard, Vestburg	100.00
Fred Van Buskirk, Ithaca	12.00
Realty Bond & Mtg. Co., St. Louis	350.00
Dr. Brundage, Riverdale	50.00

June 24. On this day was held the first meeting of creditors in the matter of Powell Electropure Creamery Co., Bankrupt No. 2492. The bankrupt was present by its president and by Benjamin T. Smith, attorney. Petitioning creditors were present by Jewell, Raymond & Face. Corwin & Norcross were present for certain creditors. Claims were proved and allowed. Mr. Powell was examined without a reporter. William Mesenger, of Grand Rapids, was elected trustee, and the amount of his bond placed by the referee at \$5,000. The meeting was then adjourned without date.

In the matter of Joseph P. Rusche, Bankrupt No. 2346, the trustee having filed a report and account, and an order was made for the payment of administration expenses to date, labor claims and tax claims, and a first dividend of 5 per cent. to general creditors of the estate.

New Showerproof Straw Hat.

One of the well-known hat manufacturers will offer for the 1925 season a cravenette-processed straw hat. Its feature is that, while the process does not add any weight it protects the hat so that it does not soften and get out of shape as the result of being caught in a shower as is the case with the ordinary straw hat. The cravenetting also protects the glue used in the hat so that it does not become sticky in extremely humid weather and, consequently, dust and dirt do not stick to it. The process is also said to be an aid in the hat keeping luster. It is understood that the cost of the cravenetted hat will entail no change in the retail price to the consumer.

BUSINESS WANTS DEPARTMENT

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

Wanted—Salesman with coffee selling experience to call on hotel and institution trade. For interview, address No. 632, c/o Michigan Tradesman. 632

Wanted To Buy—Second-hand equipment for retail meat market. Must be in good condition. What have you? Address No. 633, c/o Michigan Tradesman. 633

For Sale—Ladies ready-to-wear and millinery shop. Finest location in town of 2200 in Central Michigan. Stock and fixtures new and up-to-date. Inventory \$12,000. Ill health only reason for selling. Address No. 634, c/o Michigan Tradesman. 634

FOR SALE—Store building and stock of hardware, furniture and undertaking goods, located in county seat (700) of Antrim county, surrounded by good farming country. Center of resort region. Stock inventories about \$7,000. Must sell because of death of owner. Mrs. H. M. Coldren, Bellaire, Mich. 635

HARDWARE, FURNITURE AND UNDERTAKING Business—Old established. Modern brick building, 25x85, two-story

and basement; elevator, plumbing, etc. Business last year better than \$30,000 and growing every year. Fine town in fruit belt of Michigan. 114 miles from Chicago. Will be sold on inventory basis. F. J. Perrin, Lawrence, Mich. 637

For Sale—General insurance and real estate business in one of the fastest growing towns in Western Michigan. Address No. 638, c/o Michigan Tradesman. 638

Wanted—Fixtures. Good National cash register. Two floor cases. Counter and platform scales. A. L. Redman, Olney, Ill. 639

Variety Store—Select location, good cash business. Stock and fixtures \$8,000. Price \$6,500, or 15% off inventory. Address 504 W. Green, Marshall, Mich. 640

FOR SALE—A well established grocery business. Have been here twenty-one years. Am going to sell my business. Cash sales last year \$85,000. Will sell at invoice price. Will inventory about \$6,000. Can reduce stock. Located a few doors from Main street. F. L. McCall, 124 Portage street, Kalamazoo, Mich. 641

General Stock and Buildings—Best farming country. Cash business. No competition. On railroad. Could increase business by trucking to city. A bargain if taken at once. John Kranenberg, Elm-dale, Mich. 642

FOR SALE—A grocery and market business in the village of Clinton, Mich., a town of about 1,100 population. Buildings, merchandise and fixtures about \$3,500, cash, if taken at once. J. E. Earl, Clinton, Mich. 643

GENERAL STORE FOR SALE—I own one of the best general stores in a good farming community in Northern Michigan. Very good building, including nice home. My stock is as clean as you can find. Will sell on \$8,000 down, balance on easy terms. Business has been established about ten years. Always a money maker. Other business interests reason for selling. Address No. 627, c/o Michigan Tradesman. 627

FOR SALE—Good dry goods business at Port Huron, Mich. Address No. 628, c/o Michigan Tradesman. 628

Bargain—Three new mahogany millinery wall cases, electric wired. Manufactured by Grand Rapids Show Case Co. Will sell cheap. Harmon Co., 757-759 Butterworth, S. W., Grand Rapids, Mich. 629

Business Opportunity—We can supply you with sectional wall cases in mahogany or oak, for any business. We can allow you time for payment. These fixtures are interchangeable. Dry goods, clothing, accessories, hardware or drug store fitted complete or in any part. Write today. Harmon Company, 757-759 Butterworth, S. W., Grand Rapids, Mich. 630

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

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

CASH For Your Merchandise!

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

FOR SALE—BRICK BUILDING in live Michigan city, also county seat, on busy transfer corner. Large, modern, containing three stores on ground floor and two newly decorated flats on second. All rented. Hot water heat. YEARLY INCOME \$3,400, and possibly more. A real money maker. Reason for selling, other business. For terms and particulars, write No. 620, c/o Michigan Tradesman. 620

FOR SALE OR RENT—Finest general store building in the Thumb of Michigan, fully equipped with fixtures. Good business assured. Fred W. Kinde, Receiver, Port Austin, Michigan. 619



Parchment Bond
The Universal Writing Paper
for the Home-School-Office

Meets a very definite need among business and professional writers.

Two sizes—5 and 2½ pound packs—blotter in each.

Stationery stores find this package a ready seller. Write Dept. B.

Kalamazoo
Vegetable Parchment Co.
Kalamazoo, Mich.

Brooks
Valueur
BITTER SWEETS

PAUL FINDLAY.

Preliminaries To His Visit To European Grocers.

Chicago, June 24—As was predicted the lengthy and varied program of the twenty-seventh convention of the National Association, held in Los Angeles was gone through with only in part; yet, considering the lavish provision of entertainment and the alluring character of that region, the real business done was remarkable, both for quantity and quality.

This is by way of introduction to a little ceremony which occurred on the afternoon of the last day, Thursday, which means so much to me personally that I find difficulty in expressing myself adequately. This was the presentation to me of my formal credentials as emissary, representative or ambassador of the grocers of the United States to those of the United Kingdom and France. I knew it was coming, of course; but it came so charmingly, so liberally, with such lavish good will, in such abundant measure that I feel some preliminaries should be written as a background.

Let me say, then, that I am of Scotch parentage, I being the first of our family to be born an American. The family being prosperous, in my childhood and youth I traveled to Scotland many times, to England twice and to France once. Then came adversity and hard work, with no pleasure travel whatever. Instead, there was a family to feed and raise. During the nearly thirty-five years of married life to date, my wife and I have planned for this journey which now, after forty years interval for me, is coming as a reality instead of a dream; for my last visit to Scotland was in 1884.

When the Associated Advertising Clubs decided last June to hold their next annual convention in London, I said to myself: "Here's my time." Not because I have any close connection with the Advertising Clubs, being really a rather passive member, but here was an excursion that would fill at least one great ocean steamer, perhaps two, made up of forward looking men and women in the prime of their activities, imbued with fine ideals, expectations and hopes, yet with their feet firmly planted on the groundwork of facts, that must make up a most pleasing and inspiring company. Inasmuch as to stay young we must associate with the young, here was the place for one who wants never to get old!

There was another angle to the plan. This arises from my knowledge of Britain and the British. I know they are deliberate movers, not given to hasty or scantily considered acts. I wanted to meet with grocers—retail, wholesale, chain (or, as they call them there, "multiple shops") organizations and the famous co-operative stores companies. I wanted to get in on their meetings when possible. I wanted also to have them do as grocers here are in the habit of doing for me: get up special meetings. I knew that all this could be effected only by taking plenty of time and hammering at my objective.

You see, this vacation would not be nearly so complete if I were to have only what is so commonly called recreation during the four months. My most enjoyable recreation is the meeting with merchants, the study of their ways, habits and systems, and so I must do all I could to bring about such meetings and associations.

I shall not attempt to tell you of the letters I wrote and had others write for me. The files have grown prodigiously during the year. But the clincher everywhere was the series of letters written by National Secretary Balsinger to all the British secretaries the towns I have laid out to visit, in

which he said things about me so cordially pleasant that I know what my reception will be "over there."

The crowning act in this portion of the little drama occurred in Los Angeles when I was invited to the platform and addressed by National President DePuyt in terms so pleasing as to be actually embarrassing to me. He expressed the pleasure enjoyed by the National Association in having me for a representative to the grocers of the old countries, asked me to be good enough to convey American grocers' greetings to those of the old countries and wished me Godspeed and a pleasant journey. Then he presented me with identical letters to C. L. T. Beeching, Secretary of the Institute of Certified Grocers, to Arthur J. Giles, Secretary British Federation of Retail Grocers Associations, both in London, and to M. E. Laigneau, Secretary Federation Francaise des Syndicates de l'Epicerie, Paris.

There is nothing "slow" half-way or half-hearted about these letters, I can assure you. In fact, I feel it is proper to insert entirely what they contain, using the letter to Mr. Beeching as the exemplar:

"It is an honor, affording unusual pleasure and satisfaction to the retail grocers of the United States, to commission Paul Findlay, F. G. I., of San Francisco, California, to personally bring a message of friendly good-will to our fellow merchants across the sea, conveying our cordial esteem, high regards and sincere good wishes.

"This commission has been officially presented to Mr. Findlay upon the occasion of our organization's twenty-seventh annual convention in Los Angeles, California, June 16, 17, 18, 19, 1924, at which time we are in that period of our Association's life when we are looking back to the past with a deep appreciation of the endeavors of the pioneers in the movement, and to the future with a full recognition of our great responsibilities and opportunities to be of service to our industry, to the members thereof, and to the consuming public.

"With determination and confidence we are striving to measure up to the need of the times, and we know Mr. Findlay will return to us with much of value, added to his already rich experience, through the contact he will have with the trade in your great nation, so that he may become an even greater inspiration to us."

This is some commission and I am frankly proud of it. I was, in fact, so greatly at a loss for words that I stuttered a bit and then found it necessary to drift into some sort of irrelevant stuff to hide my confusion.

That same night, a few hours after the formal presentation, I jumped the Santa Fe train and as I write we are speeding across the plains of Kansas.

It seems suitable that I should close with a few remarks about the convention itself. I hope that these may be taken as written with entire good will and the desire to be helpful for the future.

Briefly, then, it may be said that if the convention is intended to be a holiday of fun and merrymaking, this one was a complete, unqualified success. But if this annual gathering is for business purposes that in Los Angeles fell far short of its aim.

Yet much good was done. For one thing, the Better Grocers Bureau was discussed in full detail, item by item, and unanimously approved on the basis originally planned by Mr. Balsinger. That is in itself something that almost alone would justify the convention. What other items were discussed as matters of business were so well handled that one could have wished for much more of the same. But the effective time devoted to the business of the convention, I think, may be said to have been two days.

I firmly believe that hereafter the

convention should extend to one full week of time. The first day should be used for all the blah stuff—addresses of welcome and responses, which are such unmitigated bores to serious minded people—but which it seems impossible not to have. Then there should be four solid days of not a thing but business. That might properly be followed by two days of recreation and pleasure, extending from early morning even into the next morning, if desired. Further fun should be optional with those who want to remain longer.

The National convention is too serious an affair to treat less deliberately and fully.

Paul Findlay.

Gabby Gleanings From Grand Rapids.

Grand Rapids, June 24—Lee M. Hutchins is booked for an address at Ferris Institute, Big Rapids, Thursday evening on the "Value of Purpose." It goes without saying that the people of Big Rapids have a rich treat in store for them.

Oscar F. Conklin, a former resident of Ravenna and Grand Rapids, but now located at Jacksonville, Ill. (summers) and Los Angeles (winters) is spending a couple of weeks here as the guest of his brother, William P. Conklin, 144 Auburn avenue. O. F. is 87 years of age, but is so keen, active and well preserved that he could easily masquerade as a man of 60. He has been a born trader all his life and the trading instinct is still as strong as ever.

Grand Rapids will have the largest representation at the meeting of the Supreme Council, United Commercial Travelers, held in Columbus, Ohio, this week it has ever had. Past Grand Counsellor W. S. Lawton, being a member of the Jurisprudence committee, left for Columbus last week. Past Grand Counsellors Homer R. Bradfield and Wilbur S. Burns left Monday morning for Columbus. Allan F. Rockwell, Secretary-Treasurer of Grand Rapids Council, left Monday night, his mission being principally as a delegate from the Grand Council of Michigan, United Commercial Travelers, to the meeting of the National Secretary-Treasurer Association. Past Grand Counsellor John D. Martin was appointed a special representative to the Supreme Council meeting at Columbus to take up the work of the Supreme Hotel Committee, but on the advice of the physician who is bringing John back so nicely to good health, it was deemed inadvisable for him to go. However, the four already mentioned puts Grand Rapids Council decidedly in the lead on representation at the Supreme meeting.

Few people outside of Grand Rapids and even some in Grand Rapids do not fully realize what the Grand Rapids furniture markets mean to the city of Grand Rapids. Monday morning, June 23, the ninety-third semi-annual furniture market opened and the several buildings of the city used exclusively for the display of furniture samples were thrown open to the retail furniture dealers. These dealers not only come from every state in the Union, but buyers come from Cuba, Mexico, Dominion of Canada, France, England and South Africa. Michigan shows more lines than any other State in the Union. There are at this market 132 lines manufactured in Michigan and sixty-four of these lines are manufactured in Grand Rapids. New York State comes second with seventy-six lines; Indiana, sixty-four; Illinois, fifty-six; Ohio, forty-five; North Carolina, thirty-eight; Pennsylvania, thirty-seven; Massachusetts, twelve; Kentucky, eleven; Tennessee, eleven; Virginia, ten, and then running down to where some states show but one line, which includes Minnesota, Maine, South Carolina and Arkansas. In all twenty-two states are represented by manufactured lines at the Grand Rapids opened furniture market. Up until

Tuesday night, June 24, there were over 600 registered buyers in the city, which of itself is a very good indication that even the much talked of New Central Furniture Market building, opened in Chicago this season, is not cutting any figure in competition with Grand Rapids market.

Sunday brought a special train of seven coaches from New York and on the train from Buffalo and Philadelphia there were special coaches exclusively for furniture buyers and there is little doubt in the minds of those who are closest to the furniture situation that this mid-summer season will show a registration running over 3,000. To this we can add several hundred salesmen, who do not live in Grand Rapids, but who are here twice a year to take care of the different lines they sell on the road. It goes without saying that all of these factories scattered through twenty-two states would not go to the expense of shipping carloads of samples to Grand Rapids twice a year, or go to the expense of renting their show rooms, and many of them even standing the expense of sending their salesmen here, if Grand Rapids was not, as the slogan has gone out for many years, "The furniture market of the world."

Louie Oltman, the contractor was asked by a local traveling man to estimate on the cost of an addition to his home. Louie went into the matter very thoroughly and handed in a two-option estimate, as follows: \$4,000 if I do it now; \$3,000 if you wait until fall." The contractor insists that both wages and building material are due for a 25 per cent. slump during the next three or four months.

William J. Behan, a traveling salesman for Wilson & Company, Chicago, was found dead in his room at the Post Tavern, Tuesday night. Acute indigestion was given as the cause by Coroner Carl S. Gray who conducted an inquest. Behan was well known throughout Southern Michigan, having traveled that territory for the last ten years. He made his home in Chicago.

Figs—Fig distributors look for a firmer and higher market, as the market is in statistically stronger position than it has been in the past ten years at this season, it is reported. Where last year 200,000 bags were on hand, one operator estimates holdings at 40,000 bags, which means an insufficient supply for manufacturing purposes before new crop is available. Tapnets are reported exhausted and stocks of Algeria and Greek figs are said to be practically nil. Smyrna figs are closely sold up while Germany has exhausted the stocks in Portugal and Spain. Manufacturers of fig bars are showing more interest in the market, but stocks are being withdrawn by holders, it is said.

Sault Ste. Marie—The R. E. Jones handle factory, which has been idle for the past two years, will be reopened about July 10, by the D. A. Stratton Lumber Co., which recently bought the building and equipment. For many months efforts have been made to interest some experienced operator in taking over the property. The Stratton company will make the changes needed in the plant and equipment for the manufacture of broom handles. It is the intention of the new company to operate the factory at a capacity of 10,000 broom handles per day. This will require about ten carloads of lumber a month in raw material.